CHAPTER I

INTRODUCTION

1.1 Background

The majority of people in the world, especially women, place a high value on appearance. Many people take different steps to improve their appearance. Some go to salons for aesthetic treatments, while others use drugs and medicines, including both chemical and herbal medications. Many women also opt to wear makeup. A new trend that has gained popularity recently is the use of skincare products, also referred to as beauty products, are one way to improve skin on the outside and support an attractive appearance. According to Jan *et al.* (2019), about 80.8% of participants used skin care products on a daily basis. Skin care is regarded as the response or fix for a number of issues pertaining to skin conditions. In order to take care of their bodies and maintain their visual identities, women now prioritize skincare (Syauki & Avina, 2020). This generation also strives to look like celebrities, particularly the white, attractive, and clean-skinned Korean celebrities. In order to achieve the desired beauty, skin care products have thus become especially necessary for women (Feny, 2022).
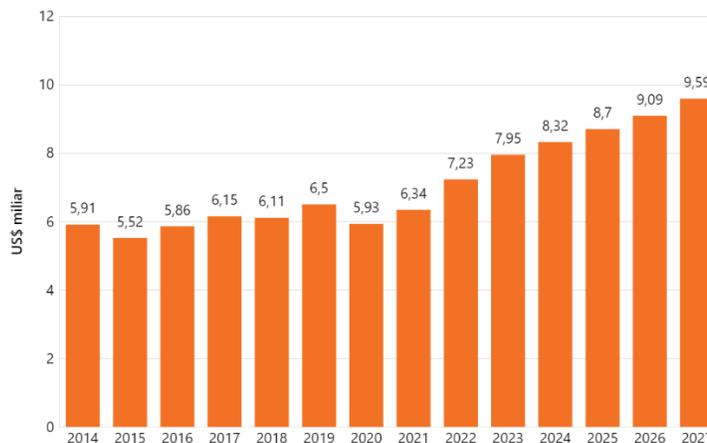
Figure 1. 1 Estimated Personal Care and Beauty Product Revenue in Indonesia (2014-2027)

Source: databoks.katadata.co.id (2022)

A 2022 Databoks report indicates that the beauty and personal care market has seen a rise in revenue since 2021, reaching US$7.23 billion (IDR 111.83 trillion) in 2022. In particulars, personal care will hold the largest market share in 2022 with a projected market volume of US$3.18 billion, followed by skincare at US$2.05 billion, cosmetics at US$1.61 billion, and fragrances at US$39 million. Revenue from the beauty and personal care market in Indonesia amounted to US$25.90 generated in 2022. The increasing trend in skin care and cosmetics is quite good, making Indonesia one of the potential beauty and personal care market targets. The Badan Pusat Statistik (BPS) projects Indonesia's population to reach 275.77 million people in 2022. Of this number, 190.98 million people (69.25%) fall into the productive age category (aged 15-64 years). The results from Survei Sosial Ekonomi Nasional (Susenas) conducted by Badan Pusat Statistik (BPS) show that based on age group, the majority (47.64%) of internet users in Indonesia are from

the productive or working age group, specifically those aged 25-49 years. Then followed by the student age group or 19-24 years old at 14.69%. Therefore, it is anticipated that business growth in the beauty and personal care industry will continue to rise in the coming years.

Furthermore, Indonesia is geographically located in a tropical region, which usually calls for extra caution and protection from the sun. Indonesia is a tropical nation in the equatorial zone that receives a lot of year-round exposure to bright sunshine, which can affect the appearance of the skin. Ultra violet (UV) rays, specifically UV A and UV B rays, which are present in sunlight, are the cause. Human skin will suffer from excessive UV radiation exposure, leading to sunburn and aging of the skin. One strategy to shield the skin from sun exposure is to use sunscreen (BPOM, 2017). One of the local brands that produces sunscreen products is Azarine Cosmetic from Surabaya.

Under PT Wahana Kosmetika Indonesia, Azarine Cosmetic was established in 2002 as a local beauty brand (Azarine Cosmetic, 2021). This brand was initially established to market its products to salons and hotels on a business-to-business basis, with the goal of modernizing traditional Indonesian spas (Sukamto & Primadini, 2023). Azarine Cosmetics reportedly underwent a corporate rebranding in 2015 and 2016 in order to produce goods that are more in line with consumer preferences and suit modern lifestyles over time.

Following its corporate rebranding, Azarine has garnered increased recognition (Sukamto & Primadini, 2023). This is evident as the production capacity of one of

its products, Hydrasoothe Sunscreen Gel SPF 45 PA++++, has expanded fivefold to keep up with the constant demand (Trihendrawan, 2021). On top of that, as of April to June 2022, the total sales in the market reached IDR 22.8 billion (Compas, 2022). On both Tokopedia and the Shopee Mall Azarine Cosmetic Official Shop platforms, Azarine has a rating of 4.9 out of 5.0. Azarine also becomes the first local skincare brand to collaborate with Disney Marvel, a global franchise (Anggarini, 2022; Sari, 2022). In 2022, Azarine won twelve awards in a single year, including the Female Daily Awards 2022 Best Face Sun Protection title. Azarine sunscreen products come in six varieties: Hydrasoothe Sunscreen GEL SPF45 PA++++, Hydramax C Sunscreen Serum, Aqua Essence Sunshield Serum SPF 50, Tone Up Mineral Sunscreen Serum, Hydrasoothe Sunscreen Mist, and one new addition, Azarine Ceraspray Sunscreen Spray SPF 50 PA+++, which was just launched in January 2024.

Products from Azarine can be purchased through a number of online retailers as well as physical stores. For offline stores, according to the Azarine website, they are often found at AEON mall, GrandLucky Superstore, Transmart, LuLu Hypermarket, Watsons, Carrefour, and Guardian across Indonesia. Azarine also has 11 outlets spread widely in Semarang, one of which is Stuffbyms.

Table 1. 1 Azarine Sunscreen Sales Data in Stuffbyms Tembalang and Singosari Outlet per Quarter in 2023

Outlet	Quarter	Net Sales (Rp)	Growth (%)
Stuffbyms Tembalang	Q1 (Jan-Mar)	50.585.680	-
	Q2 (Apr-Jun)	60.169.427	18,9%

Outlet	Quarter	Net Sales (Rp)	Growth (%)
	Q3 (Jul-Sep)	36.027.637	-40,1%
	Q4 (Oct-Dec)	37.964.413	5,37%
	Q1 (Jan-Mar)	53.626.230	-
Stuffbyms	Q2 (Apr-Jun)	59.225.790	10,44%
Singosari	Q3 (Jul-Sep)	37.969.953	-35,88%
	Q4 (Oct-Dec)	42.165.637	11,05%

Source: Stuffbyms Tembalang and Singosari Outlet, Semarang (processed primary data, 2024)

The table shows the number of products sold and its growth in two of the outlets in Semarang during 2023. This data shows that there is a decline and growth in sales of Azarine sunscreen products. It is known that there was an increase in sales at Tembalang and Singosari outlets by 18,9% and 10,44% from the 1st to the 2nd quarter respectively. However, between the 2nd and 3rd quarters there was a decline in sales growth of 40,1% at the Tembalang outlet and 35,88% at the Singosari outlet. Then the Stuffbyms Tembalang outlet rebounded in the fourth quarter with a 5,37% growth, but sales in the 4th quarter were not as big as in the 1st and 2nd quarters. The Stuffbyms Singosari outlet experienced a similar pattern, the fourth quarter saw a 10,44% growth. Based on this data, it is known that Stuffbyms outlets in Tembalang and Singosari experienced fluctuating growth in sales of Azarine sunscreen. This can be caused by competition between sunscreen products sold in stores, thus influencing consumer purchasing decisions.

Several factors can influence purchase intention, with one of the key factors being the use of celebrity endorsements. According to Shimp and Andrews (2017), one of the ways that companies use marketing communications is through celebrity

endorsers, which have grown to be the most widely used form of advertising (Naseema, 2016). Celebrities are often seen as symbols of success, lifestyle and beliefs. Consumers' decisions to buy certain products can be influenced by the celebrity's association with the product. Around 19.4% of consumers admit that following a celebrity they like is the reason they buy a skincare product (ZAP Beauty Clinic & Markplus Inc, 2021). This demonstrates that employing celebrities as endorsers is a crucial factor in influencing consumers' purchasing interest. According to Leonita (2023), local skincare brands' purchase intentions are significantly influenced by celebrity endorsement.

Figure 1. 2 Azarine Sunscreen Endorsement by Celebrities

Source: TikTok @azarinecosmetic, Instagram @azarinecosmeticofficial

It has been demonstrated that the usage of celebrity endorsers significantly affects company purchase intentions. At the end of 2020, Prilly Latuconsina formally became a brand ambassador for Azarine. Since then, Azarine's commercials on various social media platforms have started to feature Prilly

Latuconsina's face. With 55 million followers on Instagram, Prilly Latuconsina will continue to draw customers to purchase Azarine goods. Azarine began introducing its newest Brand Ambassador, namely the famous celebrity from South Korea, namely Lee Min Ho, on 2022. It is known that Lee Min Ho is an actor from South Korea who is quite popular and has many achievements. On April 4, 2022, the Sun Care Series X Lee Min Ho product—the first collaboration product between Azarine and Lee Min Ho—was formally introduced following Lee Min Ho's appointment as the brand ambassador for Azarine Cosmetics. In one of Azarine Cosmetic's TikTok videos, Angga Yunanda—an Indonesian actor who is also considered an A-list actor—was spotted endorsing a variety of Azarine products, including their sunscreen. During Watson's anniversary celebration in 2023, Syifa Hadju, an Indonesian actress, model, and singer with a lengthy career, also discusses the Azarine products she regularly uses on the talk show. Azarine frequently uses other celebrity classifications as well, like internet celebrities, namely people who become famous on the internet or social media. In 2022, Jerome Polin—a popular figure on the internet with 10.3 million subscribers to his Nihongo Mantappu YouTube channel—as well as an entrepreneur with 7.7 million Instagram followers promoted the Azarine Bodyguard Moisturizer Sunscreen Serum product. The celebrity endorsement variable was chosen because there was a gap in the analysis carried out by Leonita (2023) that shows celebrity endorsement has a significant impact on purchase intention of local skincare brands, but a study

by Catharina Clara (2023) found that celebrity endorsement has no effect on purchase intentions in the e-commerce marketplace.

Apart from endorsements by celebrities, Azarine sales can also be influenced by consumer expectations after seeing opinions by other consumers who are satisfied or dissatisfied with Azarine sunscreen products. Electronic Word of Mouth (E-WOM) is a positive or negative statement formed from the opinions of potential or former consumers about a product, and these statements are widely accessible through digital platforms (Hennig-Thurau *et al.*, 2004). One of the forms of E-WOM is online consumer reviews which are based on consumer knowledge, experience and information about a product. Online customer reviews can persuade potential buyers to make a purchase by providing feedback from satisfied customers who have used the products they have purchased (Nair & Radhakrishnan, 2019). Positive E-WOM contributes to a positive brand image, fostering trust and, subsequently, increasing purchase intention. One of the hubs for the biggest Indonesian beauty community, which has been going since 2005, is the Female Daily website, which offers a range of features including online customer reviews for skincare and makeup brands and products.
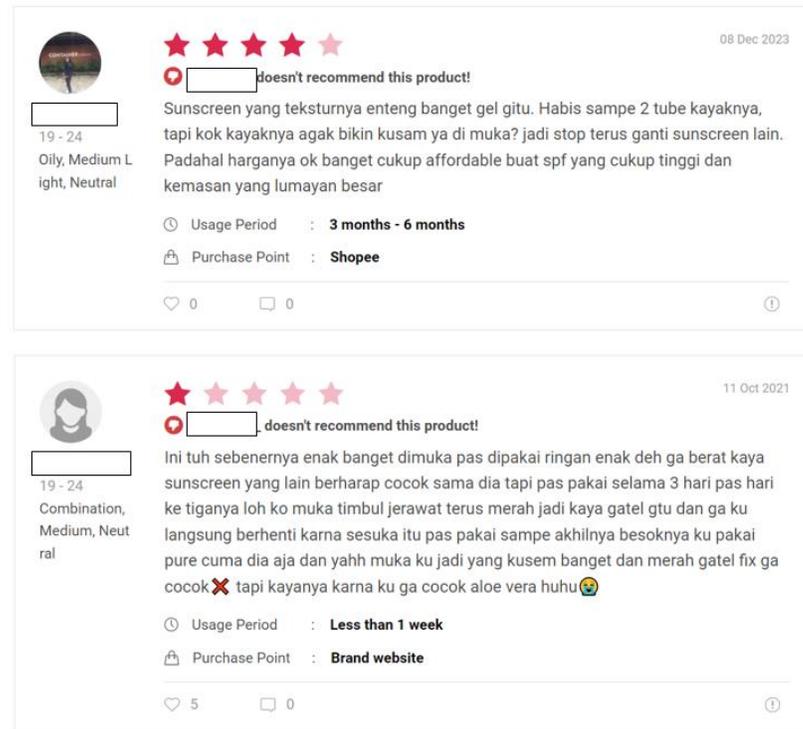
Figure 1. 3 Online Reviews by Azarine Sunscreen Consumer
Source: femaledaily.com

The following are reviews from Female Daily users who have used Hydrasoothe Sunscreen Gel SPF 45+++ by Azarine Cosmetics for less than a week to six months, with ratings ranging from four stars to one star. Customers who are dissatisfied with the product can give it one to three stars, while those who are satisfied can give it four to five stars, with a maximum total score of five. It is evident that, despite the fact that the time period of the customer reviews was written two years apart, both the 2021 and 2023 customer reviews mentioned the product being less than satisfactory after use and stopped using the sunscreen. This review is made based on a consumer-oriented view containing attribute values that are announced by the seller and felt after purchase and use by consumers (Lee *et*

al., 2008). The proportion of Azarine sunscreen product reviews on social media that have one to three stars, which are considered to be negative reviews, varies. This variation can have an impact on buyers' decisions, which in turn can have an impact on prospective customers' decisions. This phenomenon can affect sales, as evidenced by the gradual rise in Azarine sunscreen product sales.

Figure 1. 4 Online Reviews by Azarine Skincare Consumer on X
Source: x.com (Formerly twitter.com)

Twitter, the widely-used microblogging platform, has been gaining attention as a distinctive communication tool that enhances electronic word-of-mouth (Kim, 2014). The figure 1.4 implies that the former customers' reviews on X (formerly Twitter) express dissatisfaction with the change in Azarine skincare prices after the appointment of brand ambassadors and endorsements from famous artists such as

Prilly Latuconsina. The effectiveness of E-WOM lies in how the information is viewed. According to Lee & Lee (2009) the first step of E-WOM activity is product information abstract process, which consumers look for information about products, including reviews, ratings, and the number of buyers and opinions. The data gathered will concern sales, prices, and other matters. That means if potential buyers read negative reviews about the perceived high prices of Azarine skincare compared to the perceived value, it may lead them to be reluctant to make a purchase.

Brand image is the perception a consumer holds of a brand, reflecting their mindset (Kotler & Keller, 2016). Positive E-WOM can create a favorable image, making consumers more likely to choose the brand. Negative E-WOM, on the other hand, may deter potential customers and negatively impact the brand image. This aligns with research by Indriana *et al.* (2022), which demonstrates that E-WOM significantly impacts brand image. Celebrity endorsement is essential in shaping and elevating a brand's image by leveraging the celebrity's positive qualities, credibility, and influence. Previous findings by (Firdaus *et al.*, 2023; Sunarwia *et al.*, 2023; Indriana *et al.,* 2022) proves that brand image is significantly influenced by celebrity endorsement.

Purchase intention is a type of consumer behavior driven by the desire, experience, and usage of a product, leading to the decision to buy or choose that product (Kotler and Keller, 2016). Besides that, it can also be interpreted as a plan from consumers to make purchasing efforts. A positive brand image can influence

interest in buying. Research by (Firdaus *et al.,* 2023; Indriana *et al.,* 2022; Then & Johan, 2021) that discovered that brand image has a positive and significant direct impact on purchase intention provides support to this statement.
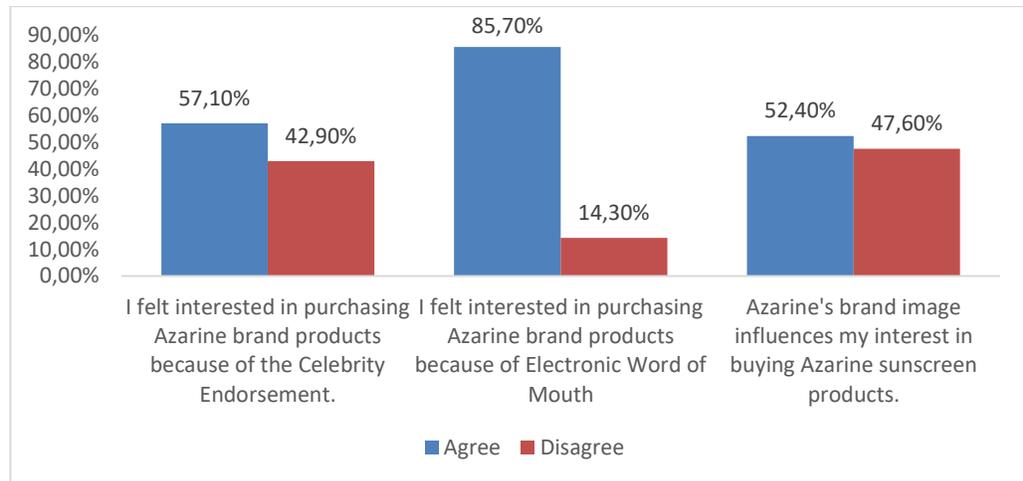

Figure 1. 5 Pre-Survey Results
Source: Processed primary data (2023)

This research focuses on the consumer market for Azarine products in Semarang city. This reason is based on pre-survey data that was conducted on 21 consumers in Semarang city. Based on the pre-survey results in figure 1.3, it shows that 12 out of 21 respondents agreed that they felt interested in purchasing Azarine because of the celebrity endorsement. The pre-survey results also showed that 85.70% of them felt interested in purchasing Azarine because of electronic word of mouth. As many as 52,40% also considered Azarine's brand image before purchasing Azarine sunscreen products.

Therefore, to fill this research gap, the researcher intends to conduct a study entitled "**The Influence of Celebrity Endorsement and Electronic Word of**

Mouth with Brand Image as Intervening Variable on Consumers' Purchase Intention of Azarine Sunscreen in Semarang".

1.2 Problem Formulation

Based on the background above, the research problem can be formulated as follows:

1. Is there any effect of Celebrity Endorsement on consumer Purchase Intention of Azarine Sunscreen consumer in Semarang?

2. Is there any effect of Celebrity Endorsement on Brand Image of Azarine Sunscreen in Semarang?

3. Is there any effect of Electronic Word of Mouth (E-WOM) on Brand Image of Azarine Sunscreen in Semarang?

4. Is there any effect of Electronic Word of Mouth (E-WOM) on consumer Purchase Intention of Azarine Sunscreen consumer in Semarang?

5. Is there any effect of Brand Image on consumer Purchase Intention of Azarine Sunscreen consumer in Semarang?

6. Is there any effect of Celebrity Endorsement on consumer Purchase Intention of Azarine Sunscreen through Brand Image in Semarang?

7. Is there any effect of Electronic Word of Mouth (E-WOM) on consumer Purchase Intention of Azarine Sunscreen through Brand Image in Semarang?

1.3 Objectives of the Research

Based on the formulation of the problem above, it can be stated that the research objectives in this study are as follows:

1. To analyze the effect of Celebrity Endorsement on consumer Purchase Intention of Azarine Sunscreen consumer in Semarang.

2. To analyze the effect of Celebrity Endorsement on Brand Image of Azarine Sunscreen in Semarang.

3. To analyze the effect of Electronic Word of Mouth (E-WOM) on Brand Image of Azarine Sunscreen in Semarang.

4. To analyze the effect of Electronic Word of Mouth (E-WOM) on consumer Purchase Intention of Azarine Sunscreen consumer in Semarang.

5. To analyze the effect of Brand Image on consumer Purchase Intention of Azarine Sunscreen consumer in Semarang.

6. To analyze the effect of Celebrity Endorsement on consumer Purchase Intention of Azarine Sunscreen through Brand Image in Semarang.

7. To analyze the effect of Electronic Word of Mouth (E-WOM) on consumer Purchase Intention of Azarine Sunscreen through Brand Image in Semarang.

1.4 Significance of the Study

The results of this study are expected to be used as:

1. Academic

   The findings of this study serve as a guide for conducting further research, contributing to knowledge, comprehension, and insight into consumer behaviour with regard to purchase intention.

2. Researcher

The research will expand and improve the researcher's knowledge base in the area of consumer behaviour with regard to purchase intention. Researchers may also be better at identifying problems within the business sector.

3. Organization

The expected findings of this study will be useful to organization under the study and other business organization on how to bring more effective customer needs to achievement of objectives. To stimulate the awareness of the management at the area of the study and elsewhere about customer and consumer needs.

4. Other Parties

The findings of this study are anticipated to provide insights or ideas for future research in similar areas.

1.5 Theoretical Framework

1.5.1   Consumer Behavior

Kotler and Keller (2009) define consumer behavior as the study of how individuals, groups, and organizations select, purchase, utilize, and discard goods, services, ideas, or experiences to fulfill their needs and wants. The way people decide how to use their available resources—money, time, and effort—to buy consumer goods is the main focus of the study of consumer behaviour. This includes what they purchase, their motivations, the time and place of their purchases, the frequency of their purchases, and the frequency of their usage. In general, consumer behavior is

divided into two, namely rational and irrational consumer behavior (Schiffman and Kanuk, 2000).

The rational characteristics of consumer behaviour include the following: consumers select products according to their needs, the products they select benefit them, they select products whose quality is assured, and they select products whose prices are reasonable given their financial situation. On the other hand, irrational characteristics of consumer behaviour include the following: people buy well-known brands; they are drawn to promotions and ads in print and digital media; and they choose products more for their prestige or reputation than for their needs.

According to Swastha (1982) as quoted by Hadi (2007) the consumer behavior analysis framework are as follows:
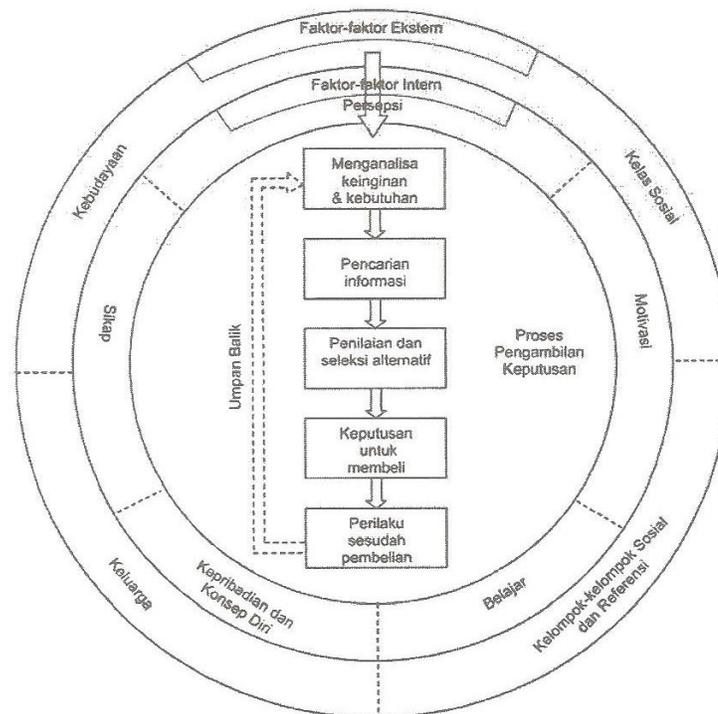
Figure 1. 6 Consumer Behavior Analysis Framework
Source: Hadi (2007)

Based on figure 1.6, it is evident that consumer behavior frameworks involve various stages such as analysis of needs and wants, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Advertisements that feature well-known individuals or public figures as endorsers are known as celebrity endorsers (Shimp, 2003). Celebrities can serve as information sources, influencing consumers to seek more information about a product. Their credibility and authority can prompt consumers to explore details about the endorsed product. Furthermore, celebrity endorsements can shape the evaluation of alternatives process by associating positive attributes or images with the endorsed product, influencing consumers to

consider it favorably compared to alternatives, ultimately influencing the purchase decision through their association with endorsed products.

Consequently, E-WOM or Electronic Word of Mouth is particularly influential during the information search and evaluation of alternatives stages. In searching for information, consumers will look for as much information as possible and the more information they collect, the more consumer knowledge they will have of the brand and the features available (Kotler & Keller, 2007). As consumers actively seek online reviews, testimonials, and recommendations, E-WOM provides authentic and diverse perspectives that contribute to their decision-making process. E-WOM is a positive or negative statement formed from the opinions of potential or former consumers regarding a product that can be widely accessed through the digital world, according to Hennig-Thurau *et al.* (2004). Positive E-WOM reinforces the appeal of endorsed products and adds to the positive image created by the celebrity, while negative E-WOM may prompt consumers to reconsider their choices.

According to Kotler (2002) the factors that influence consumers to buy are strongly influenced by cultural, social, personal and psychological characteristics.

1. Cultural Factors
    a) Culture

    Culture is the most important cause of a person's desires and behavior and this is reflected in an individual and because of the influence of the family and other institutions.

    b) Sub-culture

There are smaller subcultures within every culture, which are made up of individuals who have similar life experiences and circumstances and share similar value systems. Subcultures include nationalities, religions, racial groups, and geographic regions.

c) Social Class

Almost all societies have some form of social class structure. Social class is a relatively homogeneous and hierarchically arranged society whose members share the same values, interests, and behaviors.

2. Social Factors

a) Reference Groups

A reference group is a group that has a direct or indirect influence on family, friends, neighbors and co-workers. People are often influenced by reference groups to which they do not belong.

b) Family

Family members can strongly influence buying behavior. Family can influence a person directly or indirectly.

c) Social Roles and Status

Families, clubs, and organizations are just a few of the groups that one belongs to. Roles and status are two ways to characterize a person's place in each group. A person's expected actions are outlined in their role, which are based on the actions of those around them. The general value that society bestows on each role is reflected in its status.

3. Personal Factors

   a) Age and Life Cycle Stage

   Throughout their lives, people purchase a variety of goods and services. Age-related preferences are common in terms of food, clothing, furnishings, and leisure activities. The stages that families go through over time, or the phases of the family life cycle, also influence purchases.

   b) Occupation and Economic Situation

   Occupation and economic conditions are related to interest in different products for certain work groups.

   c) Lifestyle and Values

   Lifestyle and values are an individual's lifestyle expressed in activities and interests.

4. Psychological Factors

   a) Motivation

   Motives or drives are needs with strong pressures that cause a person to seek satisfaction.

   b) Perception

   Perception is the process by which individuals select, organize, and interpret information to form a meaningful understanding of the outside world.

   c) Learning Process

Learning is the term used to characterize behavioral changes brought about by experience. According to learning theorists, learning is the most significant aspect of human behavior.

d) Beliefs and Attitudes

A belief is a person's descriptive thought about something. An individual's generally constant assessments, emotions, and inclinations regarding an object or concept are referred to as their attitude.

According to factors that can influence purchasing behavior, there are social factors which are influenced by reference groups which can be family, friends, neighbors, co-workers, or other groups. The influence exerted by a reference group can influence consumers in choosing a brand or product because in this group, consumers will be given advice and information regarding a particular product or product category (Kotler, 2002). In the case of celebrity endorsement, consumers often look to public figures as role models, considering them part of their reference group. In the context of social factors, E-WOM represents the collective wisdom of a digital community acting as a reference group. The digital platform serves as a virtual space where individuals interact, influencing each other's decisions through shared insights and perspectives.

Apart from that, there are personal factors that are influenced by lifestyle which are reflected in activities and interests. A person's lifestyle, as defined by Kotler and Keller (2009), refers to their way of living, which is reflected in their interests, activities, and opinions. In the case of celebrity endorsement, consumers are drawn to

products that resonate with their personal preferences and values, making the celebrity endorser a relatable figure. In context of E-WOM, the digital world serves as a platform for individuals to express their unique perspectives, providing a diverse range of personal experiences that others consider when making decisions.

Furthermore, there are psychological factors which are influenced by motivation, perception, learning process, and beliefs and attitudes. Based on psychological factors, several things that can influence consumer purchasing decisions regarding celebrity endorsements are motivation and perception. According to Setiadi (2013), there are two types of motivation that could affect a consumer's decision to purchase: emotional motivation, which is based on subjectivity in product assessment, and rational motivation, which is based on objectivity in product assessment. Celebrity endorsements often tap into emotional aspects by associating the celebrity's image, personality, or lifestyle with the product. On the other hand, celebrity endorsements can also have rational elements. If a celebrity is endorsing a product and provides factual information about its benefits, features, or attributes, it appeals to the rational side of consumers. Perception is the process of a consumer interpreting information to create an image, according to Kotler (2002). The perception obtained is based on information that has been searched for consumers and will then be processed to be perceived in the mind so that consumers get an idea of the information obtained. Consumers' perceptions of a brand or product are deeply influenced by the public image and persona of the endorsing celebrity. In the case of E-WOM, consumers

perceive the credibility and reliability of a product or service by online reviews, social media comments, and user-generated content.

1.5.2 AIDA (Attention, Interest, Desire, Action)

The goal of marketing is to fulfill and satisfy the needs and desires of its intended audience. However, understanding customers is not easy. Customers may express their needs and desires in a certain way but act differently. Marketing stimuli and the environment influence the buyer's awareness. Buyer characteristics and decision-making processes then guide their purchasing decisions. Therefore, it is crucial for marketers to fully understand how external stimuli affect the buyer's consciousness and lead to their final purchase choices.

To make sales, companies must design or craft messages to be effective. Ideally, messages should grab attention, maintain interest, arouse desire, and prompt action (a framework known as the AIDA model). According to Kotler and Keller (2009), the AIDA formula/theory is the most frequently used formula to aid in comprehensive advertising planning, and it can be applied to an advertisement. By using the AIDA model (Attention, Interest, Desire, Action), it clarifies the concept of change, attitude, and behavior in relation to a framework of action. The hierarchy of response model is depicted in the image below:
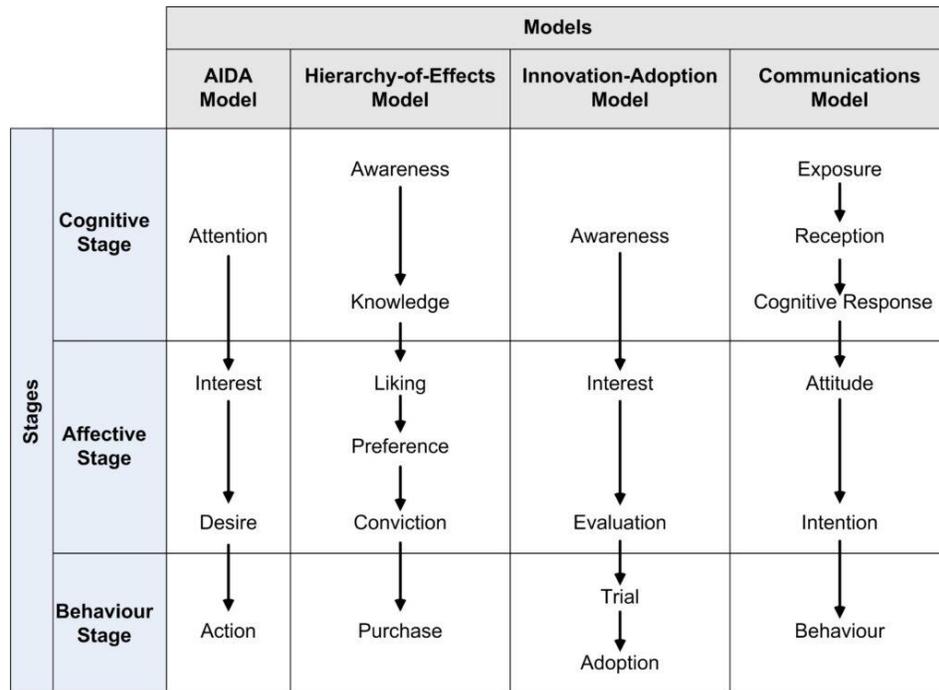
Models			
AIDA Model	**Hierarchy-of-Effects Model**	**Innovation-Adoption Model**	**Communications Model**

Figure 1. 7 Customer Response Hierarchy

Source: Kotler and Keller (2009)

The AIDA model is the purchasing decision-making process, a psychological process undergone by consumers or buyers. The process begins with capturing attention (Attention) towards a product or service. If it makes a positive impression, the consumer then moves to the stage of interest (Interest) to learn more about its features. If this interest is strong, it progresses to the stage of desire (Desire), as the product or service meets their needs. If the desire remains strong, driven either by internal motivations or persuasive external stimuli, the consumer will proceed to make the purchase decision (Action to buy).

In this regard, the message presented about AIDA (Attention, Interest, Desire, and Action) is:

a) Attention

Capturing a customer's attention requires that a message effectively engages both in its format and medium. Attention can be directed either broadly or specifically at potential or target customers. This can be achieved through clear and prominent text and visuals, memorable phrases, and distinctive features. A message that successfully grabs attention is crucial for a company, as it ensures that the message will be noticed, recognized, and remembered by consumers. This process can be described as awareness of the product being conveyed to consumers. Famous or liked celebrities can easily grab consumers' attention because they have a significant influence in society. So when a brand uses a celebrity as an endorser, it can increase consumers' attention to the product or brand. Additionally, impactful reviews or recommendations from other users can capture consumers' attention and motivate them to explore the brand further.

b) Interest

Being interested means the message evokes feelings of curiosity, wanting to observe, and wanting to listen and look more closely. This occurs because the message effectively captures the consumer's attention with its intriguing and appealing elements. Online reviews, social media recommendations, and other online interactions can also influence consumer attitudes and behaviors. If a brand has positive reviews on social media or websites, it can increase consumers' interest and trust in the brand. Additionally, if the chosen celebrity

fits well with the brand and target market, consumers are likely to be more interested in paying attention to the message conveyed.

c) Desire

The thought process that follows desire involves consumers' motives and motivations for purchasing a product. These purchase motives are categorized into two types: rational motives and emotional motives. This is where rational motives consider the benefits and losses that consumers gain, while emotional motives occur due to emotional purchasing of the product. Through stories or testimonials from celebrities or other users that reinforce the benefits or uniqueness of the product, messages can generate a strong desire in consumers to try or buy the product.

d) Action

Action occurs with the strong desire of consumers, leading to the decision to purchase the offered product. The message must provide a clear call to action and encourage consumers to make a purchase. By combining all the previous elements effectively, the message can motivate consumers to take the desired action, which is to purchase the promoted product or brand.

1.5.3 Purchase Intention

According to Kotler and Keller (2016), purchase intention is a type of consumer behavior driven by the desire, experience, and usage of a product, leading to the decision to buy or choose that product. Purchase intention, according to Belch in the journal (Stevina *et al.,* 2015), is the tendency to purchase a brand, generally depending

on how well purchase motives align with the features or characteristics of the brand. According to Eagly in Bimantari (2019), purchase intention is an intention with the presence of a consumer's motivation for feelings or plans that consciously carry out certain behavioral actions.

From the definitions provided above, the researcher concludes that purchase intention is a consumer's response reflecting their desire to wish for, buy, or choose a product, influenced by conscious experiences, preferences, and motives.

Pavlou (2003) measures the level of consumer buying interest using the following indicators:

a) Transactional interest, namely the tendency of a person to buy a product. This indicates that customers are already interested in buying the desired item.

b) Preferential Interest, namely interest that characterizes the behavior of a person who has a primary preference for a particular product. This preference may only be replaced in the event that the preferred product is affected.

So, consumers have a high purchase intention if consumers are interested in transacting and choosing a product compared to other product choices. Conversely, consumer interest is said to be low if consumers are not interested in transacting and prefer other products that are competitors for a product.

Then Ferdinand (2006) added indicators of consumer buying interest as follows:

a) Referential Interest, namely the tendency of someone to recommend the product to other people. This implies that customers who are already interested in making a purchase will advise others to do the same.

b) Explorative Interest, this interest characterizes a person's constant search for information about the product they are considering purchasing as well as information supporting the product's positive aspects.

Ferdinand added that if the level of consumer buying interest is high, consumers will be interested in referring the product to others and interested in exploring in finding information on other make-up products at that brand. Conversely, the level of consumer purchase interest is low if consumers are not interested in referring products from the brand to other people and are not interested in exploring in finding information on other products on that brand.

1.5.4 Celebrity Endorsement

According to Shimp (2003), an endorser is a person who supports an advertised product through advertising, also referred to as an advertising star. On the other hand, celebrities are people (actors, entertainers, or athletes) who are well-known for accomplishments unrelated to the products they support (Shimp, 2003). Advertisements that feature well-known individuals or public figures as endorsers are known as celebrity endorsers (Shimp, 2003). Additionally, celebrity endorsement is one of the sophisticated tools used by advertisers to take advantage of celebrities' reputations and images in order to promote their brands, according to Deepa and Giridhar (2018). When celebrities provide support, the message is more likely to stick in the minds of potential customers than when other strategies are employed.

Other definitions by Shimp (2014) concluded that celebrity endorsers are superstars who have been widely recognized by the public to become idols, because

they have achievements in certain fields and are used when conveying advertising messages, it intends to take the hearts of consumers so as to influence consumer purchasing interest. The use of celebrities in advertising aims to make the promoted goods or services more memorable for consumers.

Using the services of public figures to promote products (celebrity endorsers) can also be an option for business people to attract public buying interest. The company must determine exactly who will be chosen as a celebrity endorser. The use of celebrities to promote products is very helpful to influence consumers. The credibility of a commercial star is reflected in their expertise such as conveying information, objectivity, honesty and attractiveness which can influence the perception of the target audience in fostering buying interest. In other words, celebrity endorsement positively impacts buying interest in a product.

1.5.4.1 Roles of Celebrity Endorsers

Schiffman and Kanuk (2004) mention several roles of celebrities as advertising models that companies can use in advertising, namely:

1. Testimonials, if a celebrity uses the product firsthand, then they can attest to its high quality and benefits over the brand or product being advertised.

2. Endorsements, there are times when celebrities are not personally experts in the field, they are asked to appear in product advertisements.

3. Actor, celebrities are invited to promote a specific product or brand that is associated to the role they are starring in in a particular broadcast program.

4. Spoke person, a celebrity who, for a set amount of time, promotes a brand, product, or business. Their look will be connected to the product or brand they stand fors.

1.5.4.2 Indicators of Celebrity Endorsement

The VisCAP method consists of visibility, credibility, attraction and power (Shimp, 2014). It is anticipated that this model will facilitate marketers' assessment of whether using celebrities to endorse products is feasible. Using this technique, it is possible to determine if a celebrity is deserving of ongoing product promotion; if the celebrity has a high value, the celebrity will be used. Conversely, if the value is low, of course, marketers must find another celebrity before the product brand is destroyed following the decline of the artist's popularity.

The four elements of the VisCAP model that are used as indicators will be explained as follows (Shimp, 2014):

1) Visibility

Visibility has a dimension of how popular the celebrity is. When associated with popularity, visibility is useful when the communication objective is brand awareness.

2) Credibility

Expertise and objectivity are closely associated with celebrity credibility. Expertise is the celebrity's knowledge with the product that

is being advertised; objectivity is more about the celebrity's capacity to inspire trust in a product in the eyes of the publics.

3) Attraction

This focuses on the attractiveness of the star which concerns two important things, namely the level of likeability and the level of similarity with the desired personality of the product user. These two factors are inextricably linked and must coexist. One way to have similarity with the personality desired by the target brand user, at least the celebrity must reflect the personality of the brand that is built through advertising. The image of the celebrity must be the same as the image of the product it will support.

4) Power

Power is the celebrity's capacity to draw in customers and make purchases. This last element informs that the celebrity featured in the advertisement must be able to persuade the target audience to purchase.

1.5.5 Electronic Word of Mouth (E-WOM)

Purchasing decisions made by prospective consumers will require additional information to assess and decide on the product to be purchased in the form of suggestions from friends, reviews, or experience based on previous experiments (Noel, 2009). This additional information can be obtained through word of mouth, previous consumers will give their opinions regarding a particular product, brand or service to influence potential consumers, this process is called word of mouth (Reza

et al., 2011). Word-of-mouth marketing is a component of the marketing communication mix that involves oral, written, and electronic exchanges among people regarding the benefits or experiences associated with buying and using a product or service, according to Kotler and Keller (2009).

As a result of digitalization, consumers will use the internet as a medium to search for information, this information sharing process then develops into electronic word of mouth (E-WOM). E-WOM is informal verbal communication about a product, service, or company, which can take the form of personal or impersonal recommendations given by consumers via the internet as a result of technological evolution (Goyette *et al.*, 2010). Meanwhile, as defined by Hennig-Thurau *et al.* (2004) E-WOM is any statement—positive or negative—formed from the perspectives of past or potential customers about a product that is widely accessible online. One of the forms of E-WOM is online consumer reviews which are based on consumer knowledge, experience and information about a product. It is also said that online consumer reviews provide additional information and recommendations regarding a product or service based on consumer-oriented information with the capacity to influence the purchasing decision process (Lee *et al.*, 2008). The trust of potential consumers as a company challenge can be built through online consumer reviews by previous consumers. The use of online consumer reviews as a marketing strategy is a strategy applied by companies to attract potential consumers, where the flow of online consumer information exchange contributes more to sales than offline consumers (Brown *et al*., 2007; Hennig-Thurau *et al.*, 2004).

1.5.4.3 Electronic Word of Mouth Activities

According to Lee & Lee (2009), E-WOM is a very complex consumer attraction strategy, and companies need to understand consumer behavior within the product's E-WOM activity system. Previous studies on E-WOM fell into two categories: 1) Market-level, which identified the process of product information by considering E-WOM as a collection of customer opinions and its relationship with other signals at the market level; and 2) Individual-level, which focuses on the customer decision-making process by viewing E-WOM as informational and emphasizing how it impacts a customer's decision-making. Three components make up the foundation of E-WOM activities (Lee & Lee, 2009):

1) Product Information Abstract Process, also known as the Market-Level Process, is the first step in which consumers look for information about products, including reviews, ratings, and the number of buyers and opinions. The data gathered will concern sales, prices, and other matters.

2) Product Information Conclusion Process. From the information they have gathered, buyers will delve further into the details and start to consider online reviews and repeat purchases made by prior buyers.

3) Decision-Making Process, also known as the individual-level process, is the last step as customers will determine the product's value and utilize it to determine whether or not to buy based on the information they have learned about the product's conclusion.

1.5.4.4 Indicators of Electronic Word of Mouth

There are indicators that can promote E-WOM, thereby influencing consumers' purchase intentions. According to Goyette *et al.* (2010), there are three dimensions of electronic word of mouth, namely as follows:

1) Intensity, which refers to the quantity of customer reviews posted on a social networking site and the exchange of information among members.

2) Valence of Opinion, refers to a consumer's opinion, whether positive or negative, about a product, service and brand. Valence of opinion includes the social networking site users' complaints as well as their positive recommendations.

3) Content, namely information contained on social networking sites that contains product and service information.

1.5.6 Brand Image

A good brand's criterion can be used to determine whether a brand is good or bad. According to Setiawan (2012), a brand meets certain requirements to be considered good: it must be visually appealing, well-protected, show off the advantages of the product, draw attention to how it differs from those of competitors, and be simple to remember, say, and identify. Kotler & Keller (2016) describe brand image as the perception a consumer holds of a brand, reflecting their mindset. It is possible to conceptualize these associations according to their type, strength, uniqueness, and support. Brand associations can be categorized into attributes,

benefits, and attitudes. Attributes refer to the product's features, such as price, user, and usage image. Benefits are divided into functional benefits, symbolic benefits, and experiential benefits (Shimp, 2003). A product that maintains a reputation for superiority over its competitors is likely to occupy a special place in consumers' hearts and remain memorable.

Brand image is an interpretation formed from the accumulation of various pieces of information received by consumers (Simamora & Lim, 2012). Kotler (2013) states that information is interpreted, and consumers are the ones who provide the interpretation. The logo or other symbol that the business uses to represent its products can provide image information. In this case, logos and symbols can serve as both differentiators from similar competitors and a representation of the company's quality, vision, and mission. In addition to logos, advertising plays a crucial role in shaping a brand image. Advertising enhances brand image by allowing consumers to directly observe the benefits and features of a product. A brand's image can serve as a representation of its creator or owner's vision, excellence, standards of quality, dedication, and service.

1.5.4.5 Factors Influencing Brand Image

Schiffman & Kanuk (2004) explain that there are factors that can influence brand image, namely as follows:

1) Quality or product quality offered by the manufacturer.

2) Trustworthy or reliable.

3) Usefulness or benefits.

4) Service, related to how producers provide services to consumers.

5) Risk, related to the profits and losses that consumers can experience.

6) Price.

7) Image, related to the brand itself, such as customers, opportunities and information related to a brand for certain products.

1.5.4.6 Indicators of Brand Image

Wijaya (2011) states that brand image has five dimensions that are derived from earlier studies, namely:

1) Brand Identity

Refers to the physical linked to a brand that consumers can easily recognize. This means that the product's name, logo, shape, packaging, location, and other features set it apart from competitors.

2) Brand Personality

Refers to the unique qualities of a brand that help it develop a particular personality as a person; in this instance, this allows customers to quickly distinguish Azarine from other products within the same category.

3) Brand Association

Refers to an object or idea that is consistently linked to a brand and that originates from a unique offering or symbol that has a deep symbolic meaning.

4) Brand Behavior and Attitude

Refers to a brand's approach to interacting and communicating with customers in order to provide value and benefits.

5) Brand Competence and Benefits

Refers to a unique value, benefit, and competence that a brand offers in resolving a customer's issue that makes it possible for other customers to benefit from the needs, desires, and values that the brand represents.

1.6 Previous Research

In order to conduct this research, researchers refer to prior research. The following are a number of supporting studies carried out by previous researchers:

Table 1. 2 Previous Research

No	Author & Title	Variables	Differences	Results
1.	Lily Leonita (2023) / The Impact of Celebrity Endorsement on Purchase Intention of Local Skincare Brand: The Role of Perceived Quality and Perceived Value.	1) Independent Variable: Celebrity Endorsement 2) Dependent Variable: Purchase Intention 3) Mediating Variable: Perceived Value, Perceived Quality	1) Different mediating variables which are perceived value and perceived quality 2) There are no E-WOM and brand image variables 3) The year of the research is 2023 4) The research object is different which is local skincare brands	1) Celebrity endorsement has a significant impact on perceived value of local skincare brands. 2) Perceived value significantly does not have an effect on purchase intention of local skincare brands. 3) Celebrity endorsement has a significant impact on purchase intention of local skincare brands.
2.	Jannatul Firdaus, Sudarmiatin, Agus Hermawan (2022) / The Effect of	1) Independent Variable: Celebrity Endorsements 2) Dependent Variable:	1) Different mediating variable which is brand awareness 2) There is no E-WOM variable	1) celebrity endorsement has a positive and significant direct effect on brand image and brand awareness of Scarlett Whitening.

No	Author & Title	Variables	Differences	Results
	Celebrity Endorsements on Purchase Intention through Brand Image and Brand Awareness (Study on Scarlett Whitening Skincare consumers)	Purchase Intention 3) Mediating Variable: Brand Image, Brand Awareness	3) The year of the research is 2022 4) The research object is different which is Scarlett Whitening Skincare	2) celebrity endorsement does not have a positive and significant direct effect on purchase intention. 3) brand image and brand awareness have a positive and significant direct effect on purchase intention. 4) celebrity endorsement positively and significantly affects purchase intention indirectly through brand image and brand awareness.
3.	Atdriansyah Arismunandhar Sunarwia, Abdul Rahman Kadir, Djumidah Maming, Nuraeni Kadir, Dian A.S. Parawansa, Fahrina Mustafa (2023) / The Effect of Celebrity Endorsement on Repurchase Intention with Brand Attitude, Brand Credibility, and Brand Image as Intervening Variables on	1) Independent Variable: Celebrity Endorsement 2) Dependent Variable: Repurchase Intention 3) Mediating Variable: Brand Attitude, Brand Credibility, Brand Image	1) Different dependent variable which is repurchase Intention 2) There are no purchase intention and E-WOM variables 3) The year of the research is 2023 4) The research object is different which is Somethinc skincare products	1) celebrity endorsements can positively affect consumers' perceptions of Somethinc products by enhancing brand attitude, brand credibility, and brand image.

No	Author & Title	Variables	Differences	Results
	Product Somethinc			
4.	Astri Indriana, Muhammad Sholahuddin, Rini Kuswati, & Soepatini (2022) / The Impact of e-WOM and Celebrity Endorser on Purchase Intention Mediated by Brand Image: A Study on Halal Cosmetic Products	1) Independent Variable: e-WOM, Celebrity Endorser 2) Dependent Variable: Purchase Intention 3) Mediating Variable: Brand Image	1) The year of the research is 2022 2) The research object is different which is Halal cosmetic products	1) e-WOM and celebrity endorser have positive and significant influence on brand image. 2) e-WOM and celebrity endorser positively and significantly influence purchase intention. 3) e-WOM has a positive and significant influence on purchase intention through mediation by brand image. 4) celebrity endorsers influence purchase intention through mediation by brand image. 5) brand image significantly and positively influence purchase intention for halal cosmetic products.
5.	Zarith Delaila Abd Aziz, Muhammad Khalil Omar, and Shahira Ariffin (2020) / The Impact of Celebrity Endorsement on Millennials'	1) Independent Variable: Celebrity Attractiveness, Celebrity Credibility 2) Dependent Variable: Purchase Intention	1) There are no E-WOM and brand image variables 2) The year of the research is 2020 3) The research object is different which is local and health beauty products	1) Celebrity attractiveness has a high impact on respondents in developing their purchase intention for local and health beauty products. 2) Celebrity credibility shows the moderate impact on millennials.

No	Author & Title	Variables	Differences	Results
	Purchase Intention towards Local Health and Beauty Product			
6.	Tharissa Kesturi, Rd. Nurafni Rubiyanti (2020) / The Influence of Celebrity Endorser on Purchase Intention with Perceived Quality as Mediating Variable	1) Independent Variable: Celebrity Endorser 2) Dependent Variable: Purchase Intention 3) Mediating Variable: Perceived Quality	1) Different mediating variables which is perceived quality 2) There are no E-WOM and brand image variables 3) The year of the research is 2020 4) The research object is different which is Wardah Cosmetic	1) Celebrity endorsers from Wardah Cosmetic influence purchase interest in Wardah Cosmetic among women in Bandung. 2) Celebrity endorsers from Wardah Cosmetic influence the perceived quality of Wardah Cosmetic among women in Bandung. 3) Perceived quality of Wardah Cosmetic influence purchase interest in Wardah Cosmetic among women in Bandung. 4) Perceived quality serves as a mediator between celebrity endorsers and purchase interest in Wardah Cosmetic among women in Bandung.
7.	Muhammad Ariq Fakhri Utomo, Widhy Tri Astuti, and Abdul Ghofar	1) Independent Variable: Social Media Marketing Activities, Electronic Word	1) Different independent variables which are social media marketing	1) Social Media Marketing Activities positive and significant effect on Purchase Intention.

No	Author & Title	Variables	Differences	Results
	(2023) / Influence Social Media Marketing Activities, Electronic Word of Mouth and Brand Equity on Product Purchase Intention Skincare Local Brand	of Mouth, Brand Equity 2) Dependent Variable: Purchase Intention	activities and brand equity 2) There are no celebrity endorsement and brand image variables 3) The year of the research is 2023 4) The research object is different which is local skincare brand	2) e-WOM has a positive and significant effect on Purchase Intentions. 3) Brand Equity has a positive and significant effect on Purchase Intentions. 4) Social Media Marketing Activities, e-WOM and Brand Equity has a positive and significant effect on product Purchase Intentions Skincare Avoskin brand.
8.	Annisa Puji Nursyabani, Anita Silvianita (2023) / The Effects of Celebrity Endorser and Electronic Word of Mouth on Purchase Intention With Brand Image as Intervening Variable on Wardah Lipstick Products	1) Independent Variable: E-Celebrity Endorser, Electronic Word of Mouth 2) Dependent Variable: Purchase Intention 3) Mediating Variable: Brand Image	1) The year of the research is 2023 2) The research object is different which is Wardah Lipstick Products	1) Celebrity endorsers have a significant effect on brand image. 2) Electronic word of mouth has a significant effect on brand image. 3) Brand image significantly influences purchase intention. 4) Celebrity endorsers have no significant influence on purchase intention. 5) Electronic word of mouth significantly influences purchase intention. 6) Brand image as an intervening variable has significantly influenced the celebrity endorser on purchase intention.

No	Author & Title	Variables	Differences	Results
				7) Brand image as an intervening variable has significantly influenced the electronic word of mouth on purchase intention.
9.	Nelly Then & Suwinto Johan (2021) / Effect of Product Quality, Brand Image, and Brand Trust on Purchase Intention of SK-II Skincare Products Brand in Jakarta	1) Independent Variable: Brand Image, Brand Trust, and Product Quality 2) Dependent Variable: Purchase Intention	1) There are no brand trust and product quality variables 2) The year of the research is 2021 3) The research object is different which is SK-II skincare products	1) Brand image and brand trust have a positive and significant effect on purchase intention 2) Product quality has no significant effect on purchase intention

Based on the table, the differences between this research and previous studies are as follows:

This study's object has never been used in any other research. The customers of Azarine sunscreen are the focus of this study. Additionally, the variables used are not identical to those used in earlier studies. The findings of this study may differ from those of earlier studies.

1.7 Relationship Between Research Variables

1.7.1   Relationship of Celebrity Endorsement and Purchase Intention

Celebrity Endorsement is a person who supports marketing or advertising goods sold via internet media. Advertisements that use well-known individuals or public figures as endorsers are known as celebrity endorsers

(Shimp, 2003). Furthermore, according to Deepa and Giridhar (2018) celebrity endorsement is one of the sophisticated tools used by advertisers to take use of celebrities' reputations and images in order to promote their brands. From this explanation, celebrity endorsements have quite a big impact on promoting sales by being advertised by celebrities.

Research conducted by Leonita (2023) provides evidence that celebrity endorsers significantly influence purchasing intentions, demonstrating their impact on purchase intention. Similarly, Indriana *et al.* (2022) found that celebrity endorser has positive and significant effects on purchase intention. Research conducted by Abd Aziz *et al.* (2020) confirmed that celebrity endorsement has positive impact on millennials' purchase intention towards local health and beauty product. The research results by Kesturi & Rubiyanti (2020) also state that celebrity endorsers from Wardah Cosmetic affect purchase interests of Wardah Cosmetic. Based on these findings, the following research hypothesis is proposed:

H1: Celebrity Endorsement has positive significant influence on Purchase Intention

1.7.2   Relationship of Celebrity Endorsement and Brand Image

Celebrity Endorsement is a person who supports marketing or advertising goods sold via internet media. Advertisements that use well-known individuals or public figures as endorsers are known as celebrity endorsers

(Shimp, 2003). Kotler & Keller (2016) describe brand image, on the other hand, as the perception a consumer holds of a brand, reflecting their mindset. From this explanation, brand's image can be significantly influenced and enhanced through the use of celebrity endorsement, by leveraging the positive attributes, credibility, and the influence of the celebrity.

Research by Firdaus *et al.* (2023) demonstrates that celebrity endorsement has a positive and significant direct effect on brand image. Other study done by Sunarwia *et al.* (2023), also claims that brand image is significantly influenced by celebrity endorsement. Further study by Indriana *et al.* (2022) found that celebrity endorser has positive and significant effects on brand image. Based on these findings, the research hypothesis is proposed:

H2: Celebrity Endorsement has positive significant influence on Brand Image

1.7.3   Relationship of Electronic Word of Mouth and Brand Image

E-WOM is any statement—positive or negative—formed from the perspectives of past or potential customers about a product that is widely accessible online (Hennig-Thurau *et al.*, 2004). While Kotler & Keller (2016) describe brand image as the perception a consumer holds of a brand, reflecting their mindset. From this explanation, Positive E-WOM can create a favorable image, making consumers more likely to choose the brand. Negative E-WOM, on the other hand, may deter potential customers and negatively impact the brand image. Indriana *et al.* (2022) argued that E-WOM has positive and

significant effects on brand image. E-WOM also has a significant effect on brand image, according to Nursyabani & Silvianita (2023). These results led to the following research hypothesis being proposed:

H3: Electronic Word of Mouth has positive significant influence on Brand Image

1.7.4 Relationship of Electronic Word of Mouth and Purchase Intention

According to Hennig-Thurau *et al.* (2004), E-WOM is any statement—positive or negative—formed from the perspectives of past or potential customers about a product that is widely accessible online. According to Kotler and Keller (2016), purchase intention is a type of consumer behavior driven by the desire, experience, and usage of a product, leading to the decision to buy or choose that product. Consumers often seek information online before making purchasing decisions. E-WOM provides valuable information about the product's performance, features, and overall quality based on real user experiences. can greatly influence consumers' decision-making processes and, in turn, their purchase intentions.

E-WOM has a significant effect on purchase intentions, according to Nursyabani & Silvianita (2023). According to a different study by Utomo *et al.* (2021), E-WOM positively and significantly influences purchase intentions. Additionally, research by Indriana *et al.* (2022) demonstrated that E-WOM

significantly and positively influences purchase intention. These results led to the following research hypothesis being proposed:

H4: Electronic Word of Mouth has positive significant influence on Purchase Intention

1.7.5   Relationship of Brand Image and Purchase Intention

Kotler & Keller (2016) describe brand image as the perception a consumer holds of a brand, reflecting their mindset. While purchase intention is a type of consumer behavior driven by the desire, experience, and usage of a product, leading to the decision to buy or choose that product (Kotler and Keller, 2016). A positive brand image, shaped by factors such as perceived quality, brand reputation, and consumer experiences, tends to positively influence purchase intention. Customers are more likely to state their intention to buy a product linked to a brand when they have a positive opinion of that brand.

Prior research by Firdaus *et al.* (2023) that discovered a positive and significant direct effect of brand image on purchase intention provides support to this statement. According to Indriana *et al.* (2022), the intention to purchase halal cosmetic products at Shopee is positively and significantly influenced by the brand image. Then & Johan (2021) also proved the positive and significant impact brand image has on consumers' intentions to purchase SK-II skincare

products. The following research hypothesis was put forth in light of these findings:

H5: Brand Image has positive significant influence on Purchase Intention

1.7.6   Relationship of Celebrity Endorsement and Purchase Intention through Brand Image

Marketers utilize celebrity endorsements to lend credibility to advertisements and to boost consumer recognition of the brand name (McCracken, 1989). The existence of a figure who is well known by the public will indirectly provide added value to the products offered. This is likely to affect the level of consumers' purchase intention. Consumer purchase intention will appear when famous celebrities provide information about the products they are promoting. A company's brand image will come to represent the qualities of a product that it sells to customers. Consumers tend to choose products with a positive brand image, either consciously or unconsciously, to create a favorable perception in their minds. A strong brand image is an effective way to attract customers (Indriana *et al.,* 2022). The same study by Indriana *et al.* (2022) also found that celebrity endorsers impact purchase intention, with brand image acting as a mediator. Additionally, research by Firdaus *et al.* (2023) indicates that celebrity endorsement has a positive and significant indirect effect on purchase intention through brand image and brand

awareness. Based on these findings, the following research hypothesis is proposed:

H6: There is a positive significant influence of the Celebrity Endorsement variable on Purchase Intention through Brand Image

1.7.7 Relationship of Electronic Word of Mouth and Purchase Intention through Brand Image

The accessibility of E-WOM communication provides businesses with a valuable opportunity to shape a brand image that resonates with consumers and influences their purchase intentions (Hakim *et al.,* 2021). Positive customer experiences help build a stronger and more favorable brand image, which can, in turn, encourage more customers to purchase the goods and services offered (Gautam & Shrestha, 2018). Furthermore, research by Indriana *et al.* (2022) shows that E-WOM positively and significantly impacts purchase intention, with brand image serving as a mediator. Study by Nursyabani & Silvianita (2023) also revealed that brand image had significantly influenced E-WOM on purchase intentions. This illustrates positive e-WOM generated by satisfied customers could enhance the company's brand image, ultimately leading to increased interest and likelihood of purchase among consumers. Based on these findings, the research hypothesis proposed as follows:

H7: There is a positive significant influence of the Electronic Word of Mouth variable on Purchase Intention through Brand Image

1.8 Hypothesis

Hypothesis is just a short-term solution to the research problem; it is not supported by any other evidence other than the actual data gathered through data gathering. Thus, the hypothesis presented in the theoretical response to the question posed in the research topic does not have an empirical resolution (Sugiyono, 2009). This study's hypotheses include the following:

H1: Celebrity Endorsement has positive significant influence on Purchase Intention

H2: Celebrity Endorsement has positive significant influence on Brand Image

H3: Electronic Word of Mouth has positive significant influence on Brand Image

H4: Electronic Word of Mouth has positive significant influence on Purchase Intention

H5: Brand Image has positive significant influence on Purchase Intention

H6: There is a positive significant influence of the Celebrity Endorsement variable on Purchase Intention through Brand Image

H7: There is a positive significant influence of the Electronic Word of Mouth variable on Purchase Intention through Brand Image

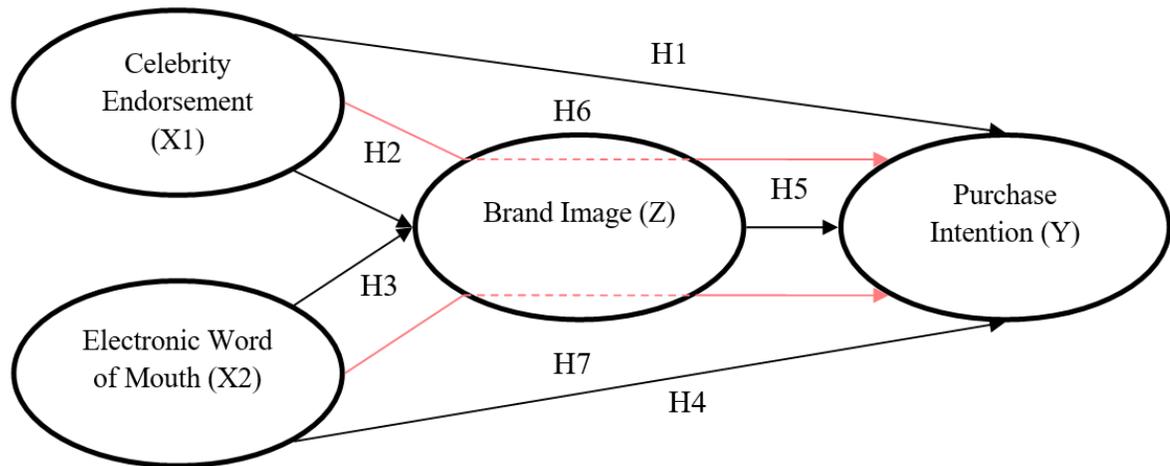The research hypothesis model is depicted in the following figure:

Figure 1. 8 Research Hypothesis Model

1.9 Concept Definition

Concept definition is the stage of providing an explanation of the limited understanding of the things observed. The definition of the concept of each variable in this study are as follows:

a. Celebrity Endorsement

Advertisements that feature well-known individuals or public figures as endorsers are known as celebrity endorsers (Shimp, 2003).

b. Electronic Word of Mouth

Electronic Word of Mouth (E-WOM) is any statement—positive or negative—formed from the perspectives of past or potential customers about a product that is widely accessible online. (Hennig-Thurau *et al.,* 2004).

c. Brand Image

Brand image is the perception a consumer holds of a brand, reflecting their mindset. (Kotler & Keller, 2016).

d. Purchase intention

Purchase intention is a type of consumer behavior driven by the desire, experience, and usage of a product, leading to the decision to buy or choose that product (Kotler and Keller, 2016).

1.10 Operational Definition

The operational definition is an indication of how a variable is measured. The operational definitions of the variables from this research are:

1.10.1 Celebrity Endorsement

Celebrity endorsement is a method of marketing strategy in business opportunities, with each company selectively selecting celebrities to become public figures for marketing media which is usually referred to as endorsement. The use of celebrity endorsement is also consistently used by Azarine to promote their sunscreen. According to Shimp (2014), the measuring instrument used uses the following indicators:

1) Visibility

   a) Azarine's celebrity endorsers are very well known

   b) Azarine's celebrity endorsers often appears in the mass-media

2) Credibility

   a) Azarine's celebrity endorsers have expertise in their fields

b) Azarine's celebrity endorsers have good image

c) Azarine's celebrity endorsers can be trusted

3) Attraction

a) Azarine's celebrity endorsers have attractive appearances

b) Azarine's celebrity endorsers are aligned with the product image

c) Azarine's celebrity endorsers have a good personality

4) Power

a) Azarine's celebrity endorsers are able to influence the audience to buy the sunscreen

b) Azarine's celebrity endorsers are able to persuade the audience to buy the sunscreen

c) Azarine's celebrity endorsers are able to influence consumer perceptions

1.10.2   Electronic Word of Mouth (E-WOM)

One of the forms of E-WOM is online consumer reviews which are based on consumer knowledge, experience and information about a product. Online customer reviews can persuade potential buyers to make a purchase by providing feedback from satisfied customers who have used the products they have purchased (Nair & Radhakrishnan, 2019). Goyette *et al.* (2010) state that the following indicators are used by the measuring instrument:

1) Intensity, which is the quantity of customer opinions or comments posted on a social networking site.

    a) Frequency of accessing information from social media

    b) Frequency of interaction with social media users

    c) Many Azarine sunscreen reviews are written by social media users

2) Valence of Opinion, which is a customer's assessment of a goods, service, or brand, whether favorable or unfavorable.

    a) Positive comments about Azarine sunscreen from social media users

    b) Recommendations about Azarine sunscreen from social media users

3) Content, or product and service-related information, comes from social media.

    a) Information about Azarine sunscreen variants

    b) Information about Azarine sunscreen quality

    c) Information about the prices Azarine sunscreen offered

1.10.3   Brand Image

Brand image refers to how a customer views an Azarine brand or product as a reflection of their thoughts and impressions. According to Wijaya (2011), the measuring instrument used uses the following indicators:

1) Brand Identity, the term used to describe a physical identity that is connected to an easily recognizable brand for consumers. This means that the brand name, logo design, packaging, and other elements set the product apart from its competitors.

    a) Azarine logo is easy to identify

b) Azarine tagline for their sunscreen series "Daily Skin Protection for the Sunscreen Haters" make customers remember about Azarine product

c) Azarine product packaging is interesting

2) Brand personality, which in this case enabling customers to easily differentiate Azarine from other products within the same category, refers to the distinctive characteristics of a brand that give it a human-like personality. Azarine has its own uniqueness compares to other brands in terms of providing excitement to consumer and consistency. This shows the brand's characteristics of excitement and sincerity.

a) Using Azarine products can provide joy and pleasure to consumers

b) Azarine is consistent in realizing consumer desires

3) Brand Association, refers to the specific elements consistently linked with a brand, stemming from a product's unique offerings, symbols, and the strong meaning attached to the brand. Azarine tagline "Daily Skin Protection for the Sunscreen Haters" represent Azarine sunscreen series product.

4) Brand Behavior and Attitude, refers to how a brand conducts itself when communicating and interacting with consumers, with the goal of offering benefits and value.

a) Azarine has a good impression

b) Azarine has good service quality in dealing with customers

5) Brand Competence and Benefits, describes the unique value, benefit, and competence that a brand offers in resolving a customer's issue that enables other customers to benefit due to the needs, desires, and wants that the brand embodies.

   a) Customers could feel the benefits that Azarine offered

   b) Azarine has the best quality compared to other brands

1.10.4 Purchase Intention

Purchase intention is a condition of a consumers when an intention arises to make transaction on Azarine sunscreen brand. According to Pavlou (2003) and Ferdinand (2006), the measuring instrument used uses the following indicators:

1) Transactional Interests, refer to an individual's tendency to purchase a good. This indicates that customers are already interested in buying the desired item. Consumers feel interested in purchasing Azarine sunscreen in the near future.

2) Preferential Interests, namely interests that characterize the actions of a person whose main preference is for the product. Only in the event that the preferred product is affected can this preference be changed. This It means that consumers prefer to use Azarine sunscreen rather than other brands.

3) Referential Interests, namely the tendency of someone to refer the product to others. This means that consumers who already have an interest in buying will suggest to others to make purchases of the same product.

Consumers feel interested in referring and recommending Azarine sunscreen to others.

4) Explorative Interests, this interest type characterizes the actions of an individual who is constantly seeking information about a product they are considering and information to bolster the product's advantageous aspects. Consumers have a tendency to find more information about Azarine sunscreen.

Table 1. 3 Variable Measurement

No	Concept	Variables	Indicators	Items
1.	Advertisements that feature well-known individuals or public figures as endorsers are known as celebrity endorsers (Shimp, 2003).	Celebrity Endorsement	1. Visibility (Shimp, 2014)	1. Azarine's celebrity endorsers are very well known 2. Azarine's celebrity endorsers often appears in the mass-media
			2. Credibility (Shimp, 2014)	3. Azarine's celebrity endorsers have expertise in their fields 4. Azarine's celebrity endorsers have good image 5. Azarine's celebrity endorsers can be trusted
			3. Attraction (Shimp, 2014)	6. Azarine's celebrity endorsers have attractive appearances 7. Azarine's celebrity endorsers are aligned with the product image 8. Azarine's celebrity endorsers have a good personality
			4. Power (Shimp, 2014)	9. Azarine's celebrity endorsers are able to

No	Concept	Variables	Indicators	Items
				influence the audience to buy the sunscreen
				10. Azarine's celebrity endorsers are able to persuade the audience to buy the sunscreen
				11. Azarine's celebrity endorsers are able to influence consumer perceptions
2.	E-WOM is a positive or negative statement formed from the opinions of potential or former consumers about a product, and these statements are widely accessible through digital platforms. (Hennig-Thurau *et al.,* 2004).	Electronic Word of Mouth (E-WOM)	1. Intensity (Goyette *et al.*, 2010)	1. Frequency of accessing information from social media
				2. Frequency of interaction with social media users
				3. Many Azarine sunscreen reviews are written by social media users
			2. Valence of Opinion (Goyette *et al.*, 2010)	4. Positive comments about Azarine sunscreen from social media users
				5. Recommendations about Azarine sunscreen from social media users
			3. Content (Goyette *et al.*, 2010)	6. Information about Azarine sunscreen variants
				7. Information about Azarine sunscreen quality
				8. Information about the prices Azarine sunscreen offered
3.	Brand image is how a customer views a brand as a reflection of their thoughts.	Brand Image	1. Brand Identity (Wijaya, 2011)	1. Azarine logo is easy to identify
				2. Azarine tagline for their sunscreen series "Daily

No	Concept	Variables	Indicators	Items
	(Kotler and Keller, 2016).			Skin Protection for the Sunscreen Haters" make customers remember about Azarine product 3. Azarine product packaging is interesting
			2. Brand Personality (Wijaya, 2011)	4. Using Azarine products can provide joy and pleasure to consumers 5. Azarine is consistent in realizing consumer desires
			3. Brand Association (Wijaya, 2011)	6. Azarine tagline "Daily Skin Protection for the Sunscreen Haters" represent Azarine sunscreen series product
			4. Brand Behavior and Attitude (Wijaya, 2011)	7. Azarine has a good impression 8. Azarine has good service quality in dealing with customers
			5. Brand Competence and Benefit (Wijaya, 2011)	9. Customers could feel the benefits that Azarine offered 10. Azarine has the best quality compared to other brands
4.	Consumers who are willing and desire to conduct online purchases are said to be in a state of "purchase intention" (Pavlou, 2003 in Chen, Yu-Hui, and Stuart Barnes, 2007).	Purchase Intention	1. Transactional Interest (Pavlou, 2003)	1. I feel interested to buy Azarine sunscreen in the near future.
			2. Preferential Interest (Pavlou, 2003)	2. I have a tendency to use Azarine sunscreen than other brands.

No	Concept	Variables	Indicators	Items
			3. Referral Interest (Ferdinand, 2006)	3. I feel interested in referring Azarine sunscreen to others. 4. I feel interested in recommending Azarine sunscreen to others.
			4. Explorative Interest (Ferdinand, 2006)	5. I have a tendency to find more information about Azarine sunscreen.

1.11 Research Methods

1.11.1 Research Type

This research takes a quantitative approach and uses an explanatory research design. Explanatory research, as defined by Sugiyono (2017), is a research method aimed at explaining the position of variables and the relationships between them. Beyond clarifying the relationships, differences, or effects of variables with respect to the research hypothesis, the explanatory design can also be utilized to develop, refine, or even challenge and invalidate a theory (Mulyadi, 2011). Explanatory design is intended to explain a generalization of the sample to the population. To put it another way, researchers aim to explain how two or more variables relate to one another. In order to explain the relationship between the variables under study, researchers must first formulate a hypothesis.

This research focuses on the correlation between the Celebrity Endorsement (X1) and Electronic Word of Mouth (X2) on the Purchase Intention (Y), with Brand Image (Z) serving as a mediating variable. Celebrity

Endorsement and Electronic Word of Mouth is independent variables, Purchase Intention is the dependent variable, Brand Image is a mediating variable.

1.11.2   Population and Sample

1.11.2.1   Population

Population, according to Sugiyono (2009), is a broad category made up of objects or subjects with specific characteristics and quantities, selected by researchers for investigation prior to drawing conclusions. In order to limit the area of their research, researchers must have a solid understanding of the population. In this study, the population is Semarang city residents who have purchased Azarine Sunscreen. The reason for selecting research subjects is because the majority of Semarang city residents are in the productive age group (15-64 years). Also, according to the results from the National Socioeconomic Survey (Susenas) conducted by the Central Statistics Agency (BPS) reveal that the majority (47.64%) of internet users in Indonesia are from the productive or working age group, specifically those aged 25-49 years. This is followed by the student age group, or those aged 19-24 years, which accounts for 14.69%. Furthermore, according to ZAP (2020), in its survey, the majority of respondents aged 19 to 23 years in Indonesia have started taking care of their facial beauty from an early age with skincare. Therefore, the respondents that needed to fill out the research questionnaire are people in Semarang city with an age range of 19 to 49 years.

1.11.2.2 Sample

The population element being studied includes the sample. In order to draw conclusions about the entire population, the basic idea behind sampling is to choose some elements of the population (Cooper and Pam, 2001).

The non-probability sampling technique supported by purposive sampling has been determined by the author as the sampling method. Purposive sampling is a technique used to select samples based on predetermined criteria in order to establish how many samples need to be studied. Purposive sampling is employed with the expectation that the sample criteria selected will align closely with the research objectives, as there are frequently numerous limitations that prevent researchers from taking samples randomly.

The criteria used in sampling were those living or temporarily staying in the city of Semarang who intend to buy Azarine sunscreen. Limited by Roscoe in Sugiyono (2019) provides suggestions regarding sample size for research:

1. In research, a sample size of 30 to 500 is considered reasonable.

2. There must be a minimum of 30 sample members in each category if the sample is split into categories.

3. When conducting multivariate analysis, such as multiple regression or correlation, the sample size should be at least ten times the number of variables being studied.

4. The number of sample members for basic experimental research, which has two groups—an experimental and a control—is between ten and twenty per group.

Because the population size of Azarine consumer in Semarang is unknown, the sample size was sought using the Cochran formula (Sugiyono, 2019), which is as follows:

$$n = \frac{Z^2 pq}{e^2}$$

Where:

n = Number of samples required

Z = The level of confidence required in the sample is 95%

p = Chance of Correct which is 50%

q = Chance of Wrong which is 50%

e = Margin of Error or maximum error rate that can be tolerated (10%)

The confidence level used in this study is 95%, with a Z value of 1.96 and a maximum error rate of 10%. The total sample size is calculated as follows:

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,1)^2}$$
$$n = 96,4$$

Based on these calculations, the sample used in the research consisted of a minimum of 97 respondents or rounded up to 100 respondents. Respondents needed to fill out the research questionnaire are 100 people in Semarang city with an age range of 19 to 49 years who have an intention to purchase Azarine Sunscreen.

1.11.3   Sampling Technique

In order to conduct this research, non-probability sampling will be used, meaning that not all elements or members of the population will have an equal chance of being selected as a sample (Sugiyono, 2009). Specifically, purposive sampling will be employed in this study, which involves selecting participants

based on specific predetermined criteria (Siregar, 2013). The goal of applying this strategy is to identify a sample that makes sense as a representation of the population. The characteristics that the researcher has established for the respondents who can be included in the sample are as follows:

1) Live or stay temporarily in Semarang city.

2) Aged 19-49 years old.

3) Have purchased Azarine sunscreen products in the last 1 year.

4) Know information about Azarine sunscreen celebrity endorsers.

5) Have read other consumer reviews of Azarine sunscreen online.

6) Willing to fill out a questionnaire related to this research.

Optimal sampling in Semarang City should be proportional to the sub-district structure in Semarang City, which has 16 sub-districts. The following is a breakdown of the ideal number of respondents for research in Semarang City:

Table 1. 4 Table of Optimal Sampling Calculation

No	Subdistricts	Total Population (2023)	Calculation	Calculation Results	Samples Taken
1	Banyumanik	143.433	$\frac{143.433}{1.694.740} \times 100$	8,5	8
2	Candisari	75.614	$\frac{75.614}{1.694.740} \times 100$	4,5	4
3	Gajahmungkur	56.350	$\frac{56.350}{1.694.740} \times 100$	3,3	3
4	Gayamsari	70.409	$\frac{70.409}{1.694.740} \times 100$	4,1	4
5	Genuk	132.473	$\frac{132.473}{1.694.740} \times 100$	7,8	8

No	Subdistricts	Total Population (2023)	Calculation	Calculation Results	Samples Taken
6	Gunungpati	100.752	$\frac{100.752}{1.694.740} \times 100$	5,9	6
7	Mijen	89.948	$\frac{89.948}{1.694.740} \times 100$	5,3	5
8	Ngaliyan	145.495	$\frac{145.495}{1.694.740} \times 100$	8,6	9
9	Pedurungan	196.526	$\frac{196.526}{1.694.740} \times 100$	11,6	12
10	West Semarang	149.326	$\frac{149.326}{1.694.740} \times 100$	8,8	9
11	South Semarang	62.179	$\frac{62.179}{1.694.740} \times 100$	3,7	4
12	Central Semarang	55.213	$\frac{55.213}{1.694.740} \times 100$	3,2	3
13	East Semarang	66.481	$\frac{66.481}{1.694.740} \times 100$	3,9	4
14	North Semarang	117.887	$\frac{117.887}{1.694.740} \times 100$	6,9	7
15	Tembalang	198.862	$\frac{198.862}{1.694.740} \times 100$	11,7	12
16	Tugu	33.795	$\frac{33.795}{1.694.740} \times 100$	2,0	2
	TOTAL				**100**

Source: https://semarangkota.bps.go.id/ (2023)

1.11.4 Data Types and Sources

1.11.4.1 Data Types

The type of data used in this study is called quantitative data, or data that can be directly measured or calculated. It can also take the form of numerically expressed information or explanations. The type of data used is the assessment of the residents in Semarang city regarding the level of consumer buying interest, perceived value, online consumer reviews, and influence of celebrity endorsement.

1.11.4.2 Data Sources

In this study, two sources of data were used, namely:

1. Primary data

    Data that is directly obtained or collected from the company by the researcher or the individual who requires it (Hasan, 2002). The primary data for this study were collected through questionnaires completed directly by the respondents, who are the research subjects or the sources of information (Sarwono, 2006). The primary data obtained in this study came from the answers of the respondents related to the questionnaire given in person or online when searching for data.

2. Secondary Data

    Data obtained by people who conduct research from existing sources. This data is usually obtained from books, journals, library documents or from reports of previous researchers (Hasan, 2002).

1.11.5   Measurement Scale

The measurement scale is required because each variable has multiple indicators. In this study, a variable will be measured, and each indicator has a statement item that will be used later. The Likert scale was utilized in this study to evaluate participants' attitudes, perceptions, and perceptions of social phenomena (Sugiyono, 2009).

Determination of the score given to measure Consumer Interest using a Likert

Scale, as follows:

Table 1. 5 Likert Scale Measurement

Predicate	Information	Score
SA	Strongly Agree	5
A	Agree	4
SUA	Sufficiently Agree	3
D	Disagree	2
SD	Strongly Disagree	1

1.11.6   Data Collection Technique

a. Questionnaire

A questionnaire is a structured technique for obtaining data consisting of written or verbal questions that respondents answer (Maholtra, 2009:325). The questionnaire in this research was used to find out answers from respondents regarding the variable celebrity endorsement, electronic word of mouth, brand image, and purchase intention.

b. Interview

An interview is a type of communication between two individuals, where one person seeks to gather information from the other by asking questions with specific objectives in mind (Mulyana, 2001).

c. Literature study

To increase understanding of the various concepts that will serve as the foundation or guidance for the research process, a literature review is

conducted. In this data collection technique, literature study refers to a type of secondary data that is gathered from books, scientific works, and newspaper articles in order to support the research process. The aim of this literature review is to gather information and understand the theory behind the chosen approach.

1.11.7   Data Processing Techniques

After the data is obtained, it is processed and after that it is presented in tabular form for analysis purposes. The data processing includes:

a. Editing

After the data has been gathered, this procedure is completed. The editing process is used to check that the questionnaire's answers were correctly completed. Additionally, the editing procedure aims to obtain quality responses so that they yield the correct answer.

b. Coding

It is the process of assigning a specific code to various questionnaire responses so they can be categorized together. Coding is used to streamline respondents' responses so that SPSS can process and analyze them more quickly.

c. Scoring

Likert scale is one way to give a score or determine judgment. Scoring is needed because each variable is measured using more than one indicator.

d. Tabulating

When answers are tabulated, they are carefully and consistently grouped, then calculated and added up to create a useful table. It is hoped that the reader will be able to clearly see the research's findings with the help of this grouping.

1.11.8   Analysis Techniques

The analysis technique employed in this study is a quantitative analysis technique. Quantitative analysis involves the use of numerical data that can be counted or measured. Its purpose is to quantitatively estimate the impact of changes on one or more events by utilizing statistical analysis tools.

Quantitative analysis is data analysis using a quantitative data approach where measurements state the numbers that have been arranged in tables and the calculations use statistical tests (SPSS).

1.11.8.1   Validity Test

The purpose of the validity test is to determine the validity of the instrument used to collect the data. If it is valid, it indicates that the variable to be measured and the instrument are both capable of being measured. A questionnaire is considered valid if r test is greater than r table (r test > r table), and invalid if r test is less than r table (r test < r table) (Ghozali, 2009:49).

Validity test is calculated using the product moment correlation formula:

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{(n \sum (X)^2)(n \sum (Y)^2)}}$$

Where:

r   = Product moment correlation coefficient

n = Number of respondents

Y = Total score of items tested for validity

X = Score of the item tested for validity

1.11.8.2 Reliability Test

The purpose of a reliability test is to determine how trustworthy an instrument is. Reliable instruments will yield trustworthy data. Any number of times the data is collected won't change if it is accurate in accordance with reality.

Reliability is calculated by Cronbach's Alpha formula:

$$r_i = \frac{k}{k-1} \left\{ 1 - \frac{\sum Si^2}{St^2} \right\}$$

Where:

k = Mean Squared between subjects

$\sum Si^2$ = Mean squared error

St^2 = Total Variance

A construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.60.

1.11.8.3 Correlation Coefficient Test

The r value from correlation analysis results can be used to determine the correlation coefficient test, which measures the strength of the relationship between the two variables. A correlation coefficient value interpretation is provided by applying guidelines. Sugiyono (2009) provides the following guidelines for calculating the correlation coefficient and determining how closely these variables are related:

Table 1. 6 Guidelines for Determining Proximity Between Variables

R Value Intervals	Interpretation
0,00-0,199	Negligible correlation
0,20-0,399	Low positive (negative) correlation
0,40-0,599	Moderate positive (negative) correlation
0,60-0,799	High positive (negative) correlation
0,80-1,000	Very high positive (negative) correlation

Source: Sugiyono (2009)

1.11.8.4　Simple Regression Test

One independent variable and one dependent variable must have a functional or causal relationship for simple regression to work. Where the results of this analysis can help determine whether changing the state of the independent variable can be used to change the dependent variable's value (Sugiyono, 2009). The general equation for simple linear regression is:

$$Y = a+bX$$

Where:

Y　　= Dependent variable.

a　　= Constant value or Y value when X=0

b　　= The direction or regression coefficient that shows the amount of dependent increase or decrease based on the independent variable.

1.11.8.5 Multiple Linear Regression Test

According to Suharyadi and Purwanto (2004), multiple linear regression analysis is a type of linear regression used to examine the strength

of a relationship and the impact of independent variables with more than two variables.

The multiple regression model equation is (Suharyadi and Purwanto, 2011):

$$Y = a + b_1X_1 + b_2X_2 + \cdots + b_kX_k$$

Where:

Y   = dependent variable

a   = constant

b_1 = coefficient regression for X_1

b_2 = coefficient regression for X_2

X_1, X_2 = independent variable

1.11.8.6 Significance Test

1.11.8.6.1 T Test

To determine if the independent variable (X) has a distinct effect on the dependent variable (Y), one can perform an individual partial regression coefficient test or t test.

The significance of the relationship between the variables is assessed using the t-test. The steps used are as follows:

a. How to calculate t according to Sugiyono (2009)

$$t = \frac{r\sqrt{(n-2)}}{\sqrt{1-r2}}$$

Where: t = t-test

               n = number of respondents sample

               r = correlation

(note: t-table for 5% error rate and N=100)

b. The basis for decision making is:

By comparing t-table and t-test:

1) If t-test > t-table, then Ho is rejected and Ha is accepted

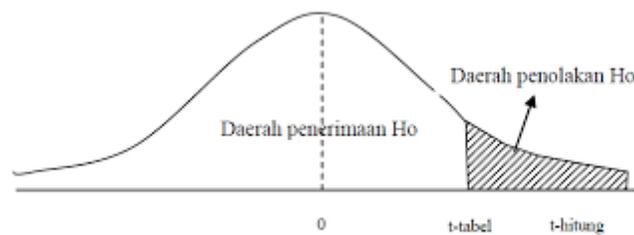2) If t-test < t-table, then Ho is accepted

Figure 1. 9 One-tailed T Test Curve

1.11.8.7 Sobel Test

The Sobel test is used to determine the effect of the mediating variable. An intervening variable modifies the relationship between the independent and dependent variables. One technique that Sobel (1982) developed and called the Sobel test (Ghozali, 2018) can be used to test the mediation hypothesis.

According to Ghozali (2018), the Sobel test is carried out to test the indirect effect of variables X on Y through M. The test is calculated using the following formula:

$$S_{ab} = \sqrt{b^2 Sa^2 + a^2 Sb^2 + Sa^2 Sb^2}$$

Where:

S_a = Standard error X-M

S_b = Standard error M-Y

b = Regression coefficient M-Y

a = Regression coefficient X-M

To test the significant indirect effect partially, the following formula is used (Ghozali, 2018):

$$z = \frac{ab}{S_{ab}}$$

A mediating effect is indicated if the z test value exceeds 1.96, which is the standard absolute z value. A large number of samples are needed for the Sobel test to be accurate; a small sample size makes the test less accurate.