

THE EFFECT OF CELEBRITY ENDORSEMENT AND THE REPUTATION OF THE  
@OOTDFESS FORUM ON CONSUMER BUYING INTEREST IN FASHION  
PRODUCTS AMONG MILLENNIALS, JAKARTA, 2020.

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ABSTRACT

This explanatory study seeks to explain the impact of celebrity endorsement and reputation of the @OOTDFESS Forum as exogenous factors on customers' purchase intentions as endogenous variables. Using the questionnaire, the data was collected from 100 millennials aged 20 to 40 who are residents of DKI Jakarta Province. The hypothesis in this research was tested using the Partial Least Square Modeling (PLS-SEM) methods applied with the software of SmartPLS 3.0. The findings of this study indicate that (1) celebrity endorsers have a positive and significant effect on consumers' purchasing intention. (2) The reputation of the @OOTDFESS Forum has a positive and significant impact on consumers' purchasing intention. (3) The celebrity endorsement and the reputation of the @OOTDFESS forum simultaneously have an effect on buying interest. According to this research, celebrity endorsement and the reputation of the @OOTDFESS forum variables cause 66.8% of the changes in consumers' purchasing intentions in the fashion industry.

Key words : celebrity endorsements, @OOTDFESS, consumer's purchasing intentions.

INTRODUCTION

As the use of the internet and social media has increased in Indonesia, online shopping is getting more popular. Social media usage in Indonesia is estimated to be 170 million people, making it a huge market for online sellers (We are social, 2021). Social media are platforms where individuals create networks and share information and/or emotions ((Kaplan & Haenlein, 2010). The most popular social media platform among internet users in Indonesia is Instagram, with 91.77 million users, followed by Twitter with 14.05 million users (We are social, 2021). According to Atmoko, 2012 in (Fadrin, et all, 2021), Instagram is an entirely visual platform that allows users to share both

text and images, whereas Twitter only allows users to send and receive texts known as tweets, which are limited to 140 characters and shown on the user's profile page (Badri, 2011). As most online stores use Instagram and Twitter as advertising tools, these two social media have had a considerable influence on customers' buying interests in Indonesia.

Hiring celebrities is one of the promotional strategies employed by sellers on social media to enhance customer interest (Danniswara et all., 2017) . Celebrity endorsement is advertising that employs well-known people or personalities to advocate a product or service (Shimp, 2003). According to (Kotler and Keller, 2009), consumer behavior occurs in reaction to things that signal the

customer's intention to make a purchase. Starting businesses are unable to use celebrity endorsements due to their high cost. Instead, they prefer to use the feature of the account-based mention confess (menfess) in Twitter to promote their products. The @OOTDFESS Forum is a reputable popular account-based menfess that focuses on sharing information about fashion. With 123,000 users, @OOTDFESS has the potential to become a platform for promoting fashion products. In addition to its reputation as a reliable source of information, the @OOTDFESS also helps to increase user confidence in its platforms.

Previous research results show that celebrities have an impact on purchasing interest. According to (Febriyanti & Wahyuati, 2016) research, celebrity endorsers have a substantial and positive effect on purchasing interest. According to (Akroush and Debei, 2015), reputation has a positive effect on customers' trust. The higher a company's reputation, the greater the consumer's trust, which will have a favorable influence on the consumer's purchasing intention.

Based on the above, this study aims to examine the effects of celebrity endorsement and the reputation of @OOTDFESS both partially and simultaneously on consumers' purchasing intentions for fashion products among millennials in Jakarta.

In 2020, Indonesian internet shopping totaled \$20.3 billion, with \$2.3 billion, or almost 12%, going to fashion-related purchases (Datareportal, 2019). Because the Indonesian fashion business is profitable, every vendor will use social media platforms to advertise and increase sales.

Using celebrity endorsements in marketing is not a new phenomenon (Waldt et al., 2009), Celebrity endorsement has become a global phenomenon with companies using endorsers as part of their

marketing communication strategy to support their corporate or brand image on different channels, both in traditional media and in digital marketing media. A celebrity is a well-known person who works in a range of professions, such as actors, actresses, spokespersons, sports, and so on. A Celebrity endorsement is a kind of communication in which a celebrity acts as a spokesman for a certain product or company. Celebrity endorsement is advertising that employs well-known people or personalities (public figures) to advocate a product or service (Shimp, 2003). The congruence between consumer self-image and celebrity image plays an important role in the endorsement process (Kim and Choi, 2012). People are less likely to be persuaded if the endorser in the advertisement matches their self image. The disadvantage of celebrity endorsements is that they are expensive and start-up businesses is not affordable for start-up company.

For the purposes of this study, celebrity endorsement is defined as a promotional activity in which a celebrity serves as a spokesman for a certain product.

Reputation emerges over time through communication and takes a long time to build (Brewer and Zhao, 2010) in (Ningrum et al., 2015). According to Herbig and Milewicz in (Khairunnisak, 2015), reputation is a reward earned by a product or a company based on how customers perceive it. A company's reputation describes its ability to create value and provide benefits to stakeholders (Coldwell et al., 2012). Previous studies found that there is an effect of reputation on consumers' purchasing intention. A study by (Kircova & Esen, 2018) found that reputation has an effect on consumers' purchasing intention.

According to this study, reputation is a value provided by a person or group of people to the products created by the company, where this value is a superior image of the company's activities that also bring benefits to the company.

According to (Kotler and Keller, 2009), customers' buying interest is a behavior that appears in response to objects that indicate a consumer's intention to make a purchase. Consumer purchasing interest, according to (Pramono, 2012), is the stage at which customers determine their preferences among the various brands featured and subsequently purchase the alternative they favour the most. According to Mehta (1994:66) in (Orlando, 2015), buying intention is defined as a customer's reaction to promotional activities provided by the seller. For the purpose of this study, buying intention is defined as customers' reaction to promotional activities provided by the seller.

According to this study, purchase intention is a type of consideration from customers in the process of purchasing products or services as a calculation of the desire and ability to make purchases.

## **HYPOTHESIS**

The effect of celebrity endorsements on customers' buying intentions.

According to (Pratiwi & Moeliono, 2015) famous Mauda Ayunda endorsers have an influence on customers' purchase intentions of Javana Tea products in Bandung. In their research, they found that celebrity endorsements influenced 57.5 percent of buyer intentions for Javana Tea. They assessed celebrity endorsers using credibility and attractiveness indicators, both of which have a significant impact on customers' buying intentions. Similarly, (Prabowo, 2014) discovered that celebrity endorsements influenced customers' intentions to purchase fashion goods at Malang's 3SecondStore. In their

studies, celebrity endorsements are measured using credibility, attractiveness, and suitability. They observed that all of them had a significant influence on clients' purchase intentions, both simultaneously and partially. Based on previous studies, this research suggests the hypothesis of this research as follows:

H1: Celebrity endorsements have a positive effect on customers' purchasing intentions.

The effect of the reputation of on customers' purchasing intention  
The research by (Chakraborty et al., 2019) showed that website quality and reputation have an impact on purchase intent when it comes to online shopping. According to Keh and Xie (2008) in (Ko et al., 2012), business reputation has a beneficial impact on consumer trust. There is additional evidence that customers' trust and customers' behavior intentions have an impact. Customer trust mediates the impact of company reputation on consumers' behavior intentions in the B2B market as an intervening variable. The study of (Bella et al., 2016), on the other hand, explains that the reputation variable has a direct negative influence on the willingness to buy products at the Lazada.do.id online store. Based on previous studies, this research suggests the hypothesis for this research as follows :

H2: Reputation has a positive effect on customers' purchasing intentions

**The effect of celebrity endorsements and the reputation of @OOTDFESS on customers' buying intentions.**

## **RESEARCH METHODOLOGY**

This explanatory study seeks to explain the impact of celebrity

endorsement and reputation as exogenous factors on customers' purchase intentions as endogenous variables. The population of this research consists of millennials aged 20 to 40 who live in North Jakarta. Because the number of followers of The @OOTDFESS forum is unknown, this research used the formula (Andriyanto & Haryanto, 2010) to determine the number of samples.

$$\frac{(Z\alpha)^2(p)(q)}{d^2}$$

$$= \frac{(1,96)^2(0,5)(0,5)}{(0,1)^2}$$

$$= 96,04 = 100$$

Based on the above formula, the minimum of the sample is 96,04 = 100 respondents. Using purposive sampling techniques, each of the 100 samples was selected to the purpose of this study. Each sample is eligible if they are millennials aged 20 to 40, living in North Jakarta, active on Instagram and Twitter, and followed the reputable OOTDFESS forum. The data were analyzed using partial least squares structural equation modeling (PLS-SEM) to measure the observed variables collected from instruments to determine their influence on latent or unobserved variables (Fornell & Larcker, 1981).

In this research, celebrity endorsement is defined as a promotional activity in which a celebrity serves as a spokesman for a certain product. reputation is a value provided by a person or group of people to the products created by the company, where this value is a superior image of the company's activities that also bring benefits to the company. purchase intention is a type of consideration from customers in the process of purchasing products or services as a calculation of the desire and ability to make purchases.

### Reliability and Validity Tests

In this study, reliability and validity tests were conducted to assess the model derived from the construct utilizing reflexive indicators. Validity is measured using Convergent Validity and Discriminatory Validity, while reliability is assessed using Composite Reliability and Cronbach Alpha

## RESULTS AND DISCUSSIONS

### Descriptive Findings

#### The Profile of The Respondent

There are 100 millennials who lived in North Jakarta involved in this study. They are identified based on gender, age, and occupation. Based on this research, the profile of respondents is presented below:

Table 1. Respondent profile

Respondent Profile	Frequent	%
Gender		
Male	26	26%
Female	74	74%
	100	100%
Ages		
20-26 years	82	82%
27-33 years	7	7%
34-40 years	11	11%
	100	100%
Occupation		
Public Servant	2	2%
Private Workers	26	26%
Entrepreneur	6	6%
Students	51	51%
Others	15	15%
	100	100%

According to Table 1, the majority of the respondents (74%) are women, aged 20-26 years (82%), and work as private workers, implying that respondents are able to answer all questions in the questionnaire.

Using the SmartPLS3.0, the leading  
**Figure 4.1 - Path Model**

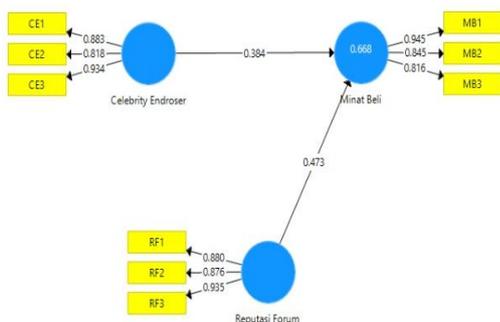
application for (PLS-SEM), the data was analysed step by step as follows:

1. Evaluating the measurement model

The first step, we evaluate the measurement model to determine the relationship between the latent construct and indicators which illustrated in Figure 4.1. as follows :

**The Evaluation of Outer Model**

As all indicators In this resesarch are reflective, reliability were examined using composite reliability and cronbach's alpha whereas convergent validity and discriminant validity (Ghozali & Latan, (2015). The results of test came out with these values, as follows :



**The Reliability Test.**

Table 2. Cronbach’s Alpha and Composite Reliability

Variables	Cronbach's Alpha	Composite Reliability
Celebrity Endorser	0.910	0.911
The@OOTDFESS Forum	0.926	0.925
Purchasing Intention	0.902	0.903

Based on table 2. that the value of Composite reliability, and the Cronbach's Alpha is above 0,7, meaning that the indicators are reliable referred to (Ghozali & Latan, (2015).

**The Validity test**

Using the value of cross loading, this research perform the the convergent validity with the results as follows :

Table 2. Cross Loading

Indicators	Celebrity Endorser	The@OOTDFESS Forum	Purchasing Intention
CE1	0.883	0.731	0.680
CE2	0.818	0.679	0.630
CE3	0.934	0.741	0.719
RF1	0.732	0.880	0.692
RF2	0.766	0.876	0.689
RF3	0.702	0.935	0.736
MB1	0.734	0.738	0.945
MB2	0.645	0.668	0.876
MB3	0.626	0.643	0.935

Based on the results, all the values of loading factors are greater than 0.70 meaning that the convergent validity requirement is full-filled (Ghozali and Latan, 2015).

Futhermore, using the criteria of outer loading values, this research perform the discriminant validity and the results as shown as follows :

Table 3. Outer Loading

Indicators	Celebrity Endorser	The @OOTDFESS Forum	Purchasing Intention
CE1	0.883		
CE2	0.818		
CE3	0.934		
RF1		0.880	
RF2		0.876	
RF3		0.935	
MB1			0.945
MB2			0.876
MB3			0.935

According to Table 4.2, all loading factor values greater than 0.7 indicate that all indicators used to measure variables are valid and the discriminant validity is full-filled. This research also using the value of

AVE to test the discriminant validity which shown as follows :

Table 4. AVE and Square roots of AVE

Variables	AVE	Square Roots of AVE
Celebrity Endorser	0.774	0.886
The@OOTDFESS Forum	0.805	0.897
Purchasing Intention	0.757	0.870

As shown in table 4. The values of Square Roots of AVE are higher than the correlation coefficient between variables, and the values of AVE are higher than 0.5, which indicating an apparent discriminant validity of the measurement model.

Based on the reliability test and validity test. this research is confident that the estimated model has fulfilled the outer model criteria, and the measurement model is reliable and valid based on the assessment.

## 2. Evaluating the Inner Model

The structural model's evaluation is proposed to determine the extent to which the relationship between latent variables is based on substantive theory (Ghozali and Latan, 2015). In this research, the assessment is based on R square's values as follows :

Table 5. Value of R square

According to (Tek & Chin, 2010) the R squares for endogenous variables explain the strength of the proposed model's prediction. The values of 0.67,0.33, and 0.19, respectively, indicate that the model is strong, moderate, and weak. Based on table 5., the findings of this research stated that the proposed model is a robust predictive model where changes celebrity endorsement and the reputation of @OOTDFess forum variables cause 66.8%

change in the consumers purchasing intention (Ghozali and Latan, 2015).

Table 6. The Estimation of path coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics ( O/STDEV )
Celebrity Endorsement ->Purchasing Intention	0.367	0.368	0.108	3.383
The Reputation of @OOTDFESS	0.446	0.446	0.109	4.091

Based on table 6., this research found the impact of celebrity endorsement on purchasing intention in fashion products where the T statistics  $3.382 > 1.96$ . The result means that the first hypothesis is accepted. Also, this research found the impact of the reputation of @OOTDFESS on consumers' purchasing intention where the T statistic is  $4.091 > 1.96$ . It means, the second hypothesis is accepted.

## CONCLUSION

The results of this study are consistent with the research of (Febriyanti, & Wahyuati, 2016) which suggests that Celebrity Endorser has a significant and positive effect on Buying Interest, the more Buying Interest increases. This findings also consistent with the study of (Prabowo, 2014) who discovered the effect celebrity endorsements on customers' intentions to purchase fashion goods at Malang's 3SecondStore. Based on these findings, to increase consumer's purchasing intention on online shopping, this research proposes that retailers expand the use of celebrity

endorsement activities. Accordingly, the congruence between consumer self-image and celebrity image plays an important role in the endorsement process (Kim and Choi, 2012).

Moreover, the results of this study are consistent with the research of Noradiana & Setyanto (2012) in (Bella et al., 2016) who found the effect of reputation on consumer purchasing intention. Also, the result of this study is consistent with the research by (Chakraborty et al., 2019), showed that website quality and reputation have an impact on purchase intent when it comes to online shopping. Based on these findings, in order to boost customer interest in online purchasing, sellers may use Menfess forums, such as @OOTDFESS, as an alternative to promote their products and services. Besides the low cost, reputable the @OOTDFESS forum is a trusted forum as the forum provide an objective source of information to viewers.

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