

# The Effect of Celebrity Endorsers on Purchase Decisions on the Fait Hijab Online Shop on Instagram

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# The Effect of Celebrity Endorsers on Purchase Decisions on the Fait Hijab Online Shop on Instagram

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**6** **ABSTRACT:** This research is done due to an increase in Fait Hijab's online shop earnings on Instagram. This study aims to determine and explain the effect of celebrity endorsers on Purchasing Decisions on Fait Hijab online shop consumers on Instagram. The study used explanatory research methods carried out through data collection in the field. The population used was the Fait Hijab Online Shop consumers on Instagram with a sample of 96 respondents; data analysis used simple Linear Regression statistical methods, hypothesis testing, and the terminated coefficient. The results of the study showed that Celebrity Endorsers contributed to the purchase decision. In this case, the better the celebrity endorser is used, the higher the purchase decisions on Fait Hijab Online Shop on Instagram

*Keywords:* celebrity endorser, purchasing decisions, online shop.

## 1 INTRODUCTION

In modern society, the internet is used for assessing social media as online media that allows users to access and share information easily. Social media like Facebook, Twitter, Snapchat, and Instagram are popular in Indonesia. Besides functioning as a communication tool, social media is also considered as a useful information delivery tool (Shimp, 2010). Of the several social media available, one of the most popular social media in Indonesia is Instagram, which has 62 million monthly active users in Indonesia (Pertiwi, 2019).

In addition to finding information, Instagram is also used to run a business. The commodities offered by online businesses through Instagram are very diverse, ranging from fashion, culinary, furniture, and others. Lately, many online businesses have been engaged in fashion with the number of [e-commerce](#) in Indonesia in 2018 has reached 26.2 million (Subandi, 2018). This business has attracted many business people because they see the lifestyle of specific groups such as teenagers who always want to look attractive and fashionable following the existing trends. In this case, producers must be able to understand the tastes, needs, and desires of consumers. Companies must also be creative in creating products to seize and maintain market share (Hendarinrum, 2008). Instagram could be a means of

marketing that is relatively cheap to promote their products.

One online shop that utilizes social media in promoting its products is Fait Hijab. Fait Hijab is an online shop on Instagram that was established in 2014 with the account name of @faithijab. This shop sells fashion products such as hijab and clothes, but currently, Fait Hijab tends to focus on selling premium clothes in the form of blouse, robe, and suit. Fait Hijab sells and produces its own design clothes with simple and elegant concepts.

On Instagram, Fait Hijab certainly has many competitors. The competition faced by Fait Hijab is a price competition where other competitors sell products below Fait Hijab's price. However, Fait Hijab remains consistent not to reduce the selling price because Fait Hijab has another strategy to attract consumers. In this case, Fait Hijab reinforces the strategy of using celebrity endorsers to promote its products. Fait Hijab chose celebrity endorsers who are famous and have many followers on Instagram, beautiful, attractive, and fashionable. The use of celebrity endorsers is not only limited to promoting their products, but Fait Hijab uses celebrity endorsers on Instagram in every launching of its newest products, which are packaged in a photo catalog. With the strategy used, the public will know Fait Hijab products, and if they wear the same product, they will look beautiful like the celebrity endorsers and

attract consumers to buy. It is proven by the sales data of Fait Hijab, which continues to increase in 2018/2019.

Table 1. Data on Sales of Fait Hijab Products

Month	Sales
June 2018	16,250,000
July 2018	18,130,000
August 2018	20,500,000
September 2018	21,730,000
October 2018	22,125,000
November 2018	22,450,000
December 2018	24,645,000
January 2019	34,750,000
February 2019	35,000,000

Source: Fait Hijab, (2019)

From the above sales data, it can be seen that sales at the Fait Hijab online shop have increased significantly. In June 2018, sales reached Rp. 16,250,000 and constantly increasing in the following months until reached Rp. 35,000,000 in February 2019.

The formulation of the problem is to empirically study whether there is a significant influence of celebrity endorsers on purchase decisions on Fait Hijab Online Shop on Instagram?. The purpose of this study was to determine and explain the effect of Celebrity Endorser on Purchasing Decisions on Fait Hijab online shop consumers on Instagram.

The results of the study are expected to add and expand insights in analyzing the influence of celebrity endorsers on purchase decisions on Fait Hijab Online Shop on Instagram. The research is expected to be used for material consideration and input to the online shop to define policies and strategies in the marketing field for business development.

### 1.1 Celebrity Endorser

Endorsers are people or characters that appear in advertisements to communicate corporate products, which can be celebrities, public figures, public figures, or even ordinary people who can influence consumers' minds as preferences in making purchasing decisions (Blackwell & Miniard, 2010).

Shimp (2013) defined a celebrity endorser as a person who can be an actor, artist, or athlete known to the public and an idol. Due to their achievements in a particular field, and they can be used in conveying advertising messages that are intended to attract the attention of the target market.

The use of celebrity endorsers may affect attitudes or encourage a positive consumer response to the product so that consumers will consider purchasing and is

expected to influence behavior through their unconscious directly. After being influenced voluntarily, having the desire and being happy with the product, then if the consumer can buy, he will eventually make a purchase of the desired product in the future (Shimp, 2013).

According to Shimp (2013), celebrity endorser dimensions include:

1. Attraction, it refers to the self that is considered as interesting to be seen concerning the concept of a particular group with physical attraction.
2. Consumer confidence, the ability of celebrities to give confidence to consumers toward a product.
3. Expertise, celebrities are asked to promote a certain product or brand related to the role he is starring in a particular program

### 1.2 Buying decision

According to Kotler and Armstrong (2012), consumer purchasing decisions are the most preferred buying brand from various alternatives, but two factors can be between purchase intention and purchase decision.

Kotler: 2007 said some indicators of purchase decisions are:

1. Stability in a product is an excellent product quality that will build consumer confidence so that it is a supporter of customer satisfaction.
2. The habit of buying a product is the repeated repetition of something in the same product purchase.
3. Providing recommendations to others is to give someone, or more something that can be trusted can also recommend interpreted as suggesting, inviting to join, advocating a form of the command.
4. Repurchasing is an individual making a product or service purchase and deciding to purchase again, then the second purchase hereinafter referred to as repeat purchase.

### 1.3 Relationship between Celebrity Endorser and Purchase Decisions

The role of celebrity endorsers as actors in an advertisement or promotion is to convey the message of a product. Celebrity endorsers are advertising supporters or also known as ad stars who support advertised products (Shimp, 2013). So the use of ad stars is expected to influence consumer perceptions of a product to make purchase decisions.

The results of research conducted by Mukhtar (2014) entitled " Influence of Celebrity Endorser on

Purchasing Decisions of Wimcycle Agent Series Bicycles" showed that celebrity endorser has a significant effect on purchase decisions. This is supported by the theory of Suyanto (2009). Nowadays, most companies use celebrities rather than ordinary people to advertise their products because celebrities have the attributes of celebrity, beauty, courage, achievement, sports spirit (athleticism), elegance, power/strength, and sexual attraction so often representing the desires that companies want to advertise their products and serve as a powerful lure for potential customers.

Another study conducted by Nurfitri (2014) proved that the celebrity endorser significantly influences purchase decisions. This is supported by Shimp's (2013) theory that to make an effective celebrity as a supporter of a particular product in an advertisement, it must have a meaningful relationship or match-up between the celebrity and the product being advertised. In this case, the celebrity must match with the advertised product, namely Wardah compact powder cosmetics, so that it can make consumers interested and make a decision on purchasing.

1.4 Hypothesis

H : Allegedly Celebrity Endorser Influences Purchasing Decisions.

2 RESEARCH METHODS

The design of the study was a research explanation (explanatory research). According to Singarimbun & Sofian (2012), research explanation (explanatory research) is research that describes the relationship between the variables of research through the testing of hypotheses.

The scale of measurement used a Likert scale, method of data collection was done by way of observation, inquiry, and documentation. The population in this study was Fait Hijab online shop customers on Instagram. While the sample in this study were 96 people taken using accidental sampling techniques. Data were analyzed using analysis of simple linear regression with SPSS.

3 RESULTS AND DISCUSSION

3.1 Descriptive Analysis

Table 2. Results of Respondents' Responses to the Celebrity Endorser (X) variable

Item	STS	TS	N	S.	SS	The mean
X.1	2	5	39	45	5	3.48
X.2	1	11	44	34	6	3.34
X.3	0	11	50	31	4	3.29
X.4	2	17	38	36	3	3.22
Total Average						3.33

Source: Primary Data Processed, 2019

Celebrity Endorser has an average score of 3.33, which can be categorized as sufficient criteria. Very attractive is the highest item with an average score of 3.48 which can be categorized as high criteria. While the lowest item has an average score of 3.22. This happens because the celebrity endorsers used by Fait Hijab do not match with the product so that consumers are less aware of the celebrity endorser.

Table 3. Results of Respondents' Responses to the Purchasing Decision variable (Y)

Item	STS	TS	N	S	SS	The mean
Y.1	0	2	16	64	14	3.94
Y.2	0	1	23	53	19	3.94
Y.3	0	2	27	49	18	3.86
Y.4	0	4	22	47	23	3.93
Total Average						3.92

Source: Primary Data Processed, 2019

Purchase decisions with an average score of 3.92 are included as high criteria. The highest items are stable in Fait Hijab products and usually buy Fait Hijab products with an average score of 3.93, which is included as high criteria while the lowest item is giving recommendations to others having an average number of scores of 3.86, which is included as high criteria. This is because Fait Hijab produces a limited quantity of clothes for about 100 pieces each model, so consumers must struggle to get it.

3.2 Simple Regression Analysis Results

Table 4. Simple Linear Regression

model	Unstd. Coef.	Std. Coef.	t	Sig.
	B	Std. Err	Beta	
Constant	5.409	1.010		5.356 .000
X	.769	.75	.728	10281 .000

a. Dependent Variable: Y

Source: Primary Data Processed (2019)

Regression equation can be written  $Y = 5.409 + 0.769 X$ . This shows that there is a positive relation-



ship between Celebrity Endorser (X) on the purchase decision (Y), meaning the better the celebrity endorser (attractive, trusted, convincing, and expert), the higher the buyer purchase decision and vice versa.

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3.3 Hypothesis testing results

Table 5. Hypothesis testing results

model	Unstd. Coef. B	Std.Err Std.Err	Std.Coeff. Beta	t	Sig.
Constant	5.409	1,010		5.356	.000
X	.769	.75	.728	10281	.000

a. Dependent Variable: Y

Source: Primary Data Processed (2019)

The Celebrity Endorser (X) variable has a value of  $t_{ig} = 0.000 < \alpha = 0.05$ . Thus, it can be stated that the celebrity endorser affects purchase decisions on Fait Hijab Online Shop on Instagram.

3.4 Test The coefficient of determination ( $R^2$ )

Table 6. Hypothesis testing results Summary Model

Model	R	R Sq.	Adj. R Sq.	Std. Err.of Est.
1	.28 <sup>a</sup>	.529	.524	1,540

a. Predictors: (Constant), X

Source: Primary Data Processed, 2019

$R^2$  value of 0.529 signifies purchase decisions are influenced by Celebrity Endorser variables of 52.9%, and the rest of 47.1 % is influenced by other factors not examined in this study.

3.5 Results

The results of this study illustrated that Celebrity Endorser is able to improve purchase decisions on Online Shop Fait Hijab on Instagram. Celebrities who become endorsers of Fait Hijab on Instagram are considered able to attract consumers, so consumers decide to make a purchase. This is consistent with the responses of the respondents that said the celebrity endorsers are very attractive, able to foster consumer confidence in Fait Hijab products, and able to convince Fait Hijab's product quality quite well.

The role of celebrity endorsers is to convey product messages in an advertisement or promotion. Celebrity endorsers are advertising supporters or also known as ad stars who support advertised products (Shimp 2013). So the use of ad stars is expected to influence consumer perceptions of a product to make purchase decisions.

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The results of this study are consistent with research conducted by Muktamar (2014), whose results prove that celebrity endorsers have a significant effect on purchasing decisions. This is supported by the theory of Suyanto (2009). Nowadays, most companies use celebrities rather than ordinary people to advertise their products because celebrities have the attributes of celebrity, beauty, courage, achievement, sports spirit (athleticism), elegance, power/strength, and sexual attraction so often representing the desires that companies want to advertise their products and serve as a powerful lure for potential customers. It also supports other research conducted by Kiswalini & Nurcahaya (2014) whose results prove that celebrity endorsers have a significant effect on purchasing decisions. This is supported by Shimp's (2013) theory that to make an effective celebrity as a supporter of a particular product in an advertisement, it must have a meaningful relationship or match-up between the celebrity and the product being advertised. In this case, the celebrity used matches the advertised product, the clothing product from Fait hijab, so as to make consumers interested and make a purchase decision.

This is supported by Shimp's (2013) theory that to make an effective celebrity as a supporter of a particular product in an advertisement, it must have a meaningful relationship or match-up between the celebrity and the product being advertised. In this case, the celebrity must match with the advertised product, namely the clothing products from Fait hijab, so that it can make consumers interested and make a decision on purchasing.

4 CONCLUSIONS

Based on the results of research that has been done, it can be concluded that Celebrity Endorser contributes to the purchase decision. In this case, the better the celebrity endorser is used, the higher the purchasing decisions on Fait Hijab Online Shop on Instagram.

In accordance with the results of the study, the Fait Hijab Online Shop should pay attention to the requirements as an Online Shop advertising model to be able to convince and attract consumers, for example, by using celebrities who are being viral on Instagram. The Fait Hijab Online Shop needs to pay attention to purchasing decisions on the Fait Hijab Online Shop on Instagram, especially consumers, to provide recommendations to others by increasing the number of clothes production in each model.

For further researchers, it is necessary to develop research variables, so that other findings can be ob-

tained for the development of science, for example, promotion and product quality.

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