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The Effect of Celebrity Endorsement on Brand Image in Determining Purchase Intention

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Abstract

Smartphone becomes a standard platform for people to communicate with others. Nowadays, almost everyone has a smartphone because of its dependable functions. Therefore, the smartphone business is presently highly competitive, especially in Indonesia. One of the top smartphone brands in Indonesia is Oppo. To compete with other smartphone brands, Oppo uses celebrity endorsement as its marketing strategy. Oppo hires one of the eminent endorsers. This research purposes to investigate the effect of celebrity endorsement on brand image in determining purchase intention, using the case of Oppo smartphone in Indonesia. This research uses a convenience sampling method utilizing 177 respondents who use Oppo smartphones and know Chelsea Islan. Data are analyzed using structural equation modeling (SEM) and AMOS statistical software. The results of hypothesis testing on this study shows that celebrity expertise, celebrity attractiveness, and celebrity trustworthiness have a positive effect on brand image. On the other hand, celebrity match-up has a negative effect on brand image. Finally, brand image has a positive effect on purchase intention.

Keywords: celebrity endorsement, brand image, and purchase intention.

I. INTRODUCTION

As we are now living in an age of digitalization, the application of advanced and modern devices in our daily lives is rising rapidly. One indication of rapid technological change is the development of the mobile phone. The size and shape of the mobile phone also change quickly to match the changing taste and needs of customers. With small and portable shape, mobile phone is desired by many. The mobile phone becomes a medium of communication between one individual and another. Over time, the mobile phone that was initially used for calling and messaging now becomes a more sophisticated device, and it is known as the smartphone.

A smartphone is a mobile device allowing the user to stay connected through telephone facilities and internet data simultaneously. It is the thing that distinguishes a smartphone from a standard telephone. According to Ibrahim et al. (2013), because of the popularity of smartphone functions, the number of smartphone users increases from 2013 to 2018. In 2018, smartphone users in Indonesia were more than 100 million active

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users. Smartphones do not only link an individual to communicate with others (Oksman, 2010) but also provide a mechanism to get connected, play games, watch entertainment, surf the internet and keep people busy (Uddin et al., 2015).

Typically, customers gather information about a product before deciding to purchase it. After consumers research a smartphone supporting their needs and wants, they may make an actual purchase affected by their purchase intention. After collecting all the information, consumers will generalize the advantages and disadvantages or benefits and costs of a product. Then, they evaluate the data to make purchase intention after comparing a product with other products and make considerations. The actual purchase decision is profoundly affected by the purchase intention. Khan (2018) state that purchase intention refers to the plan to buy something in the future. Rahman et al. (2012) discuss purchase intention as consumer willingness to consider buying, buying intention in the future, and the decision of repurchase. Smartphone manufacturers or brands must be smart to understand their target market so they can find the right strategy in targeting customers to make a purchase.

Smartphone manufacturers must be able to give an innovative idea to attract customers. To increase purchase intention, they can use an appropriate marketing strategy suitable for the targetted market. One of the strategies is advertising. Advertising is one of the most popular instruments to promote a product like a smartphone. Hassan and Jamil (2014) state that since the last ten years, the marketing environment changes significantly, witnessed by the involvement of celebrities as celebrity endorsers in the advertisement. The use of celebrities in advertisements is expected to be effective in attracting consumer attention. To select celebrities that suit consumers' characteristics, companies must evaluate the requirements needed by the endorsers.

Priyankara et al. (2017) mention that there are eight determinants of celebrity endorsement, namely, credibility, trustworthiness, expertise, attractiveness, similarity, liking, familiarity, and match-up. If a company chooses an indicator that matches the endorser, the celebrity endorsement strategy will have a positive impact and the right image for that company.

A right brand image can affect the intention of buying a product. According to Chi et al. (2009), the functions and meanings of brand image can be illustrated as follows. First, the brand image has an identifiable design. Second, a brand consists of quality, and consumers can feel and add value before and after making a purchase. Third, the brand image is a reflection of self-image and symbol to consumers themselves and others. Fourth, brand image delivers information on the product to assist consumers in making a purchase decision.

The use of celebrity endorsement can affect several things, including a brand image. Brand image is an active association in memory when someone thinks about a particular brand (Shimp & Craig, 2013). The use of celebrity endorsement has a positive effect on brand image. It has been proven by Lomboan (2013), concluding that celebrity endorsement significantly affects the brand image. This result is strengthened by Ing and Furuoka (2007), adding that components of celebrity endorsement (credibility, attractiveness, likability, and meaningfulness) have a positive relationship with the perceived brand image.

Furthermore, a good brand image can lead to customer purchase intention, as has been proven in previous studies. Wijaya and Sugiharto (2015) state that marketers must develop effective marketing communication programs that can create a brand image, motivating customers to have purchase intention. With a good and high brand image in the market, consumers will not hesitate to make purchases in the future.

In Indonesia, there are various kinds of smartphone brands. One of the most popular brands in Indonesia is Oppo. Oppo is a smartphone brand made in China that has been rising in recent years. Oppo has a variety of exciting ways of promoting its brand. One of them is by collaborating with many celebrities. Using celebrities having a good name or image in the eyes of the public can benefit a company. Chelsea Islan is one of the celebrities working for Oppo. Chelsea Islan is chosen as a celebrity endorser of Oppo because besides being famous, she also has numerous fans who will help in boosting the sales of Oppo smartphone.

International data corporation (IDC) in 2018 included Oppo among the top five of the most smartphone sales in Indonesia. However, the Oppo market share decreased by 6% from 24% in 2017 to 18% in 2018. Xiaomi also beat its sales in 2018. The smartphone brand that has the most significant sales is Samsung, i.e., the largest smartphone vendor from South Korea. The leading position can change every year; therefore, all smartphone vendors need to compete by using the right strategies (Kotler & Armstrong, 2012). Hence, we are motivated to explore whether using celebrity endorser as a marketing strategy is relevant in increasing customer intention to purchase and generate a positive image.

This research tests the effect of celebrity endorsement on brand image in determining purchase intention by referring to some previous studies (Wang, 2006; Lomboan, 2013; and Priyankara et al., 2017). The celebrity endorsement used in this study only includes the variables considered matching to Chelsea Islan (expertise, attractive, trustworthy, match up). Hence, this research will add a brand image as an additional variable to find out its influence on purchase intention.

II. LITERATURE REVIEW

2.1. Purchase Intention

Purchase intention is a plan to buy something in the future for use. Nonetheless, there will be an emotional process working where consumer perception about a product or source person is indeed necessary (Rachbini, 2018). Purchase intention occurs when consumers are stimulated by external factors and ultimately led to purchasing based on personal characteristics and retrieval processes decision (Kotler & Armstrong, 2012). The concept of purchase intention is a combination of an ideally holistic perspective and a specific perspective to understand the possibility that a person will purchase a product (Priyankara et al., 2017).

The marketing dictionary states that the consumer's purchase intention is influenced by a trigger, outcome, recommendation, and personal association (Shahid et al., 2017). The decision evaluation stage leads to form preferences among the brands by the consumer (Totoatmojo, 2015). According to Lin et al. (2013), customer purchase intention consists of several indicators. They are the desire to buy the product, the consideration of buying the product, intention to try the product, and intention to buy the product in the future.

2.2. Brand Image

Brand image can be defined as a brand association around the brand held in the consumer's mind (Keller et al., 2011). According to Shimp and Craig (2013), brand image is based on a variety of associations that consumers have developed over time, and brands can be thought of as having their unique personalities just like people. The creation of a brand image through various associations is the main objective of marketing strategies (Malik et al., 2013).

For the right image to be established in the consumer's mind, marketers must carry brand identity through every communication vehicle (Kotler & Armstrong, 2012). Brand image as consumer understanding is based on the type of a particular brand. When it is increasingly embedded in the memory of consumers, a brand will become closer to the consumers' choice. Therefore, a positive brand image should be continuously introduced to consumers to form a memory attached to them (Lau & Phau, 2007).

2.3. Celebrity Endorsement

Celebrity endorsers are famous persons who utilize their recognition in public to recommend a product in advertising. According to Friedman and L. Friedman in Priyankara et al. (2017), celebrity endorsers are individuals who are known to the public for their achievement and promote something in ads. Rachbini (2018) defines celebrity endorsers as "famous persons who use their public recognition to recommend or co-present with a product in advertising".

Celebrities are increasingly being used by marketers to get consumers' attention and recall. By linking brands to celebrities, marketers expect the brands will get more benefits (Gupta et al., 2015). Multinational organizations use celebrity endorsement strategy because they believe that celebrities in advertisements have a more significant impact on improving brand image and boosting purchase intention. Besides, this strategy increases the attention of the audience more quickly.

2.4. Celebrity Expertise

Endorser's expertise is the qualification of a celebrity, influencing the level of conviction in order to persuade consumers to purchase a product (Wang, 2006). According to Ha and Lam (2017), expertise is the level of knowledge and experience that a person may obtain in a specific field that is acknowledged as valid. The expertise of celebrity endorser is "the extent to which an endorser is perceived to be a valid source" (Priyankara et al., 2017). According to Lomboan (2013), consumers will be able to receive the message in an advertisement when they see the figures or celebrities who have expertise in their field. This condition, hence, will generate a positive image towards a brand and increase the purchase intention of consumers.

2.5. Celebrity Attractiveness

According to Wang (2006) an attractive celebrity can influence consumers when they get the information given by an attractive source. Physical attractiveness can be seen through a person's height, weight, and facial beauty, which are the first impressions perceived by people (Ha & Lam, 2017). According to Rachbini (2018), attractiveness is also about concepts such as intellectual skills, personality, lifestyle, athletic performances, and other skills of endorsers.

The level of celebrity attractiveness will determine its effectiveness in building a positive image and purchase intention. The more attractive a celebrity is, the more effective celebrity endorsement becomes (Lomboan, 2013). However, there are examples of celebrities who are considered less attractive but represent the image of a company that wants to create and have. Therefore, the company needs to choose the right celebrity to influence consumers.

2.6. Celebrity Trustworthiness

A celebrity is considered as trustworthy when his/her trustworthiness can create a positive impact and increase the acceptance of the message (Ha & Lam, 2017). According to (Wang, 2006), the attributes of believability, dignity, and honesty influence

endorsers, and these are observed by consumers. Besides, the right celebrities can be seen as sources of credible information (Priyankara et al., 2017).

A celebrity endorser should be a person who has no scandal or problem with the law because it will reduce the trust of customers (Lomboan, 2013). If consumers see that a celebrity endorser has a scandal, the image of celebrity endorser will be miserable, and it will also harm the company. Therefore, a company needs to choose the endorser of its product wisely and correctly.

2.7. Celebrity Match Up

According to the product match-up hypothesis, the features or attributes of a brand must match with celebrity personality (Anam et al., 2015). A celebrity whose image is suitable and highly relevant to a product will result in higher confidence than a less relevant person (Ha & Lam, 2017).

In gaining high social acceptability and strengthening credibility, celebrity match-up principle with a product is as important as all other attributes (Hassan & Jamil, 2014). The appropriateness between an endorser and a brand may create a successful marketing strategy (Lim et al., 2017).

III. RESEARCH SAMPLE AND METHODOLOGY

3.1. Hypothesis Development

3.1.1. The Effect of Celebrity Expertise on Brand Image

According to Wang (2006), endorser's expertise is the source of qualification, which directly influences the level of conviction in order to persuade consumers to purchase a product. A source or celebrity who is a specialist is more persuasive and generates a more positive brand image. Furthermore, celebrities who are seen as experts in a specific area can lead to higher brand recognition than those who are not experts. Strengthened by Lomboan (2013), consumers will be able to receive the message in an advertisement when they see a figure or celebrity who has good credibility.

The expertise of a celebrity endorser can have a positive impact on brand image and motivate the consumers through the brand. The level of celebrity expertise will determine the effectiveness of building a positive image. The more expertise a celebrity has, the more effective celebrity endorsement will be. Furthermore, Ing and Furuoka (2007) state that the components of celebrity expertise have a positive influence on the perceived brand image. Based on the previous research outlined previously, the first hypothesis in this research can be proposed as follows:

H₁: celebrity endorser's expertise has a positive effect on brand image.

3.1.2. The Effect of Celebrity Attractiveness on Brand Image

Celebrity endorser determines the effectiveness of persuasion because consumers will want to be like and identify themselves with him or her (Priyankara et al., 2017). Besides, the level of celebrity attractiveness will determine the effectiveness of building a positive image because people are more likely to accept information from an attractive source, which can influence them to buy a particular product. An attractive celebrity who has excellent public speaking skills can also generate a good brand image. That skill can increase the effectiveness of promotion since a brand will have a good image. Strengthened by Lomboan (2013), celebrity attractiveness has a positive impact on brand image.

Besides, there are examples of celebrities who are considered less attractive but represent the image of a company that wants to create. Therefore, the company needs to choose the right celebrity because that person can have a positive effect on the brand

image of the company. Research by Ing and Furuoka (2007) also shows that celebrity attractiveness has a positive effect on the perceived brand image. Therefore, based on the previous research outlined earlier, the second hypothesis of this study can be proposed as follows:

H₂: celebrity endorser's attractiveness has a positive effect on brand image.

3.1.3. The Effect of Celebrity Trustworthiness on Brand Image

According to Ha and Lam (2017), celebrities are generally considered trustworthy, and their trustworthiness is described as a summary of values that can create positive features and increase the acceptance of a message. Using a celebrity endorser who is known as a credible and honest person can increase the positive image of a company.

A celebrity endorser should be a person who has no scandal or problem because it can affect the image of a brand. This idea has been strengthened by Lomboan (2013). If consumers know that a celebrity endorser has a scandal, the image of that celebrity endorser will be miserable, and it will also harm the brand image. Therefore, a company needs to wisely choose the right endorser because he or she can influence the company's image. Strengthened by Ing and Furuoka (2007), it is shown that the components of celebrity trustworthiness have a positive effect on brand image. Based on the previous research above, the third hypothesis in this study can be proposed as follows:

H₃: celebrity endorser's trustworthiness has a positive effect on brand image.

3.1.4. The Effect of Celebrity Match-up on the Brand Image

Celebrity match-up principle is an essential factor as all other attributes for obtaining high social acceptability and strengthening celebrity credibility (Hassan & Jamil, 2014). Celebrity match-up influences brand image because there should be a match or compatibility between celebrity endorser and the product being endorsed. A celebrity who is relevant to the product will create more effective advertising.

Research by Lomboan (2013) also shows that celebrity attractiveness has a positive relationship with the perceived brand image. Consumers are more attracted to a product if they believe that the celebrity endorser is also using the endorsed product. Hence, the effect will be stronger, supported by the personality of the celebrity endorser. Based on the previous research above, the fourth hypothesis in this study can be proposed as follows:

H₄: celebrity endorser's match-up has a positive effect on brand image.

3.1.5. The Effect of Brand Image on Purchase Intention

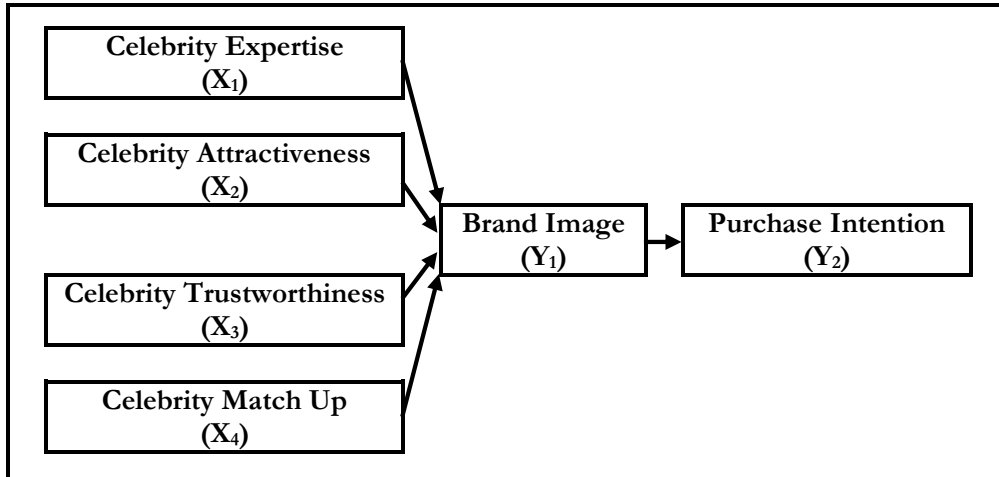
According to Shimp and Craig (2013), brand image is based on a variety of associations that consumers have developed over time. Besides, a brand is just like a person, so it can be thought of as having its unique personalities. In this highly competitive environment, a good brand image is one of the keys to success. To create a well-positioned brand, companies always play an essential role in their sector (Arslan & Zaman, 2015). Brand image is an essential aspect in determining purchase intention. Brand image guides the consumers to consume more on a particular product having a good brand image.

According to Wang (2006), a higher brand image will lead to higher purchase intention. In purchasing smartphone products, brand image is crucial because it impacts consumers' preferences and intentions. Strengthened by Shahid et al. (2017), brand image has a positive effect on purchase intention. Based on the previous research above, the fifth hypothesis of this study can be proposed as follows:

H₅: brand image has a positive effect on purchase intention.

Based on those hypotheses explained above, the research framework of this study is as follows:

Figure 1
Research Framework



3.2. Research Methods

This research is quantitative research. The method used in this research is the survey method using a questionnaire as a means of collecting data. We investigate the causal relationship between variables and conduct hypothesis testing to give an overview of the research objects. The objects of this research are usability, information quality, website design, security and privacy about website quality, e-trust, and online purchase intention. The subjects of this research are the people who use Oppo and recognize Chelsea Islan.

The scale of measurement is needed to help us measure the variables. The scale of measurement is used as a reference standard to determine interval length that will produce quantitative data. With the scale of measurement, the value of a variable measured by a particular instrument can be expressed in the form of numbers. So, it would be more accurate, efficient, and communicative.

This study uses SEM for data analysis. It is a statistical technique allowing us to test a series of relatively complex connections simultaneously. A complicated relationship can be built between one or several dependent variables with one or more independent variables. Perhaps, there is also a variable that has a double role as an independent variable in a connection, but being a dependent variable in another connection given the existence of tiered causality connection. Each of the dependent variables and the independent variables can be shaped to factor or construct built from some variable indicators. Similarly, among the variables, there can be a form of a single variable that is directly observed or measured in the research process.

IV. EMPIRICAL RESULTS

4.1. Results

Confirmatory factor analysis (CFA) is used to estimate the adequacy of the measurement model for each construct. Based on the output of the confirmatory factor analysis model, the regression weights can be shown as follows:

Table 1
Regression Weights of Confirmatory Factor Analysis (CFA)

Causal Relationship	Estimate	S.E.	C.R.
X ₁ ← Celebrity_Endorser's_Expertise	1.000		
X ₂ ← Celebrity_Endorser's_Expertise	1.019	.129	7.931
X ₃ ← Celebrity_Endorser's_Expertise	1.008	.128	7.900
X ₁₄ ← Celebrity_Endorser's_Match_Up_	1.000		
X ₁₅ ← Celebrity_Endorser's_Match_Up_	1.261	.180	6.993
X ₁₇ ← Celebrity_Endorser's_Match_Up_	1.316	.219	6.007
X ₁₆ ← Celebrity_Endorser's_Match_Up_	1.404	.195	7.186
X ₁₈ ← Brand_Image	1.000		
X ₂₀ ← Brand_Image	1.276	.214	5.963
X ₁₉ ← Brand_Image	1.003	.185	5.423
X ₁₀ ← Celebrity_Endorser's_Trustworthiness	1.000		
X ₁₁ ← Celebrity_Endorser's_Trustworthiness	.866	.098	8.818
X ₁₃ ← Celebrity_Endorser's_Trustworthiness	.898	.105	8.575
X ₁₂ ← Celebrity_Endorser's_Trustworthiness	1.083	.128	8.436
X ₅ ← Celebrity_Endorser's_Attractiveness	1.000		
X ₆ ← Celebrity_Endorser's_Attractiveness	.786	.078	10.074
X ₇ ← Celebrity_Endorser's_Attractiveness	1.050	.076	13.889
X ₂₁ ← Brand_Image	1.302	.214	6.098
X ₂₂ ← Purchase_Intention	1.000		
X ₂₄ ← Purchase_Intention	.824	.062	13.285
X ₂₃ ← Purchase_Intention	.896	.063	14.295
X ₂₅ ← Purchase_Intention	.973	.062	15.778
X ₄ ← Celebrity_Endorser's_Expertise	.796	.119	6.676
X ₈ ← Celebrity_Endorser's_Attractiveness	.979	.075	13.017
X ₉ ← Celebrity_Endorser's_Attractiveness	.690	.078	8.809

Based on Table 1, it can be seen that the critical ratio value of each indicator in the confirmatory factor analysis model is larger than 2.0. It is shown that each indicator is significant as the dimension of the latent factors formed. Thus, it can be stated that each indicator or dimension forming the latent variables of the research model has shown unidimensionality.

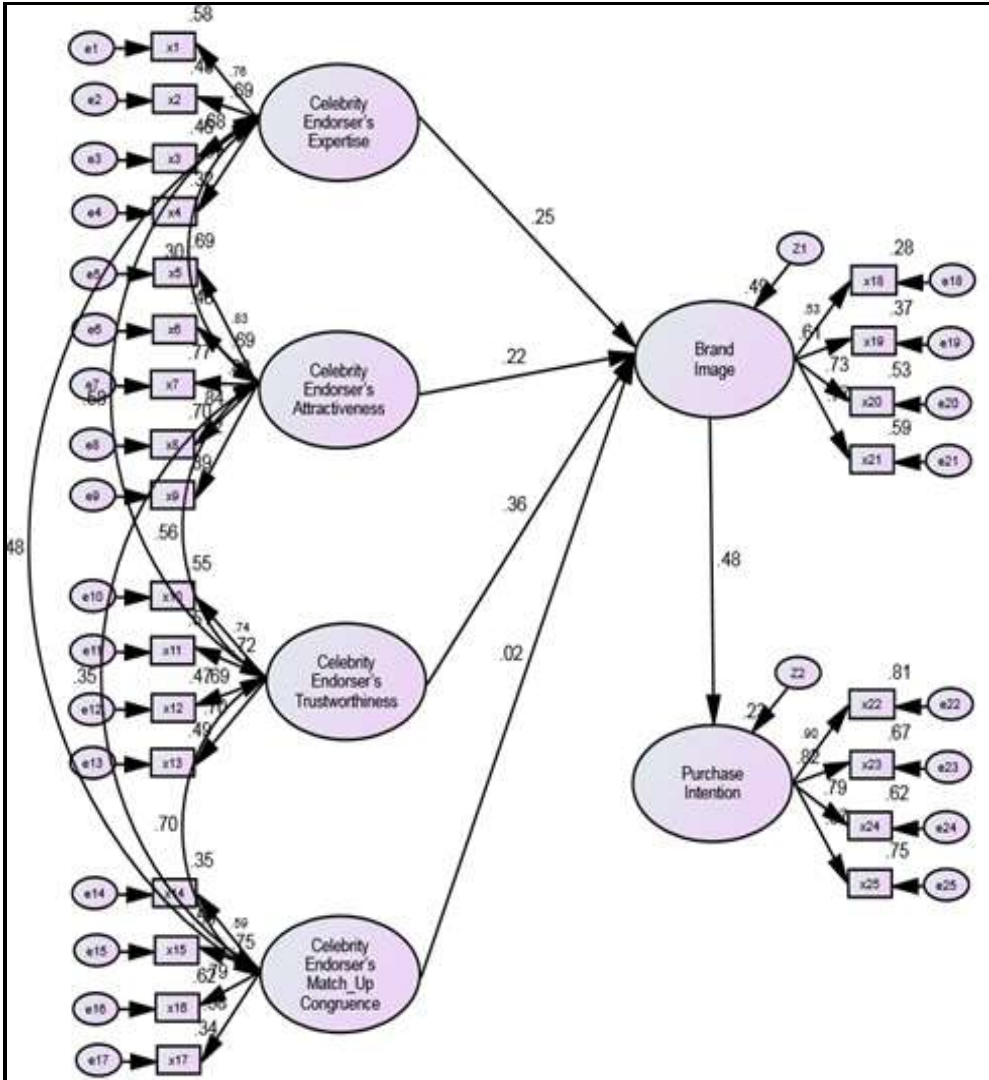
After analyzing the measurement model through confirmatory factor analysis, where each variable indicator can be used to prove to define the latent constructs, we then conducted a full model of SEM analysis with the model result as follows:

Insert Figure 2 here.

4.2. Hypothesis Testing

Hypotheses testing of this research is based on the null hypothesis, stating that the regression coefficient between the relationships is equal to zero by the usual t-test in regression models (Ferdinand, 2005). The summary results of the critical ratio (CR) values and the values of T-table can be seen in Table 2 as follows:

Figure 2
Full Model of SEM Analysis



Notes:

Hypothesis test: chi-square= 347.859, probability= .000, CMIN/DF= 1.318, GFI= .864, AGFI= .832, TLI= .952, CFI= .958, and RMSEA= .042.

Table 2
Standardized Regression Weight to Hypotheses Testing

Causal Relationship	C.R.	T-table (One-tailed)
1. Brand_Image ← Celebrity_Endorser's_Expertise	2.222	1.660
2. Brand_Image ← Celebrity_Endorser's_Match_Up	0.147	1.660
3. Brand_Image ← Celebrity_Endorser's_Attractiveness	2.205	1.660
4. Brand_Image ← Celebrity_Endorser's_Trustworthiness	2.090	1.660
5. Purchase_Intention ← Brand_Image	4.668	1.660

Referring to the critical ratio of each causal relationship in Table 2, we further develop explanations based on the research hypotheses utilizing a confidence level of 95% ($\alpha=0.05$) and degree of freedom ($n-k$) with a one-tailed test. With these criteria, we obtain the value of T-table of 1.660. From the results of SEM analysis, it is obtained that the CR values of celebrity expertise on brand image, celebrity attractiveness on brand image, celebrity trustworthiness on brand image, and brand image on purchase intention are higher than the value of T-table. Thus, H_0 is rejected and H_a is accepted. Meanwhile, the CR value of celebrity match up on brand image has a value lower than T-table. It means this hypothesis is rejected.

4.3. Discussion

Based on the hypothesis test result, this research proves that celebrity endorser's expertise has a positive effect on brand image. It means, the more the customers believe that Chelsea Islan has expertise as an endorser, the higher the level of Oppo smartphone brand image becomes. Based on the result of an open question given to respondents, we find that most respondents believe that Chelsea Islan can charm most of them. As a young lady, Chelsea Islan is an excellent representative of adolescents. Generally, celebrity endorsers need to show that they have promotion skills to influence people to buy a product, and Chelsea Islan has it.

Based on the survey result regarding celebrity expertise, we provided four indicators of celebrity endorser's expertise to our respondents. Based on those four indicators, it is shown that Chelsea Islan is classified as an expert. The result of this present study is inline with the previous study conducted Lomboan (2013), showing that there is a positive impact of expertise on the brand image because consumers will be able to receive information from an advertisement when the celebrity is an expert.

Another finding of this research proves that celebrity endorser's attractiveness has a positive effect on brand image. It means, the better the level of celebrity endorser's attractiveness is, the higher the level of a brand image becomes, especially the case of Oppo smartphone. An open question regarding celebrity attractiveness gives us an answer that almost all customers agree that Chelsea Islan is a lovely woman. Furthermore, they believe that she is not only beautiful but also has an ethical manner. Customers also believe that Chelsea Islan is smart because she has several achievements, excellent public speaking skills, and is active in social activities in helping others who are in need.

To understand more about celebrity attractiveness, we provided five indicators to our respondents. Based on those indicators, it is shown that Chelsea Islan is classified as an attractive source of information. This result is consistent with the previous study conducted by Lomboan (2013), stating that there is a positive impact of celebrity attractiveness on brand image. This result is reasonable because the information delivered by an attractive source is more likely to be accepted by other people.

Furthermore, a finding of this research proves that celebrity endorser's trustworthiness has a positive effect on brand image. It means that the better the level of celebrity endorser trustworthiness is, the higher the level of the brand image will be, precisely the case of Oppo smartphone.

To understand more about celebrity trustworthiness, we asked an open question to our respondents. They agree to consider that Chelsea Islan is trusted because she is a dependable source. Customers believe that Chelsea Islan shows her best performance when she is promoting a product. It finally leads to an increase in customer interest.

Based on survey results regarding celebrity trustworthiness using four indicators, we find that this result is consistent with the study conducted by Lomboan (2013), stating

that celebrity trustworthiness has a positive effect on brand image. Celebrity endorser who has credibility and honesty can increase the brand image of a company. Therefore, in choosing a brand endorser, a company should select the one who has no scandal because it can affect the company's image.

Another finding of this research proves that celebrity endorser's match-up does not affect brand image. It means that a better level of celebrity endorser's match-up is not always followed by a better level of brand image, precisely the case of Oppo smartphone image. In an open question to understand more about celebrity match up, we find that the customers of Oppo agree that Chelsea Islan is popular and has the ability as an endorser. Furthermore, the respondents explain that they already trust her as an endorser. However, some respondents argue that even though Chelsea Islan is famous and has the ability as an endorser, these factors are not the things they consider important. Those respondents believe that every celebrity can match with any brand as long as the brand owner pays him or her. Most of the respondents are not sure that Chelsea Islan is relevant to Oppo smartphone because she is an actress, and they also think that Chelsea Islan is more relevant if promoting beauty or skincare products. Other respondents also believe that Chelsea Islan is not using Oppo in her daily life, or she has other brands besides Oppo smartphones. Therefore, the results of our study show that the majority of respondents do not agree that Chelsea Islan is relevant to Oppo smartphones. In this research, this result is different from the previous study by Lomboan (2013), stating that that celebrity endorser's match-up has a significant effect on the brand image because every respondent has his or her perception, and every celebrity used by a company has different characteristics as well.

Finally, a finding of this research proves that brand image has a positive effect on purchase intention. It means, the better the level of brand image is, the stronger the customers' intention to purchase Oppo smartphone will be. An open question regarding brand image reveals that the majority of the respondents agree that, overall, the quality of the Oppo smartphone is good because it has an excellent specification at an affordable price. Since most of our respondents are students and college students, affordability is essential for them. Our respondents also believe that Oppo always develops and innovates its products. The excellent marketing strategy of Oppo has been proven to be effective since most of the respondents agree that they are familiar with this Oppo's marketing strategy.

Based on our survey result regarding brand image using four indicators, we find that a higher brand image will lead to higher purchase intentions. It is in line with the previous study by Wang (2006). Brand image is essential because it can influence the consumer's preference and intention to buy a product. Empirically, this research finding is also consistent with a prior study conducted by Shahid et al. (2017), concluding that brand image has a positive effect on purchase intention.

V. CONCLUSION

5.1. Conclusion

Based on the results of this present research, we can conclude several things. First, celebrity expertise has a positive effect on brand image, and second, celebrity attractiveness has a positive effect on brand image. Third, celebrity trustworthiness also has a positive effect on brand image. However, fourth, celebrity match-up has a negative effect on brand image. Finally, the brand image has a positive effect on purchase intention.

5.2. Limitation

This research has a limitation. Namely, some answers of respondents were not clear because perhaps they did not read and answer questions accurately during the interview process. Therefore, some of the answers might not represent the actual respondents' perspective.

5.3. Implication

As an effort to increase customers' intention to purchase and increase brand image, the management of Oppo Indonesia needs to utilize celebrity who as specific skills related to technology, especially smartphone technology. Oppo can try to choose a celebrity who is currently famous in social media as well. The power of social media is enormous; therefore, Oppo should try to, for example, use a celebrity on Instagram (celebgram). To gain more trust from customers, Oppo may employ a celebrity who is more credible, professional, and experienced in smartphone technology. To generate purchase intention and brand image by considering celebrity match up, Oppo should hire a celebrity who is suitable for the product, trustworthy, has a suitable image, and uses Oppo products. Oppo needs to make sure that the celebrity indeed uses its products in their daily life, not only in the ads. In the long term, Oppo should make an agreement with its endorsers to be more loyal to them.

There are some suggestions we want to give for future research. Further research may use different variables in analyzing other dimensions of celebrity endorsement. Besides, further studies can also use different variables and examples of celebrities. For instance, Oppon can hire male celebrities to see whether there are any improvements or differences in results.

This research model refers to the previous research conducted by Wang (2006), Lomboan (2013), and Priyankara et al. (2017), stating that there is an indirect influence of celebrity endorsement on brand image in determining purchase intention. However, there is a variable that does not support previous research. Therefore, it is recommended for future research to investigate this inconsistency, namely the relationship between purchase intention and celebrity endorsement through brand image.

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