



The Influence of celebrity endorser and brand image on consumer purchasing decisions of Rabbani Stores in Pekanbaru City

Novi Andryani¹, Mandataris²

^{1,2}Faculty of Social and Political Sciences/Illmu Administrasi Bisnis/Riau University, Indonesia

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ABSTRACT

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This study aims to determine whether celebrity endorsers and brand image influence purchasing decisions. The research method used is quantitative, using primary data and secondary data. Primary data were obtained from respondents collected through questionnaires. The sample amounted to 88 respondents using purposive sampling from a population of 770 consumers who had made a purchase. The measurement scale uses the Likert scale. Data analysis includes validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, simple linear regression analysis, multiple linear analysis, determination coefficient test, t-test, and f test using SPSS 26. The results showed (1) there is a significant influence of celebrity endorsers on the purchasing decisions of Rabbani Store consumers in Pekanbaru City.

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Corresponding Author:

Novi Andryani,
Faculty of Social and Political Sciences/Illmu Administrasi Bisnis,
Riau University,
Kampus Bina Widya Km.12,5, Simpang Baru, Kota Pekanbaru, Riau 28293, Indonesia
Email: mandataris@lecturer.unri.ac.id

1. INTRODUCTION

Over time, the variety of businesses in the world continues to experience development, one of which is the fashion business. The emergence of various fashion trends that are increasingly varied and able to adapt to local culture and developments, has also made the fashion industry increasingly attractive. The form of fashion adjustment is the existence of a fashion industry that can provide for the needs of the community in accordance with the beliefs held by the Indonesian people. One of them is the Muslim fashion industry which provides the needs of the Muslim community. Various well-known brands have sprung up and are competing to attract people's attention to decide to buy their products.

Of the various Muslim fashion brands, one brand that has been around for a long time in Indonesia is Rabbani which has many outlets, one of which is in Pekanbaru City. Rabbani has two branches in Pekanbaru City, namely the Panam branch and the Tuanku Tambusai branch. This Muslim fashion brand that carries the tagline "Professor of the Indonesian Veil" is located in a strategic location because it is near campuses and Islamic boarding schools in Pekanbaru.

To expand the market and increase consumer sales/buying decisions, Rabbani carried out various strategies, including promoting through celebrities (celebrity endorsers) and strengthening branding (brand image). However, the emergence of various kinds of

Muslim fashion brands and products made it difficult for Rabbani to maintain his prestige as the ruler of the Muslim fashion market. This is indicated by a decrease in sales from the specified target.

This data shows the sales target and realization of Rabbani Stores in Pekanbaru City from 2018 to 2022. In 2018, the store set a target of IDR 1,911,027,784 in sales but only realized IDR 731,126,067, a shortfall of 38%. In 2019, the store achieved a 79% sales realization, with actual sales of IDR 1,437,298,134. The store's performance continued to improve in 2020, with a sales realization of 80%. However, the store's performance declined in 2021 and 2022, with sales realizations of 69% and 73% respectively.

From the data above, it can be seen that the number of Rabbani Shop sales in Pekanbaru City fluctuates every year. In 2019 and 2020 there was an increase in the number of sales compared to the previous year. However, in 2021 there was a decrease in the number of sales, then increased again in 2022. Realization of sales has not been able to reach the predetermined sales target. If every year the company cannot reach the target, it can result in what the company wants to achieve not running properly and optimally.

A celebrity Endorser is an advertising supporter who can also be called an advertising star to support a product (Cholifah et al., 2016). Meanwhile, celebrities are figures (actors, entertainers, or athletes) who are known for having achievements in different fields from the products they support. Celebrities include film and television stars, sports stars, singers, and certain other influential people (Roshan, 2019). According to Pracista and Rahanatha (2014) (Roshan, 2019) Celebrity endorser is a public figure who is widely used in various media to support and promote a product. So it can be concluded that celebrity endorsers are using artists as advertisement stars in various media, ranging from print media, and social media, to television media.

Brand Image, According to Aaker, 1994 (Tingkir, 2014) brand image is a series of associations that exist in the minds of consumers for a brand, usually organized into a meaning. (Sutisna, 2003:83) (Pradana et al., 2018) state that brand image is the overall perception of a product or brand that is formed from information and experience of that product or brand. Based on the above understanding, it can be concluded that brand image is a thought that exists in people's minds about an item or service that they are familiar with and have used or consumed. Where consumers will remember the advantages and disadvantages of the goods they have used.

Buying decision, According to Schiffman, (Kanuk, 2004) (Ansari, 2015), the purchase decision is the selection of two or more alternative purchase decision choices, meaning that a person can make a decision, and several choices must be available. The decision to buy can lead to how the decision-making process is carried out. Consumer perceptions can also be influential in forming purchasing decisions to buy products or not. Purchasing decisions are also described as conditions where consumers choose among several alternatives so that in the end the consumer can decide which product to buy (Rosita & Novitaningtyas, 2021). Thus, it can be concluded that purchasing decisions are stages of consumer choice when consumers make decisions to meet their needs or buy a product.

2. RESEARCH METHOD

This research was conducted at the Rabbani Shop in Pekanbaru City which is located on Jalan HR. Soebrantas Number 03, Pekanbaru City. This type of research is quantitative research. The population in this study were consumers of Toko Rabbani in Pekanbaru City, totaling 770 people, and a sample of 88 people was obtained through the Slovin formula. The method for taking this sample uses a purposive sampling method, namely sampling with certain criteria/selected according to the research objectives. Collecting data and information needed in the preparation of this study, the authors used the questionnaire method (Questionnaire). The types of data used are primary data and secondary data.

In measuring variables, researchers use a Likert scale (5: 4: 3: 2: 1). To analyze the data, researchers used descriptive analysis and quantitative analysis. The data processing consists of a validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, simple linear regression analysis test, multiple linear regression analysis test, coefficient of determination test (R² test), individual significant test (t-test), and test concurrent significance (test f).

Framework, Before formulating the methodology that will be used to complete the research, it is necessary to explain in advance the framework of thinking that will become the research reference. Based on the theoretical studies described earlier, it can be an illustration of the framework used to direct the picture in understanding the research towards the expected goals. The framework proposed is as follows.

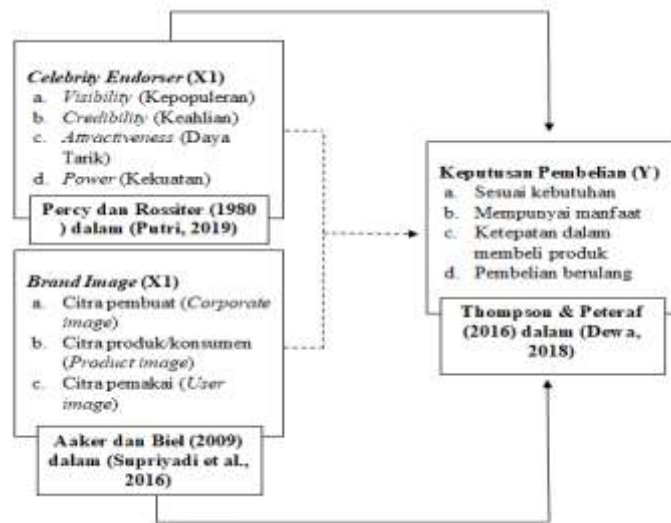


Figure 1. Framework

3. RESULTS AND DISCUSSIONS

Based on Table 1 below, it is known that the validity test results for all statement items that measure the celebrity endorser variable, brand image, and purchasing decisions obtained $r_{\text{count}} > r_{\text{table}}$ 0.2096, so that all statement items on the celebrity endorser variable, brand image, and purchasing decisions are declared valid and can be used in research.

Table 1. Validity Test Results

Variabel (1)	Item (2)	r-count	r-table	Description
Celebrity Endorser	X1.1	0,531	0,2096	Valid
	X1.2	0,501	0,2096	Valid
	X1.3	0,471	0,2096	Valid
	X1.4	0,505	0,2096	Valid
	X1.5	0,500	0,2096	Valid
	X1.6	0,756	0,2096	Valid
	X1.7	0,729	0,2096	Valid
	X1.8	0,621	0,2096	Valid
Brand Image	X2.1	0,715	0,2096	Valid
	X2.2	0,750	0,2096	Valid
	X2.3	0,683	0,2096	Valid
	X2.4	0,772	0,2096	Valid
	X2.5	0,604	0,2096	Valid
	X2.6	0,335	0,2096	Valid

Purchase Decision	Y.1	0,585	0,2096	Valid
	Y.2	0,251	0,2096	Valid
	Y.3	0,741	0,2096	Valid
	Y.4	0,226	0,2096	Valid
	Y.5	0,783	0,2096	Valid
	Y.6	0,334	0,2096	Valid
	Y.7	0,713	0,2096	Valid
	Y.8	0,417	0,2096	Valid

Source: Processed Research Data 2023

Table 2. Reliability Test Results

No	Variable	Cronbach's Alpha	Accuracy Score	Description
1	Celebrity Endorserm (X1)	0,60	0,718	Reliabel
2	Brand Image (X2)	0,60	0,731	Reliabel
3	Purchase Decision (Y)	0,60	0,657	Reliabel

Source: Processed Research Data 2023

In Table 2 it can be seen that the results of the reliability test on the variables used show all Cronbach Alpha values > 0.60 . So, it can be concluded that the answers to the statements of all the variables used in this study are reliable and feasible to use.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		88
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.67183516
Most Extreme Differences	Absolute	.092
	Positive	.092
	Negative	-.058
Test Statistic		.092
Asym. Sig. (2-tailed)		.063 ^c
a. Test distribution is normal.		
b. Calculated from data.		
c. Lilliefors significance correction		

Source: Processed Research Data 2023

Normality test results are said to be normal if the significance value is > 0.05 and vice versa if the sig level < 0.05 can be interpreted as abnormal. In table 5 it can be seen that the significant value is $0.063 > 0.05$ and it can be interpreted that the data has a normal distribution.

Table 4. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
	1 (Constant)	-.295	.144			
Celebrity Endorser	.061	.042	.166		1.435	.155
Brand Image	.045	.039	.133		1.154	.252

a. Dependent Variable: ABS_RES

Source: Processed Research Data 2023

If the significance value (sig) between the independent variables and the absolute residual is greater than 0.05, then there is no heteroscedasticity problem. In Table 5.23 the sig value is greater than 0.05 so there is no heteroscedasticity problem.

Table 5. Test Results of Simple Linear Regression Analysis of Celebrity Endorser Variables Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.619	1.900		6.643	.000
Celebrity Endorser	.457	.063	.615	7.238	.000

a. Dependent Variable: Purchase Decision

Source: Processed Research Data 2023

The regression coefficient value of the Celebrity Endorser variable is positive, namely 0.457 This can be interpreted that every increase in brand image by 1 unit, it will increase the purchase decision by 0.457. The coefficient is positive, meaning that there is a positive relationship between celebrity endorsers and purchasing decisions, the higher the celebrity endorser, the higher the purchasing decision.

Table 6. Test Results for the Coefficient of Determination (R²) of Celebrity Endorser Variables Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.615 ^a	.379	.371	1.693

a. Predictor: (Constant), Celebrity Endorser

b. Dependent Variable: Purchase Decision

Source: Processed Research Data 2023

Based on the table, the number (R Square) is 0.379 or 37.9%. This shows that the percentage of influence of the Celebrity Endorser variable on purchasing decisions is 37.9%, while the remaining percentage of 62.1% is influenced by other variables not included in this research variable.

Table 7. Partial Test Results (t test) Celebrity Endorser Variables Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.619	1.900		6.643	.000
Celebrity Endorser	.457	.063	.615	7.238	.000

a. Dependent Variable: Purchase Decision

Source: Processed Research Data 2023

From table 10 it can be seen the results of the tcount test to test the hypothesis whether there is a significant influence of the celebrity endorser variable (X1) on the purchasing decision variable (Y), namely 7,238. where tcount = 7.238 > ttable = 1.663 and sig 0.000 < 0.05, with tcount greater than > ttable, the hypothesis which states that celebrity endorsers have a significant effect on consumer purchasing decisions at Rabbani Shops in Pekanbaru City is acceptable.

Table 8. Simple Linear Regression Analysis Test Results Brand Image Variable Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	19.586	1.945		10.070	.000
	Celebrity Endorser	.291	.084	.351	3.476	.001

a. Dependent Variable: Purchase Decision

Source: Processed Research Data 2023

The regression coefficient value of the Brand Image variable is positive, namely 0.291 This can be interpreted that every increase in brand image by 1 unit, it will increase the purchase decision by 0.291. The coefficient is positive, meaning that there is a positive relationship between brand image and purchasing decisions, the higher the brand image, the higher the purchasing decision.

Table 9. Partial Test Results (t test) Variable Brand Image Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.586	1.945		10.070	.000
	Celebrity Endorser	.291	.084	.351	3.476	.001

a. Dependent Variable: Purchase Decision

Source: Processed Research Data 2023

From table 9 it can be seen the results of the tcount test to test the hypothesis whether there is a significant influence of the brand image variable (X2) on the purchasing decision variable (Y), namely 3,476. where tcount = 3.476 > ttable = 1.663 and sig 0.001 < 0.05, with tcount greater than > ttable, the hypothesis which states that brand image has a significant effect on consumer purchasing decisions at Rabbani Shops in Pekanbaru City is acceptable.

Table 10. Multiple Linear Regression Analysis Test Results Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.651	2.097		5.556	.000
	Celebrity Endorser	.457	.070	.571	6.049	.000
	Brand Image	.085	.078	.102	1.086	.281

a. Dependent Variable: Purchase Decision

Source: Processed Research Data 2023

From the table it is known that the regression coefficient value of the celebrity endorser variable is positive, namely 0.424. This means that every increase in celebrity endorser by 1 unit, it will increase the purchase decision by 0.424. The regression coefficient value of the brand image variable is positive, namely 0.085. This means that every increase in brand image by 1 unit will increase the purchase decision by 0.085.

Table 11. Test Results for the Coefficient of Determination (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622 ^a	.379	.373	1.691

a. Predictor: (Constant), Brand Image, Celebrity Endorser

Source: Processed Research Data 2023

Based on the table above, it can be seen that the Adjusted R Square value is 0.387 or 38.7%. This means that the independent variables X1 and X2 can explain the dependent

variable (Y) of 38.7%, while the remaining 61.3% is explained by other factors not examined.

Table 12. Simultaneous Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	153.548	2	76.774	26.837	.000 ^b
	Residual	243.168	85	2.861		
	Total	396.716	87			

a. Dependent Variable: Purchase Decision
b. Predictor: (Constant), Brand Image, Celebrity Endorser

Source: Processed Research Data 2023

Based on the F test in the table, it shows an fcount value of 26,837 > ftable 3.10 and sig 0,000 < 0.05. So thus it can be stated that Ho is rejected and Ha is accepted. This means that celebrity endorser (X1) and brand image (X2) together have a significant effect on purchasing decisions (Y), the stronger the celebrity endorser and brand image, the higher the purchasing decision at Rabbani Stores in Pekanbaru City.

The Influence of Celebrity Endorser (X1) on Purchasing Decisions (Y), results of research conducted on variables celebrity endorser on Purchasing Decisions shows that the variable celebrity endorser has a tcount of 7,238 is greater than ttable 1,663 with a significance of 0.000 less than 0.05. It is proven that celebrity endorsers and purchasing decisions have a significant effect. So that the first hypothesis in this study is accepted, namely that there is influence between celebrity endorsers on purchasing decisions at Rabbani Stores in Pekanbaru City. The results of this study are in line with the results of the study (Nathaniel et al., 2020) And (Anas & Sudarwanto, 2020).

Effect of Brand Image (X2) on Purchase Decision (Y), results of research conducted on variables brand image on Purchasing Decisions shows that the variable brand image has a tcount of 3,476 is greater than ttable 1,663 with a significance of 0.001 less than 0.05. It is proven that brand image and purchasing decisions have a significant effect. So that the second hypothesis in this study is accepted, namely that there is an influence between brand image and purchasing decisions at Rabbani Stores in Pekanbaru City. The results obtained from this study support the results of research from (Dairina, 2022) And (Ramadhani & Nadya, 2020).

The Influence of Celebrity Endorser (X1) and Brand Image (X2) on Purchasing Decisions (Y), from the test results simultaneously obtained Fcount equal to 26,837 is greater than Ftable, namely 3.10 with a significant value of 0.000, less than 0.05. This means that it is proven that celebrity endorsers and brand image have a significant effect on purchasing decisions. So that the third hypothesis in this study can be accepted, namely that there is influence of celebrity endorsers and brand image on purchasing decisions at Rabbani Stores in Pekanbaru City. The results of this study are in line with the results of research conducted by (Jannah, 2020).

4. CONCLUSION

Amidst intensifying market competition, business individuals are tasked with devising strategies to endure and stand out, achieved by enhancing competitiveness and employing fitting marketing tactics, including leveraging celebrity endorsements and fortifying brand image. The study underscores that these factors distinctly sway consumer buying choices at Rabbani Stores in Pekanbaru City. To propel future research, a more profound comprehension of consumer segments that respond favorably to celebrity endorsements and brand image at Rabbani Stores should be prioritized. Furthermore, an exploration into the sustained effects of celebrity endorsements and

brand image over an extended timeframe is crucial. The inclusion of additional variables such as consumer personality and social media within the analysis is warranted. In addition, delving into the potential of digital platforms and social media within this strategy is imperative. Lastly, drawing comparisons with disparate industries or brands has the potential to yield enriched insights.

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