

# The Role of the Brand Image Mediate the Influence of Celebrity Endorser on Purchase Intentions

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**Abstract:** The purpose of this study was to find out the role of brand image mediating the relationship between celebrity endorsers and purchase intentions on Paulina Katarina's fashion products. The population in this study is the people in Denpasar, especially women who have never bought fashion products Paulina Katarina. This study used a sample of 110 female communities in the city of Denpasar with a purposive sampling method by distributing questionnaires. Data analyzed using Path Analysis and Sobel techniques. The results showed that the celebrity endorser had a positive and significant effect on the brand image of Paulina Katarina's fashion products. Celebrity endorsers and brand images have a positive and significant effect on buying intentions on Paulina Katarina's fashion products. Brand image positively and significantly mediates the influence of celebrity endorser on buying intentions on fashion products Paulina Katarina.

**Keywords:** Celebrity Endorser, Brand Image, Purchase Intention.

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## I. INTRODUCTION

Along with the rapid development of technology, where business competition in the fashion world becomes very tight. Many fashion brands have sprung up both from domestic and abroad, this makes entrepreneurs in the field of clothing and designers to be more creative and innovative in creating the latest attractive clothing models can attract the purchase intention of fashionistas. Entrepreneurs and designers are two important actors in the world of fashion, namely having the same goal to release new products to the market and to make a profit. Having a high fashion sense can strengthen the character and personality of the user, which can be seen through the distinctive features and uniqueness of the fashion brand used. In addition, developments in the business world, especially fashion, from year to year have increasingly interesting and different designs. Companies are asked to understand consumer behavior and offer products that have high quality, by making attractive promotions to be able to attract consumers, one way of promotion is through an advertisement. Advertising is one of the promotional tools used as a message delivery tool that aims to shape and change consumer behavior. The use of attractive advertisements will be able to attract people's buying intentions to own the product.

Based on the results of interviews conducted by researchers, the decline in sales in Paulina Katarina's fashion products was caused by a lack of purchase intention from the public. Lack of public purchase intention can be caused by lack of credibility possessed by celebrity endorsers used in marketing products such as lack of public interest in products used by celebrity endorsers, lack of public trust in celebrity endorsers and lack of promotion so not all people know Paulina's fashion brand Catherine. In addition, in Denpasar, there are now various kinds of local brands that have been established before the Paulina Katrina fashion brand, therefore the company must make a strategy to maintain the Paulina Katarina fashion brand by using attractive advertisements that are able to attract people's buying intentions and can increase sales of these products.

Amanda (2014) explains that there is an influence between the credibility of celebrity endorser and brand image, where the use of celebrity endorsers more effectively produces a positive response to brand image, while increasing the desire to buy. Kurniawan (2012) said that brand image will have a direct effect on the high buying interest in a product because consumers will have a reason to buy or use a product with a brand image that is considered a quality product and used by famous people.

The existence of intense competition from other companies, the company is obliged to maintain its products in order to be able to outperform its competitors. The strategy that can be done by the fashion brand Paulina Katarina is to use a promotional strategy by using a celebrity endorser that is able to attract people's buying intentions. The use of this strategy is expected to influence consumer attitudes to have the intention of buying Paulina Katarina's fashion products compared to other brand products and knowing more about the brand image.

Buying intention is the stage of the consumer in shaping his choice of the brand that is in the device of choice, then making purchases on an item or service previously based on many considerations (Annafik and Rahardjo, 2012). Buying intention can be used to analyze consumer behavior, where consumers will look for information about a product before buying, then consumers make an assessment of the product based on the information they have and then consumers will compare the product and evaluate it to determine the purchasing decision.

Promotional activities are one of the factors that determine the success of a company in conducting a marketing program. Celebrity endorsement according to (Chan et al., 2013) is one of the marketing communication strategies that is generally used to build brand perceptions. With the use of celebrity endorsers, it is expected that the products offered by marketers through advertising media have an appeal for prospective consumers who intend to buy. Kiswalini and Nurcahya (2014) suggested that the use of celebrity endorsers is one of the creative ways of advertising that is expected to attract consumers' attention and increase the brand of a product.

Celebrity endorsers have an important role in someone who discusses a product from the company in an attractive way, which is able to influence consumer attitudes and behavior on the marketed product. Celebrity endorsers must also have a positive outlook in the community so they can be trusted by prospective customers. Although the contract cost of celebrity endorsers reaches millions of rupiah, many companies use it, such as actresses, super models and professional people who aim to be able to support and increase the sales of their products effectively (Chung et al., 2013).

The use of celebrity endorsers as part of a marketing strategy because it is one of the popular ways to support the formation of a brand image. Companies that use celebrity endorsers will be able to influence the purchase intention of prospective customers to use products that have been used by the celebrity endorser.

In addition to through celebrity endorsers, brand images can influence purchase intentions of consumers. Many companies use brand image as a strategy to improve their company. According to Hidayati, et.al (2013) brand image or brand image is one of the important attributes of a product that its use is now widespread. The research conducted by Wijaya (2013) explains that improving product quality and brand image is the best strategy to increase the number of new consumers and maintain old consumers.

Through the brand image, consumers can easily find out the goods and services being marketed. Positive emotional responses felt by consumers when they use the brand of a product are influenced by the brand image. The higher the brand image value of a product in the community it will lead to a positive response and commitment to continue using the brand image. A product has its own image in the minds of consumers, this is because brand image is an identity that distinguishes a product or service from a company. In the end, brand image that becomes important for consumers in determining purchasing decisions. In order to compete in the market, a marketer must pay attention to the needs and desires of consumers in order to have more value than competitors, so that it will have an impact on company profits.

## **II. CONCEPTUAL MODEL AND HYPOTESIS DEVELOPMENT**

### **The Influence of Celebrity Endorser on Brand Image:**

Research results of Ahmed, et. al., (2014) suggested that the trustworthiness of consumers with the products used by celebrity endorsers will increase the purchase intention of a product. Sabunwala (2013) explained that celebrity endorser has a positive and significant effect on brand image. Nisa and Amal (2013) also stated that there was a positive and significant influence of celebrity endorser on the brand image. This means that the more positive the credibility, attractiveness, expertise, and trustworthiness possessed by a celebrity endorser, the greater the influence on the brand image of a product and vice versa.

**H1: Celebrity endorser has a positive and significant effect on brand image:**

**The Influence of Celebrity Endorser on Purchase Intentions:**

Celebrity is a person who has a high performance in a field, both actresses, models, and advertising stars. The role of a celebrity is needed in the marketing world to advertise a product with the aim of increasing the percentage of sales. Research from Hemamalini (2014) suggests that celebrity endorsers have a positive influence on purchase intentions, celebrity endorsers who have high popularity, expertise and attractiveness can increase purchase intention.

Sahputra and Budiarti (2017) celebrity endorser is a media for companies to introduce and promote their products, aimed at attracting consumers to choose these products, but buying interest is the desire for or a plan to buy a product with a particular brand. Celebrity endorsers with a good and positive image are expected to be able to increase people's buying intention for a product. Hansudoh (2012) said that there was a positive and significant influence of celebrity endorser on purchase intentions. Putra and Giantari (2014) also mentioned that the promotion of sales with the help of celebrity endorsers that are increasingly being intensified will increase consumer purchase intention. Stephanie (2013) states that celebrity endorsers have a positive effect on buying intentions. Based on the results of previous empirical studies, the hypothesis for this study is:

**H2: Celebrity endorser has a positive and significant effect on purchase intentions:**

**The Influence of Brand Image on Purchase Intentions:**

Consumers use brand image as a consideration before making a purchase, the brand image must have a positive value from a product, so that the consumer's intention to buy is also higher. According to Wahyuni and Suparna (2014), there was a positive influence of brand image on consumers' purchase intentions on counterfeit bag products in Denpasar City. Wang and Tsai (2014) also stated that brand image is able to increase purchase intention from consumers positively and significantly. Mendrofa (2012) revealed that in general brand image has a positive influence on purchase intention. The study was also carried out by Lidyasuwanti et. al (2015), the results of his research show that brand image has a significant effect both simultaneously and partially on consumer buying interest. Based on previous empirical studies, the hypothesis for this study is:

**H3: Brand image has a positive and significant effect on purchase intentions:**

**The Role of the Brand Image Mediate the Influence of Celebrity Endorser on Purchase Intentions:**

Research conducted by Utami and Seminary (2018) states that celebrity endorser integrity towards purchase intention uses positive perceptions and makes brand image a mediating variable. This study was also conducted by Lee et al., In Apejoye (2013) arguing that celebrity endorser credibility influences consumers' purchase intentions when celebrities as endorsers are involved in cases that make celebrity's performance go down or rise that can affect brand image. Putra and Sulistyawati (2015) stated that celebrity endorsers have a positive effect on a product's brand image. The better the credibility, attractiveness, expertise, trust of a celebrity, the better the effect on the brand image of a product and vice versa. A positive brand image will influence the sustainability of a product and remain favored on the market so that it will determine the attitude taken by the next consumer. Based on the results of the research described above, the hypothesis for this study is:

**H4: Brand image significantly mediates the effect of variable celebrity endorser on purchase intentions**

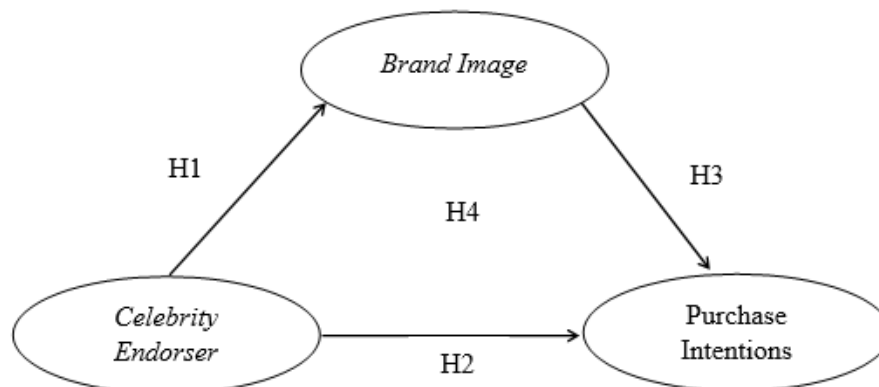


Figure 1: Conceptual Model

### III. RESEARCH METHODOLOGY

The approach used in this study is an associative quantitative approach. This study examines the hypothesis that explains the influence of celebrity endorser on the brand image of Paulina Katarina products, the effect of celebrity endorser on the purchase intention of Paulina Katarina products, the influence of brand image on Paulina Katarina's product intention, the role of brand image in mediating the influence of celebrity endorsers on Paulina Katarina's product purchase intentions . The location of this research was conducted in the area of Denpasar City, targeting people who had never bought fashion products Paulina Katarina.

The population in this study were people in Denpasar, especially women who had never bought fashion products Paulina Katarina and were familiar with Paulina Katarina's fashion products. The sample technique that will be used in this study is purposive sampling, therefore the sample size is 110 respondents. The research data was collected using a questionnaire with a Likert scale, then analyzed using Path Analysis and the Sobel test. The data analysis technique used is multiple linear regression analysis which is processed using SPSS. All variables studied along with their respective symbols and indicators are summarized in Table 1

TABLE 1: RESEARCH VARIABLE INDICATORS

Variable	Indicator	Reference
Celebrity Endorser (X)	1) Trustworthiness	Hansudoh (2012)
	2) Expertise	
	3) Attractiveness	
	4) Respect	
	5) Similarity	
Brand Image (M)	1) Modern	Low and Lomb in Murti (2014)
	2) Friendly	
	3) Popular	
Purchase Intentions (Y)	1) Intend to buy products	Calvin and Samuel (2014)
	2) Product Existence	
	3) Interest to buying and owning products	

Source: previous research study

### IV. RESEARCH FINDING AND DISCUSSION

Path analysis is used to test the causality relationship between 2 or more variables. Calculation of path coefficients is done by regression analysis through SPSS 22.0 for Windows software, the results obtained are shown in Table 2 as follows:

TABLE 2: THE RESULTS OF PATH ANALYSIS STRUCTURE 1

Variable	Standardized Coefficients	Std. Error	t statistic	Sig. t
(Constant)		0,343	5.479	0,000
Celebrity Endorser (X)	0,543	0,082	6.723	0,000
R Square	0,295			
F Statistic	45,197			
Sig. F	0,000			

Source: Primary data processed, 2018

Based on the results of analysis of substructure 1 pathways as presented in Table 2, the structure is as follows:

$$M = \beta_1 X + e_1$$

$$M = 0.543X + e_1$$

The value of  $\beta_1$  is 0.543 having a celebrity endorser has a positive effect on brand image, this shows that if the variable celebrity endorser increases, the brand image of Paulina Katarina's fashion product will increase by 0.543.

**TABLE 3: THE RESULTS OF PATH ANALYSIS STRUCTURE 2**

Variable	Standardized Coefficients	Std. Error	t statistic	Sig. t
(Constant)		0,365	0,778	0,438
Celebrity Endorser (X)	0,390	0,92	4,871	0,000
Brand Image (M)	0,428	0,91	5,339	0,000
R Square	0,516			
F Statistic	57,081			
Sig. F	0,000			

Source: Primary data processed, 2018

Based on the results of analysis of substructure 2 pathways as presented in Table 3 , the structure is as follows:

$$Y = \beta_2X + \beta_3M + e_1$$

$$Y = 0.390X + 0.428M + e_2$$

Based on these equations, it can be concluded that the value of  $\beta_2$  of 0.390 means that celebrity endorser has a positive effect on intention, if the variable celebrity endorser increases, the variable purchase intention of Paulina Katarina's fashion product in Denpasar City is 0.390.

The  $\beta_3$  value of 0.428 means that the brand image has a positive effect on purchase intention, this means that if the brand image variable increases, the variable intention to buy fashionable Paulina Katarina in Denpasar City will increase by 0.428.

Test the value of the coefficient of determination ( $R^2$ ) and the variable error (e)

Based on substructure 1 model and substructure 2 model, the final path diagram diagram can be arranged. Before compiling the final path diagram model, the standard error value is calculated as follows:

$$Pe = \sqrt{1 - R^2}$$

$$Pe_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,295} = 0,839$$

$$Pe_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,516} = 0,695$$

Based on the calculation of the effect of error (e), the result of the effect of error ( $e_1$ ) is 0.839 and the effect of error ( $e_2$ ) is 0.695. The results of the total coefficient of determination are as follows:

$$\begin{aligned} R^2_m &= 1 - (Pe_1)^2 - (Pe_2)^2 \\ &= 1 - (0,839)^2 - (0,695)^2 \\ &= 1 - (0,703) - (0,483) \\ &= 1 - 0,339 \\ &= 0,661 \end{aligned}$$

The total determination value of 0.661 means that 66.1 percent of the purchase intention variable is influenced by the variable celebrity endorser and brand image, the remaining 33.9 percent is explained by other factors outside the model formed.

The results of the path coefficient on the research hypothesis can be illustrated in Figure 2 below

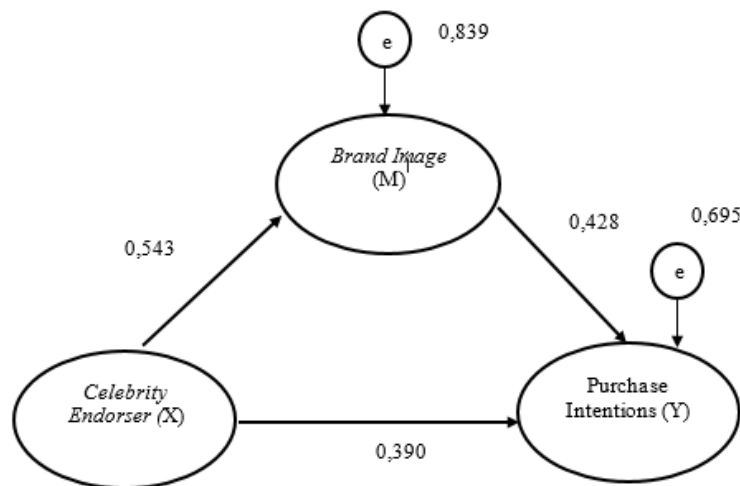


Figure 2: The Path X Coefficient Diagram against Y through M

Based on the path diagram above in Figure 2, it can be calculated the amount of direct influence, indirect influence and total influence between variables.

TABLE 4: DIRECT EFFECTS, INDIRECT EFFECTS AND TOTAL INFLUENCE

Variable Influence	Direct Influence	Indirect Influence (M) = (β <sub>1x</sub> β <sub>2</sub> )	Total Influence
Celebrity endorser (X) → Brand Image (M)	0,543	-	0,543
Celebrity endorser (X) → Niat beli (Y)	0,390	0,232	0,622
Brand Image (M) → Niat beli (Y)	0,428	-	0,428

Source: Primary data processed, 2018

The Sobel test is used by testing the strength of the indirect effect of the variable celebrity endorser (X) on the purchase intention variable (Y) through the brandimage (M) variable. The sobel test is formulated with the following equation and can be calculated using the Microsoft Excel 2010 application. If the Z calculation value is greater than 1.96 (with a 95 percent confidence level), then the mediator variable is assessed to significantly mediate the relationship between the dependent variable and the independent variable. The sobel test is calculated using the following formula:

$$Z = \frac{ab}{Sa2b}$$

$$= \frac{0,2324}{0,061066}$$

$$= 3,8058$$

Based on the results of the Sobel Test in this study indicate that the results of tabulation  $Z = 3.8058 > 1.96$  with a significance level of  $0.000 < 0.05$ , which means that the mediation variable, that is, the brand image is significantly able to mediate the influence of celebrity endorsers on the purchase intention of Paulina Katarina Di Denpasar City.

#### The Influence of Celebrity Endorser on Brand Image:

Based on the results of the celebrity endorser data on the brand image obtained a positive beta coefficient value of 0.543 with a significance level of 0.000 (less than 0.05) which means H1 is accepted. This indicates that the celebrity endorser variable positively and significantly affects the brand image variable. This result means that the higher the credibility of the celebrity endorser will increase the product image of Paulina Katarina. The results of this study are in line with some

of the results of previous studies conducted by Ahmed et al. (2014), Sabunwala (2013), Nisa and Amal (2013) which showed positive and significant results between the influence of celebrity endorsers on brand image of fashion products Paulina Katarina.

#### **The Influence of Celebrity Endorser on Purchase Intentions:**

Based on the results of the celebrity endorser data on purchase intentions, positive beta coefficient values obtained were 0.390 with a significance level of 0.000 (less than 0.05) which means H2 was accepted. This indicates that the celebrity endorser variable is positively and significantly influences the purchase intention variable. This result means that the better the public's perception of the celebrity endorser in delivering a product, the more consumers will buy the product. The results of this study support some of the results of previous studies conducted by Hemamalini (2014), Apejoye (2013), Sahputra and Budiarti (2017), Hansudoh (2012), Putra and Giantari (2014), Stephanie (2013) showing positive results and significant between the influence of celebrity endorser on purchase intention.

#### **The Influence of Brand Image on Purchase Intentions:**

Based on the results of the brand image data on purchase intention, a positive beta coefficient value of 0.428 is obtained with a significant level of 0,000 (less than 0.05) which means that H3 is accepted. This indicates that the brand image variable is positively and significantly influences the purchase intention variable in Denpasar City. This result means that the better the brand image shown by a product, the higher the purchase intention of consumers to make purchases on Paulina Katarina's fashion products. The results of this study are in accordance with the results of previous studies carried out by Wahyuni and Suparna (2014), Wang and Tsai (2014), Shah et al. (2012), Mendrofa (2012), Lidyasuwanti, et al. (2015) showing the results that positive and significant between the influence of brand image on consumer purchase intention.

#### **The Role of the Brand Image Mediate the Influence of Celebrity Endorser on Purchase Intentions:**

Hypothesis testing on the role of brand image mediates the effect of celebrity endorser on purchase intention by using the Sobel Test showing the brand image role significantly mediates the effect of celebrity endorser on purchase intention with Z yield of  $3.8058 > 1.96$ , thus the fourth hypothesis in this case is accepted. The results of the study are in line with previous research conducted by Utami and Seminaries (2018), Apejoye (2013), and Putra and Sulistyawati (2015) showing the results that the brand image can mediate the influence of celebrity endorser on the purchase intention of Paulina Katarina fashion products in Denpasar City. The better the credibility of the celebrity endorser, the better the effect on the brand image of a product and vice versa. A good brand image will greatly affect purchase intention.

#### **Research Implications:**

This study presents the relationship between the findings of this study with relevant company policies. The original implication of this study emphasizes the real benefits of the results of research to increase purchase intention on Paulina Katarina's fashion products through celebrity endorser support as well as the fashion brand image of Paulina Katarina in Denpasar City. Some of the strategic implications of the results of this study are as follows:

- 1) First, that respondents strongly agree with the support of celebrity endorsers can foster the intention to buy consumers to buy fashion products Paulina Katarina. The characteristics of celebrity endorsers such as being trustworthy, having skills, attractiveness, and similarity are needed in advertising a product. Choosing the right celebrity endorser will have an impact on buying intention on the product being advertised. It is important for companies to choose the right celebrity endorser.
- 2) Second, a positive brand image of a product can also increase the purchase intention of Paulina Katarina's fashion products. Respondents' statement about Paulina Katarina's fashion products has an up-to-date model which shows that a positive brand image will foster purchase intention from consumers. Good product quality and an up to date model is one way to position the product in the minds of consumers, because the needs of consumers who can change or be dynamic are one of the reasons why Paulina Katarina companies must be able to develop and provide product innovations so they didn't miss era.
- 3) Third, the respondent's statement about the intention to buy Paulina Katarina's fashion products had the highest average. This shows that the support of celebrity endorsers and positive brand images can foster purchase intentions from consumers to buy fashion products. Paulina Katarina. This is a consideration for the company to design a more creative and innovative marketing strategy so that consumers are increasingly interested in buying Paulina Katarina's fashion products.

## V. CONCLUSIONS AND SUGGESTIONS

Based on the results of the discussion of the research that has been conducted, it can be concluded that:

- 1) Celebrity endorsers have a positive and significant effect on brand image, this means that the better credibility of celebrity endorsers will increase the brand image of Paulina Katarina's fashion products themselves.
- 2) Celebrity endorsers have a positive and significant effect on purchase intentions, this shows that the views of consumers regarding the celebrity endorser influence consumers' buying intention towards fashion products Paulina Katarina.
- 3) Brand image has a positive and significant effect on purchase intention. This shows that the brand image of Paulina Katarina's fashion products has a significant influence on buying intention from consumers.
- 4) Brand image is able to mediate the influence of celebrity endorser on purchase intention partially.

Based on the results of the analysis of research, discussion and conclusions there are several suggestions that can be used as material considerations, it can be concluded that:

- 1) Paulina Katarina should pay more attention to the celebrity endorser used and improve the way of product delivery by providing good product quality, which will lead to perceptions of celebrity endorsers that are good in the minds of consumers, which in turn will affect consumers' purchase intention to buy Paulina Katarina's products.
- 2) It is better for Paulina Katarina to pay attention to the brand image of the company, so that it can create a distinctive prestige for prospective customers which will later have an impact on purchase intention from consumers.
- 3) It is recommended that Paulina Katarina pay attention to the prestige and image and quality of the product so that later when consumers feel they need fashion for certain events, they will choose Paulina Katarina products as the main choice for fashion.

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