

**THE EFFECT OF ENDORSER CREDIBILITY, TOWARD ADVERTISEMENT  
ATTITUDE, TOWARD BRAND ATTITUDE AND BRAND CREDIBILITY ON  
PURCHASE INTENTION OF SMARTFREN CARD PRODUCTS**

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**Abstract**

This study examines the causal relationship between endorser's credibility, attitudes towards brands, brand credibility, attitude towards advertising and purchase intention of the smartfren mobile card adopt the celebrity endorsement strategy. Meanwhile, attitudes towards advertising were tested as second-order constructs of the three proposed models. Smartfren recently used Atta Halilintar and Tiara Idol as celebrity endorsers of brand products in every ad serving. Examine whether have a celebrity that the public likes for supporting advertising will improve brand attitude, brand credibility, attitude towards fish, and intention to buy smartfren products. Methodology design conceptual model approach developed based on existing literature. The models are validated through a quantitative approach, analyzed using regression analysis with SEM. Technique sampling in this study using nonprobability sampling with using a snowball sampling approach. This research is a development of Previous research that tested the variables of endorser credibility, attitudes towards the product, brand credibility against purchase intentions.

**Keywords:** Endorser credibility, Attitude Toward Brand, Attitude Toward Advertisement, Brand credibility, Purchase Intention

**INTRODUCTION**

Economic growth and change and increasingly rapid business activities require companies to develop their marketing strategies to attract and retain consumers (Jaeil et al., 2013). On the one hand, the era of globalization has expanded the product market. On the other hand, this situation has led to increasingly intense competition, advancing increasingly sophisticated information and communication technology (Sitinjak, 2005: 168). This can be seen in line with the growth of internet users in the country, which always increases every year. Based on data from the Association of Indonesian Internet Service Providers (APJII) in 2019 - 2020, it was found that the penetration of Indonesian internet users amounted to 73.7 percent, up from 64.8 percent in 2018.

When combined with the figures from the projections of the Central Statistics Agency (BPS), Indonesia's population in 2019 was 266,911,900 million, so that Indonesia's internet users are estimated to be 196.7 million users. This number is up from 171 million in 2019, with a total increase of around 8.9 percent or around 25.5 million users. Indonesia is currently one of the countries in the top 10 countries with the most prominent internet users globally, with a user ratio of 40%. In 2019, Indonesia increased to number 5, with internet users reaching 144 million users (qword.com). Internet users in Indonesia have a slight gap with Brazil, which is in the fourth position. The total number of internet users in Indonesia is predicted to grow in line with progress and needs. Even the internet in today's conditions where the internet

has become a daily necessity. Both students, employees, students, teachers and so on need the internet to get information or communicate. Even various companies, offices, campuses, schools, hotels, hospitals, and so on are connected to the internet.

As one of the major internet service providers and cellular card providers in Indonesia, Smartfren sees the high number of internet users in Indonesia as a potential market. Smartfren carries out various strategies to enlarge its market reach, especially to embrace the millennial segmentation, one of which is to carry out advertising strategies and use celebrity endorsers. In 2019, Smartfren chose to use Atta Hallilintar as their celebrity endorser. Smartfren's reason for choosing Atta Halilintar is because their life stories are so inspiring, and they feel in line with Smartfren's market segmentation, which is primarily millennials. Apart from Atta Halilintar, recently Smartfren has also used Tiara Idol in every advertisement of their products. According to Cho, Arthurs, Townsend, Miller, & Barden (2016), celebrity status is like a double-edged sword. This indicates that selecting a credible celebrity is an essential task for the company because any mismatch will result in negative consequences for the endorsed brand (Knoll & Matthes, 2016). According to Kotler and Armstrong (2008), advertising is a form of communication with a specific purpose to influence thoughts and actions. To support the delivery of advertisements, one of the methods used is to support credible celebrity endorsers to convey messages in an advertisement. Celebrity is one of the attractions often highlighted in an advertisement and has power to influence

the mind. The use of celebrity endorsements must go through several considerations, including celebrity popularity and several other attributes. It is hoped that the chosen celebrity will represent the character of the product being advertised (Candraningrat et. All., 2018). In addition, celebrities are usually seen as very dynamic people with attractive and friendly qualities. The cold, passionate and passionate personality of a celebrity can lead to emotional attachment to the brand (Srivastava & Sharma, 2016).

According to Ohanian (1990), celebrity endorser credibility is the extent to which the source is seen to have expertise relevant to the communication topic and can be trusted to provide an objective opinion on the subject. According to McCracken (1989) in John White (2012), celebrity endorsements have long been used by marketers to increase a brand's attractiveness, where celebrity endorsers are usually defined as people who are recognized and contracted to advertise a product or brand. In a study conducted by Spy (2011), it was found that the credibility of celebrity endorsers has a significant effect on brand credibility. According to Singh (2018), Erstiawan, et. all. (2021) Candraningrat (2019), Aliffianto et. all (2018) and Kumar (2019), endorser credibility significantly affects attitudes toward advertisements, attitudes toward brands on purchasing decisions. From the description of previous research, the gap analysis in this study is to determine the effect of endorser credibility, attitude toward advertising, attitude towards the brand, and brand credibility on intention to buy (purchase intention) (Prasetya, et. all., 2021). This study refers to previous research conducted by Wang (2017), which

examines the influence of endorser credibility, attitude toward advertising, brand credibility.

## **THEORY REVIEW**

### **Endorser Credibility**

An endorser is an ad supporter or an ad star, who supports the advertised product. Celebrities as endorsers are figures known to the public because of their achievements in different fields from the product groups they support (Shimp, 2006). Marketers widely use the concept of celebrity endorsement because it has an impact on influencing the "message," namely messages about a brand or product.

### **Attitude Toward Advertisement**

Attitude is an essential concept in research on marketing and information systems. Fishbein (Tsang et al. 2004) defines attitude as a tendency to learn from humans. Based on this tendency, an individual will respond to an object (or idea) or some things (or opinion). Kotler (2000) states that attitude is a person's judgment in evaluating something favorable or unfavorable, emotional feelings, and tendencies towards some object or idea.

### **Brand Credibility**

As stated earlier, an understanding of brand credibility cannot be separated from brand equity. Monroe (2003:83) suggests that when brand equity is associated with the level of quality, it will indicate the credibility of the relationship between quality and product attributes. So manufacturers need to communicate to consumers that they are committed to maintaining the credibility of their brand by consistently meeting quality and other claims

### **Purchase Intention**

According to Philip Kotler & Kevin Lane Keller (2009: 184), a purchase decision is an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Consumer decisions are a problem-solving approach to human activities to buy goods or services to fulfill their wants and needs (Aliffianto & Candraningrat, 2018).

## **METHOD RESEARCH**

The method used in this paper is quantitative research. Sampling in this study was conducted by non-probability sampling using a snowball approach. They are collecting data by distributing questionnaires to the millennial generation in Surabaya. To make it easier for respondents to answer the questions in the questionnaire, the respondents will be asked first about the product before filling out the questionnaire. At the same time, the research subjects are men and women in Surabaya aged over 17 years because at that age. They are considered capable of making decisions. Data analysis using SmartPLS 3 software.

## **RESULTS AND DISCUSSION**

In this study, hypothesis testing using Partial Least Square (PLS) analysis technique with SmartPLS 3.0 program. The data processing technique with Partial Least Square (PLS) requires two stages to assess the model's fit from a research model. This stage assesses the outer or measurement models and tests the structural model (inner model).

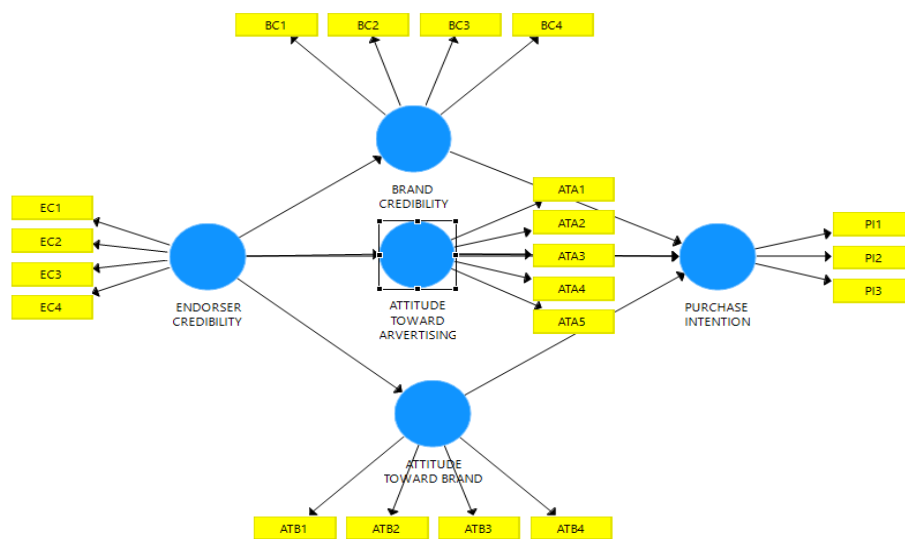


Figure 1: Model structural variable construct model

### Convergent Validity

Convergent validity assessment is based on the correlation between item scores or component scores estimated with SmartPLS software. Individual reflexive measures are high if they correlate more than 0.7 with the construct being measured. Convergent validity of the measurement model using reflective

indicators is assessed based on the loading factor. However, for research in the early stages of developing a measurement scale, the loading value of 0.5 to 0.6 is considered sufficient. The following is the result of the outer loading that has been processed using SmartPLS.

**Table 1.** Convergent Validity

Variable	Indicator	Outer Loading	Description
<i>Endorser Credibility</i>	EC1	0,982	Valid
	EC2	0,877	Valid
	EC3	0,745	Valid
	EC3	0,681	Valid
<i>Brand Credibility</i>	BC1	0,643	Valid
	BC2	0,840	Valid
	BC3	0,674	Valid
	BC4	0,789	Valid
<i>Attitude Toward Advertising</i>	ATA1	0,890	Valid
	ATA2	0,833	Valid

	ATA3	0,691	Valid
	ATA4	0,749	Valid
	ATA5	0,630	Valid
<i>Attitude Toward Brand</i>	ATB1	0,726	Valid
	ATB2	0,881	Valid
	ATB3	0,574	Valid
	ATB4	0,599	Valid
<i>Purchase Intention</i>	PI1	0,687	Valid
	PI2	0,869	Valid
	PI3	0,93	Valid

#### Average variance extracted (AVE)

The measurement of the AVE value can be used to compare each construct with the correlation between other constructs in the

model. The AVE value must have a value > 0.5 (Latan and Ghozali, 2014).

**Table 2.** AVE

No	Variable	Average Variance Extracted (AVE)
1	<i>Endorser Credibility</i>	0.752
2	<i>Brand Credibility</i>	0.722
3	<i>Attitude Toward Advertising</i>	0.73
4	<i>Attitude Toward Brand</i>	0.538
5	<i>Purchase Intention</i>	0.761

#### Composite Reliability and Cronbach's Alpha

Evaluation of composite reliability and Cronbach's alpha can be used to help test reliability. According to Hair et al. (2014),

data with a composite reliability value of > 0.7 has high reliability, while Cronbach's alpha is expected to have > 0.6.

**Table 3.** Composite Reliability And Cronbach's Alpha

No	Variable	Cronbach's Alpha	Composite Reliability
1	<i>Endorser Credibility</i>	0.758	0.815
2	<i>Brand Credibility</i>	0.871	0.857

3	<i>Attitude Toward Advertising</i>	0.820	0.893
4	<i>Attitude Toward Brand</i>	0.777	0.817
5	<i>Purchase Intention</i>	0.859	0.948

Analysis of R<sup>2</sup>

The inner model is part of the hypothesis testing that is useful for testing the significance of the independent variables on the dependent variable and R-Square

(R<sup>2</sup>). According to Ghazali (2016), the value of R<sup>2</sup> has several criteria, including weak (0.19), moderate (0.33) and high (0.67)

**Table 4. Analysis R<sup>2</sup>**

No	Variable	R Square	Criteria
1	<i>Endorser Credibility</i>	0.852	High
2	<i>Brand Credibility</i>	0.847	High
3	<i>Attitude Toward Advertising</i>	0.525	Moderate
4	<i>Attitude Toward Brand</i>	0.486	Moderate
5	<i>Purchase Intention</i>	0,582	Moderate

Hypothesis testing is divided into direct influence and indirect effect. Hypothesis testing in this study was carried out by looking at the T-Statistics value and the P-Values value. The research hypothesis can

be declared accepted if the P-Values <0.05. The following are the results of hypothesis testing obtained in this study through the inner model:

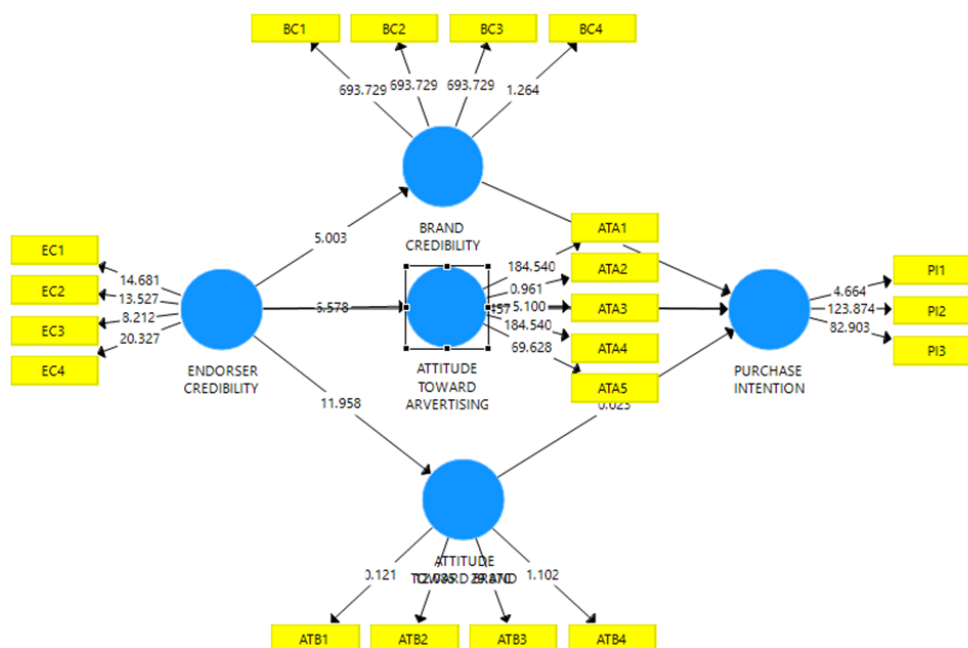


Figure 2: exam structural model result (Inner model)

**Table 5. Hypothesis Tes**

Hypothesis	Variable	T Statistic	P Values
H1	Endorser Credibility -> Brand Credibility	6.720	0.000
H2	Endorser Credibility -> Attitude Toward Advertising	8.620	0.000
H3	Endorser Credibility -> Attitude Toward Brand	12.942	0.000
H4	Brand Credibility -> Purchase Intention	0.842	0.400
H5	Attitude Toward Advertising -> Purchase Intention	9.766	0.000
H6	Attitude Toward Brand -> Purchase Intention	0.024	0.981
H7	Endorser credibility -> Purchase Intention	0,474	0.636

### Discussion of Research Results

1. Endorsement is used as a communication tool, enabling the credibility of an endorser to continue through the transfer process to the brand. The results showed that endorser credibility of a product that can introduce a product by appearing in advertisements well then has a positive effect on brand credibility of a product where the trust and expertise of a product can affect brand selection. So that when a celebrity introduces a product to consumers, it will have a positive and negative impact on the superiority of the product owned by the brand compared to other brands. Celebrity Endorser provides some brand messages to

be conveyed or after celebrities review a brand. Thus, the more credible a brand's product positioning, the lower the risk to consumer perceptions. It will also minimize information gathering and process costs incurred by consumers during decision-making (Srinivasan and Ratchford, 1991). Therefore, companies can build brand credibility as it is primarily driven by the quality of information conveyed through marketing strategies related to the brand (Erdem and Swait, 1998). Furthermore, in this study, the influence of endorser credibility affects brand credibility, so that the presence of celebrities will help

Smartfren introduce products or brands that Smartfren has.

2. In this study, endorser credibility affects attitude toward advertising. Using celebrities as endorsers can help increase the ranking of advertising subjects (Rashid, Nallamuthu, & Sidin, 2002). The attraction associated with advertisements featuring celebrities leads to brain activation that will influence customers or customers to influence purchases through advertisements owned by a product. Celebrity endorsements result in positive advertising ratings and better product evaluations (Cooper, 1984; Dean & Biswas, 2001). Ads featuring celebrities consistently generate a more positive impact than non-celebrity ads (Amos et al., 2008). The existence of celebrities in an advertisement will add to the value of a brand, and this is because the products to be marketed will be more famous, and many people know through advertisements and celebrities who use our products. Celebrities will be able to encourage people to buy our products and positively impact their brands. The existence of advertisements and celebrities in a product will influence buyers to decide which brand to buy, so that the ability of celebrities in Smartfren advertisements is in demand by the public, so people decide to buy Smartfren products.
3. This study shows that endorser credibility on attitude toward

brand has a positive and significant effect. The use of celebrities with credibility by projecting endorsers as effective catalysts to bring meaning to the brand is considered that celebrity endorsers bring their symbolic meaning into the endorsement process. Therefore, there must be a harmonious relationship between the celebrity and the endorsed brand (Fleck, Korchia, & Le Roy, 2012). Existing studies provide excellent support that compared to brands endorsed by low-credibility endorsers, high-credibility endorsers will have a considerable positive effect on consumers' attitudes towards advertising and brands (Jin & Phua, 2014). Celebrities are considered helpful in recognizing brand names and creating positive attitudes and attributes specific to the brand (Chan, Leung Ng, & Luk, 2013). So, a celebrity in Smartfren products with higher credibility can have a favorable impact on consumer attitudes towards the advertised brand. Smartfren trusts their products or brands to celebrities who can encourage people to choose Smartfren products. The average community in this research sample is entirely satisfied with choosing Smartfren products. This is because Smartfren can meet the needs of consumers and consumers feel that the advertisements displayed are as promised by Smartfren.

4. The effect of brand credibility on purchase intention has a negative or no effect. Brand credibility is



defined as trust in the information conveyed by a brand (Erdem and Swait, 1998, 2004; Erdem et al., 2006), which significantly influences the brand consideration process (Erdem and Swait, 2004). Previous research has shown that brand credibility impacts consumers' brand choice (Erdem and Swait, 2004) and moderate price sensitivity (Erdem, Swait, and Louviere, 2006). The perceived influence of brands on brand credibility and attitudes is highly stimulating to consumers' willingness to purchase endorsed products (Daneshwary and Schwer, 2000). So that in this study, the public did not have sufficient information related to Smartfren products, so that Smartfren products are not enough to make people choose these products due to several factors that make Smartfren less competitive with other products, so that people prefer other products than Smartfren.

5. In this study, the influence of attitude toward advertising affects purchase intention. Advertising is a core element of the marketing mix and effectively generates sales (Herrington & Henley, 2000). Advertising leads to the generation of positive attitudes towards a particular product, and it is hoped that these attitudes will result in appropriate positive behavior (Herr & Fazio, 1993). Whittler (1991) notes that advertising can increase persuasion in scenarios where similarities exist between

consumers and advertising elements (e.g., celebrity endorsers). Previous research has shown that source credibility contributes significantly to the formation of an individual's attitude towards advertising and increases the effectiveness of advertising (Lafferty, Goldsmith, & Newell, 2002), which in turn increases an individual's purchase intention, thereby increasing sales (Wang, Cheng, & Chu, 2013). So the consumer's mind with an attitude that supports advertising can lead to purchasing intention. In this study, advertising on Smartfren is considered sufficient to make people buy Smartfren products. Smartfren is considered to have a positive impact and follows the expectations of consumers who use Smartfren products.

6. The effect of attitude toward the brand in this study does not affect purchase intention. Celebrity endorsement considerations determine attitude towards purchase intention. Brand attitudes of products increase purchase intention among consumers because their motivation increases (Mackenzie & Spreng, 1992). Clark and Horstmann (2005) suggest that celebrity endorsements can increase consumer recall and evaluation of the product in certain situations. Celebrity endorsement on Smartfren is considered unhelpful in building evidence of an existing brand or any new brand being a visible brand by influencing consumers' pre-purchase ideas,

which can affect certain products' effectiveness. The Smartfren brand does not have a large enough influence to influence consumers to buy Smartfren products. So Smartfren needs to think of other strategies to increase their sales.

7. In this study, endorser credibility does not affect purchase intention. Previous studies have revealed that the presence of celebrities in an advertisement results in higher purchase intentions (Daneshvary & Schwer, 2000; Friedman, Termini, & Washington, 1977; Kamins, 1990; Knight & Young Kim, 2007; Pradhan, Duraipandian, & Sethi, 2016). However, this study can prove that celebrities have another effect, namely increasing or decreasing sales. This is due to several factors, one of which is product knowledge. Lafferty and Goldsmith (1999) assert that consumers tend to have more excellent purchase intentions when the endorser's credibility is very high. When a credible source is used as an endorser in advertising, it will influence the beliefs, judgments, attitudes or behavior of consumers, and consumers can be motivated to receive the impact (information) accurately and use it (Pornpitakpan, 2004). According to Mathur, Mathur, & Rangan (1997), celebrity endorsers have the competence to influence the usability of endorsed products, including Smartfren products in this study.

## CONCLUSION

1. Based on the test results shown in table 5, m Endorser Credibility has a positive effect on Brand Credibility. The results of the SmartPLS 3.0 calculation show that Endorser Credibility has a significant positive effect on Brand Credibility with T-statistics values of 6.720 and P-values of 0.000. That is, the first hypothesis is supported.
2. Based on the test results shown in table 5, Endorser Credibility has a positive effect on Attitude Toward Advertising. The results of the SmartPLS 3.0 calculation show that Endorser Credibility has a significant positive effect on Attitude Toward Advertising with T-statistics values of 8.620 and P-values of 0.000. That is, the second hypothesis is supported.
3. Based on the test results shown in table 5, Endorser Credibility has a positive effect on Attitude Toward Brand. The results of the SmartPLS 3.0 calculation show that Endorser Credibility has a significant positive effect on Attitude Toward Brand with T-statistics values of 12.942 and P-values of 0.000. That is, the third hypothesis is supported.
4. Based on the test results shown in table 5, Brand Credibility has a negative effect on Purchase Intention. The results of the SmartPLS 3.0 calculation show that Brand Credibility has a negative effect on Purchase Intention with T-statistics values of 0.842 and P-

values of 0.400. That is, the fourth hypothesis is rejected.

5. Based on the test results shown in table 5, Attitude Toward Advertising has a positive effect on Purchase Intention. The calculation results of SmartPLS 3.0 show that Attitude Toward Advertising has a significant positive effect on Purchase Intention with T-statistics values of 9.766 and P-values of 0.000. That is, the sixth hypothesis is supported.
6. Based on the test results shown in table 5, Attitude Toward Brand has a negative effect on purchase intention. The results of the SmartPLS 3.0 calculation show that the attitude toward the brand has a negative effect on purchase intention with a T-statistics value of 0.024 and a P-value of 0.981. That is, the fifth hypothesis is rejected.
7. Based on the test results shown in table 5, endorser credibility negatively affects purchase intention. The results of the SmartPLS 3.0 calculation show that endorser credibility has a significant negative effect on purchase intention with T-statistics values of 0.474 and P-values of 0.636. That is, the seventh hypothesis is rejected

## RECOMMENDATION

Suggestions for further researchers are expected to discuss other variables outside of this research so that they will get a broader picture of what variables can affect

purchase intention. Further researchers can also use other research objects that are relevant to the variables to be studied.

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