



The effect of celebrity endorsement on consumer decisions using the Ruangguru application

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ABSTRACT

Celebrities in the modern era fulfill a powerful role in various marketing communications activities. Indonesia is one country that has many celebrities who take advantage of this condition as communicators in sales promotions. Currently, the trend in Indonesia, social media spreads the image, idea, reason or product. In general, consumer perceptions and intentions to buy a product are related to its characteristics the person who uses it. trend of using celebrities in sales promotions is massive and expanding. One brand that utilizes the role of celebrities in marketing is Ruangguru. This study aims to determine the effect of celebrity endorsers on consumer decisions using the Ruangguru application. The type of research data quantitative. The population in this study were students of SMA Negeri 15 Jakarta. The sample used as many as 86 respondents. The sampling technique in this study used sampling with a non-probability sampling technique. The method used is the purposive sampling method. Test. The data analysis technique used in this research simple linear regression analysis. The hypothesis in this study is there is no positive influence between celebrity endorsers and purchasing decisions. The results showed that celebrity endorsers influenced students' decisions to use the Ruangguru application by 59%.

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INTRODUCTION

The use of endorsements in advertising is one way to win consumer attention. Endorsements are certain icons or figures that are often also referred to as direct sources to deliver a message and or demonstrate a product or service in promotional activities that aim to support the effectiveness of delivering product messages (George & Belch, 2018). The use of celebrities as a means of communication has been commonly used in advertising and branding. This is done because it is assumed that celebrities have a strong effect on the brands supported (Triatmaja RA, 2013). Celebrity is a character (actor, entertainer, athlete) who is known to the public for his achievements in fields that are different from the supported product class.

Bergkvist and Zhou (2016) state that the use of celebrity endorsements and positive perceptions about brands that have been built in the minds of consumers can stimulate consumers

to make purchases and become the basis for building a positive corporate image. The importance of the role of entertainment celebrities in modern society is increasing (Yu, Ronen, Hu, Lu, & Hidalgo, 2014). Therefore, Keel and Nataraajan (2012) call for studies that address the role of celebrities beyond entertainment celebrity support. In recent decades, the way consumers relate to celebrities has evolved. Hackley and Hackley (2015) propose that consumer relationships with celebrities are shaped by media convergence which provides multiple channels of communication. Rahman (2018) outlines the relevance of consumer-celebrity attachment and argues that future studies should focus on consumer psychological mechanisms that can explain celebrity influence leading to stronger consumer attachment relationships and impacting purchase decisions (George & Belch, 2018).

However, in the decision to use a celebrity endorsement, several considerations must also be taken, including the level of popularity of the celebrity and the problem of whether the celebrity can represent the character of the advertised product. Implementation of the right advertising stars will grow the market share of the services they provide. There are several variables regarding the characteristics of brand ambassadors known as the VisCap model (visibility, credibility, attraction, power) (Belch, 2018). Researchers are interested in examining the role of Iqbal Ramadhan as a celebrity endorsement of Ruangguru who is able to extend contracts from the beginning of the year to the present. Iqbal is an actor and singer who is idolized among Indonesian youth today because of his personality and achievements. Apart from that, he is also known as a young person who is good at carrying himself, has good public speaking and is productive in his work. Moreover, Iqbal has a positive image that can motivate the younger generation to study harder.

Ruangguru is a digital-based business in the education sector that makes maximum use of the existence of brand ambassadors, by displaying brand ambassador faces everywhere, for example starting from the tutoring application, as well as in Ruangguru promotional advertisements on other platforms. Apart from being a brand ambassador, Iqbal also actively participates as an English tutor in it. Ruangguru sells its brand ambassadors both in advertising and in entertaining users of the online tutoring application. This is of course done to attract interest from consumers. Based on the background above, the researcher is interested in conducting research entitled *The Influence of Celebrity Endorsements on Consumer Decisions to Use the Ruangguru Application*.

Brand endorser is the party used by the company to advertise its products. This brand endorser can come from ordinary figures or well-known figures (celebrities). Celebrity Endorsement is an actor or actress, entertainer or athlete which is known or publicly known for their success in their respective fields to support a product being advertised. Celebrities socially and commercially are social entities or representations that are used primarily for commercial and communication purposes (Turner, 2013)..

Celebrity is someone who is an artist, entertainer, sports athlete, or a public figure who is known by the public because of his expertise in a particular field. While celebrity endorsement is someone who is well known by the public where he uses his fame to promote a product or service. In choosing a brand endorser, one thing that must be considered is credibility. According to Kotler & Keller (2016), celebrities will be effective if they are credible or personify key product attributes, problem ideas, and marketers' concerns in designing messages to be more acceptable to consumers. According to Kotler & Keller (2014), there are three factors that underlie source credibility, namely: (1) Expertise, is the special knowledge that the communicator has to support his role. (2) Trust, which refers to how effective and honest the person is in the eyes of the public. (3) People's liking for the spokesperson, this illustrates the attractiveness of the source. The celebrity endorser indicator in the study refers to research conducted by Rini & Astuti (2021) which adopts the theory (Percy & Rossiter, 1987), which is measured by the characteristics of the endorser in communication, namely the VisCAP model (visibility, credibility, attraction, power)

Purchasing decisions are individual activities that are directly involved in making decisions to make purchases of the products offered by the seller. The definition of purchasing decisions, according to Kotler & Armstrong (2018) is the stage in the buyer's decision-making process where

consumers actually buy. According to Schiffman and Kanuk (2015) a purchase decision is a decision to choose an action from two or more alternative choices.

According to Alma (2016) suggests that purchasing decisions are consumer decisions that are influenced by economics, finance, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, process. It can be concluded that purchasing decisions are processes where consumers obtain information about a product and determine the best choice from several options made. Consumers will be faced with several choices before deciding to buy a product. Kotler and Keller (2016) state that the dimensions of purchasing decisions are: (1) Product choice (2) Brand choice (3) Purchase amount (4) Purchase time.

Despite the generally positive aspects of endorsement on the evaluation of products, which has been verified in other studies (Silva et al., 2015; Ambroise et al., 2014), in some cases, celebrities cannot substantially help promote products. They may even damage a brand, if consumers learn that an existing endorser has committed a transgression (Um, 2013). These contrasting results demonstrate how celebrity endorsement is complex and can be influenced by several variables. A meta-analysis performed by Knoll and Matthes (2017) show that studies about the subject have found positive, negative and neutral effects, leaving in doubt the actual effectiveness of celebrity endorsement. The authors demonstrated that the differences found in the studies may have occurred due to moderating variables, such as the endorser type (Wei and Lu, 2013), congruence (Silva et al., 2015) or endorser sex (Bergkvist and Zhou, 2016). Knoll and Matthes (2017) suggest that future studies should focus precisely on the conditions under which the endorsement effect may change: for example, endorsement of non-conventional products (Myrick and Evans, 2014), endorsement of persons (Steenburg, 2015).

RESEARCH METHOD

Data collection and processing techniques in descriptive research with a quantitative type approach. The technique in determining the sample is the accidental sampling method with the number. Techniques in collecting data with the results of questionnaires, documentation and interviews with data processing using SPSS. Instrument measurements in this study used a Likert scale which aims to produce accurate quantitative data. Then test the research instrument. The type of sampling in this study used simple random sampling. It is said to be simple (simple) because the collection of sample members is done randomly without paying attention to the strata in the population. The population in this study were all students of SMA Negeri 15 Jakarta, namely 636 students for the 2021/2022 academic year. The sample size in this study was determined by the slovin formula. The following is the sample calculation formula by Slovin (Umar, 2003).. Samples obtained in this study was 86.44, so the researchers rounded up to 86 samples. Data collection was carried out using a questionnaire, documentation and literature study. After the data is collected from the distribution, then the data is processed and entered into the coding book and coding sheet, then the data is entered into the frequency distribution (single table) quantitatively, it is hoped that it can find an answer regarding the problem under study so that a conclusion can then be drawn.

RESULTS AND DISCUSSIONS

The results of the validity of the statement items in the questionnaire were declared valid and met the test criteria, where the results of the comparison of r count with r table, where $df = n-2$ (82) with sig 5%. If $r_{count} < r_{table}$ then it is valid. So the significance level used is 0.05 or 5%. Based on the results of the validity test that the researchers carried out on 86 students, it showed that all the question items on variable X were declared valid because all question items had a value of $r_{count} > r_{table}$. The next test, namely instrument reliability, describes the stability of the measuring instrument used. A measuring instrument is declared highly reliable or can be trusted, if the tool is stable. So it is reliable and can be used in forecasting. In this study the reliability test will use SPSS

20, the study also uses a Cronbach Alpha value limit of 0.60. If the calculated alpha level is > 0.60 then the measuring instrument has a high level of reliability. If the value on the reliability result is less than 0.60 then the result is reliability, conversely if the value on the reliability result is less than 0.60 then the result is not reliable. Furthermore, the results of the hypothesis test (table 1) from the table above can be seen that each variable has a Cronbach Alpha of more than 0.60 so it can be concluded that the Celebrity Endorsor (X) and Purchase Decision (Y) variables are reliable.

Table 1. Hypothesis Testing Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.343	4.947		4.559	0.003
<i>Celebrity Endorser</i>	0.759	0.413	0.550	6.203	0.000

(Source: Questionnaire processed using SPSS 20, 2022)

The regression equation is used to predict how high the value of the dependent variable is when the value of the independent variable is manipulated (changed). From the results of the regression analysis in table using the help of SPSS software, the equation is obtained, namely:

$$\hat{Y} = 10.343 + 0.759X \quad (1)$$

This equation can be interpreted that: (a) The value of the constant a in the regression line is 10.343. This shows a constant price, that is if the variable X is equal to 0, then the consumer's purchase decision remains at 10.343 (b) Coefficient X = 0.759 This shows that the celebrity endorser variable has a positive effect on consumer purchasing decisions, or in other words, if the promotion variable through celebrity endorsers is increased by one unit, then consumer purchasing decisions will increase by 0.759 (c) Before testing the coefficient of determination, hypothesis testing is carried out to find out and test the significance of variable X whether or not it affects variable Y.

From the results of the calculations carried out, the results are in accordance with the research hypothesis that has been made, namely that there is a significant influence between the variables of the use of promotions through celebrity endorsers on consumer purchasing decisions in the Ruangguru application. From the results of the R test (Coefficient of Determination) the value of R Square (R^2) is obtained.) or the coefficient of determination (KP) which shows how well the regression model is formed by the interaction of the independent variables and the dependent variable. The coefficient of determination value obtained is 0.590. This value is used to see the contribution of promotional variables through Instagram social media to consumer purchasing decisions. How to calculate the Coefficient of Determination is to use the formula:

$$\begin{aligned} KD &= R \text{ Square} \times 100\% \\ &= 0.590 \times 100\% = 59\% \end{aligned} \quad (2)$$

Based on the coefficient of determination formula, it can be interpreted that celebrity endorsers have contributed to the consumer purchasing decision variable in the Ruangguru application by 59% while the remaining 44% is influenced by other factors not examined in this study.

CONCLUSION

Based on the formulation of the problem and the results of the research that has been done, the following conclusions are obtained: The use of promotions through celebrity endorsements on the Ruangguru application is included in the very good category. This is indicated by the average score obtained from consumer responses regarding the use of celebrity endorsements consisting of indicators that are equal to 5.67. Consumer purchasing decisions on the Ruang Guru application are included in the good category. This is indicated by the results of the average score obtained from

consumer responses regarding consumer purchasing decisions consisting of indicators of post-purchase behavior, purchasing decisions, evaluating alternatives, information seeking and problem recognition which is equal to 5.53. The use of promotions through celebrities on consumer purchasing decisions on Ruangguru Application products can be seen from the results of the coefficient of determination. Based on the test results of the coefficient of determination, the result is 0.590. This shows that the use of promotions through celebrity has an effect of 59% on consumer purchasing decisions in the teacher's room and the remaining 41% is influenced by other factors not examined by the author.

It is important to verify whether both congruence and charisma are present, as well as no overexposure. When choosing a celebrity to endorse another, it is necessary to emphasize the possible associations between them for the public, and constantly monitor the reputation of the celebrity vis-à-vis consumers and ensure that there is no overexposure of the celebrity, as the effect of the endorsement will be less effective if the same celebrity endorses several aspirants to a new celebrity. On the other hand, if an aspiring celebrity manages to build a strong image with spectators, he or she can be seen as an established brand, and thus will be less and less affected by the endorsement, and in time will have the potential to be an endorser.

Future research must vary the profile of the celebrity endorser and aspiring new celebrities. The profile should be tested in other substantive areas, such as new media and social media (Facebook, Instagram, Twitter, YouTube, etc.), reality shows and new entertainment programming formats. Moreover, it would be important for other researchers to work with different kinds of brands and categories of products and services.

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