

## EXPLORING THE IMPACT OF CELEBRITY ENDORSEMENT AND BRAND AWARENESS ON CONSUMER BEHAVIOR: A CASE STUDY OF ES TEH INDONESIA IN KOTA BARU JAMBI

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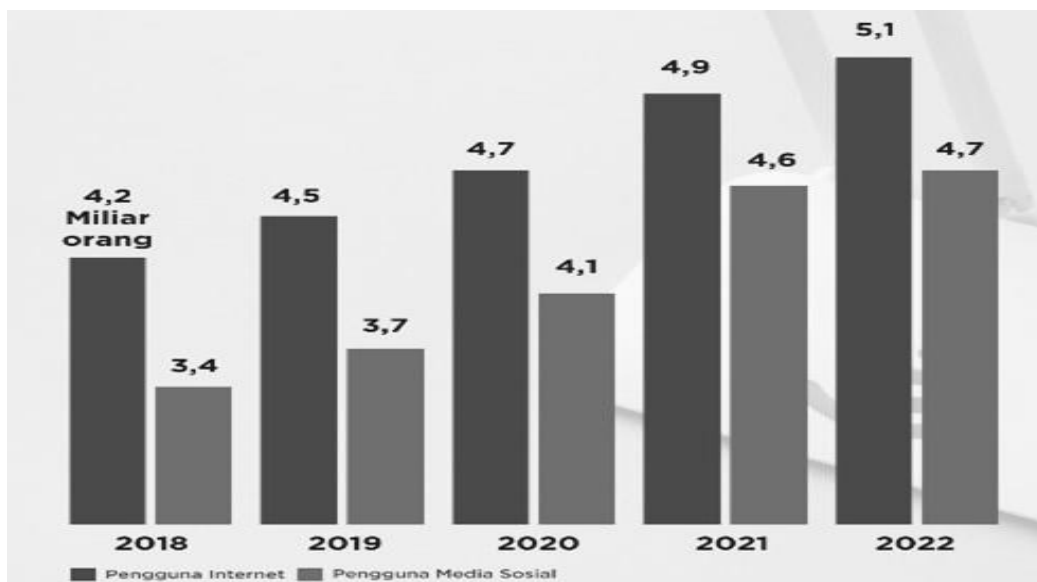
### Abstract

*This For entrepreneurs, the internet is useful for promoting their business to consumers. The development of digital technology and the growth of the business world in the current era is increasingly heading towards a global direction which makes a company required to establish the right marketing strategy in order to win marketing and be able to compete competitively with competitors. The purpose of this study was to determine the effect of celebrity endorsement and brand awareness on purchasing decisions for Indonesian iced tea, Kota Baru Jambi branch. The population of this study were consumers of Indonesian iced tea, Kota Baru Jambi branch with a sample size of 100 respondents using the lameshow formula. The sampling technique used purposive sampling technique using several criteria. This study uses quantitative methods and the data source used is primary data and data collection using a questionnaire distributed via google form. While the scale in this study uses a Likert scale. The data processing method uses multiple linear regression analysis, determination coefficient, partial t test and simultaneous F test. The results showed that celebrity endorsement significantly positively affected purchasing decisions at the Indonesian iced tea branch of the new city of Jambi. Brand awareness has a significant positive effect on purchasing decisions at the Indonesian iced tea branch of the new city of Jambi. And simultaneously celebrity endorsement and brand awareness have an effect on purchasing decisions on Indonesian iced tea in the new city branch of Jambi.*

**Keywords:** Celebrity Endorsement, Brand Awareness, Purchase Decision

### Introduction

Internet usage in Indonesia has seen a rapid rise, with the Indonesian Internet Service Providers Association (APJII) reporting that the number of internet users reached 215,63 million in 2022-2023 (APJII,2023). This surge in internet connectivity is significantly benefiting business operations. According to Mulyani (2016), the internet serves as a critical tool for entrepreneurs to promote their businesses effectively to customers. In the face of evolving digital technologies and the shift towards a global business environment, companies must develop apt marketing strategies to maintain their market share and stay competitive. Hasan, G & Elviana (2023) note that competition among businesses is fierce, particularly among similar companies, highlighting the need for robust marketing strategies to outperform competitors. One effective approach is leveraging social media as a digital marketing tool, which is commonly used by people for communication in their daily lives (Wahyoedi et al. 2022).



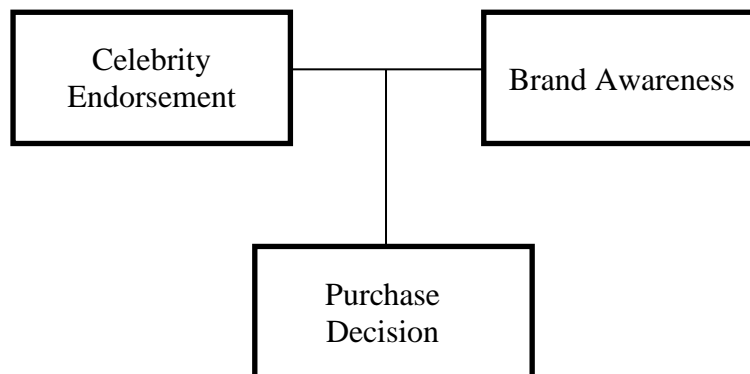
**Figure 1.** Number of Global Internet and Social Media Users

Promoting through social media allows businesses to connect with potential customers throughout Indonesia, reflecting the significant annual increase in internet and particularly social media users. Therefore, integrating digital technology into marketing strategies is an essential step to remain contemporary and competitive (Databoks, 2022). In response to this digital shift, companies need to innovate and creatively market their products. Many businesses have begun to implement celebrity endorsements as a strategy to enhance their social media presence. According to Kotler & Armstrong (2021), celebrity endorsement can be highly influential, prompting purchases among the public based on the celebrity's previous endorsement. Celebrities with large social media followings bring significant attention and awareness to the brands they endorse, leveraging their vast network of followers.



**Figure 2.** Celebrity Endorsement Es Teh Indonesia ( Brisia Jodie)

Indonesia iced tea has enlisted the support of Brisia Jodie, a well-known Indonesian singer and actress, to bolster its marketing efforts. Utilizing celebrity endorsements, this approach leverages the reputation of a person to draw customers towards a brand. According to Iskandar et al (2023), celebrity endorsements not only elevate the perceived class and quality of a brand but are also considered an effective marketing strategy. This is because they help to project a distinct image and characteristics of the brand, significantly influencing customer behavior and preferences.



**Figure 3.** Proposed Conceptual Framework

Based on the phenomena and theories previously described, it is important to conduct further research. Researchers are also interested in reviewing and analyzing research.

## Literature Review

### Celebrity Endorsement

Celebrity endorsers serve as powerful advocates for a product, enhancing the brand's image by acting as messengers. Rahman (2018) describes endorsers as individuals who support advertisements by conveying messages, often taking on the role of direct sources who communicate directly about a product or service. Moreover, endorsers are selected to embody the image of a product due to their prominent personalities and strong appeal. According to Merdekawati (2013), one key attribute of celebrity endorsers is trustworthiness, which is crucial for the individuals promoting a product to possess, as it underpins their effectiveness in influencing public perception and consumer behavior.

### Brand Awareness

Brand awareness, as described by Kotler and Keller (2016), is the capacity of customers to recognize and recall their brand in various contexts, whether they are directly thinking about it or encountering situations

that remind them of it. Several key indicators of brand awareness include brand recall, which measures the extent to which consumers can spontaneously recall a brand when prompted; brand recognition, which assesses how well consumers can identify a brand among others in the same category; purchasing decisions, which gauge whether consumers consider the brand as an option when making purchases; and consumption, which reflects consumer loyalty and preference for a brand due to positive experiences, as noted by Edwina (2020).

### Purchase Decision

Fathanul (2022) explains that a purchase decision occurs when an individual selects from two or more alternatives; it is not considered a decision if there are no alternatives and the purchase is obligatory. Suparyanto and Rosad (2020) note that this decision encompasses choices about the product, brand, supplier, timing, and quantity. The employment of celebrities to endorse products can enhance recall, particularly if the celebrity is well-regarded and prominent. According to Rangkuti (2019), the more frequently a brand is associated with a celebrity, the more likely it is to be remembered, which can influence purchasing decisions. The objective of using celebrity endorsements in marketing is to boost brand awareness, which in turn can increase sales. By enhancing brand awareness, there is also an increase in product recognition. For instance, the local beverage business Es The Indonesia, which utilizes a Tea To Go concept offering a range of new and diverse flavors, leverages the Instagram platform for significant community engagement. Additionally, Es The Indonesia has partnered with prominent Indonesian brand such as Nutrisari, Cadbury, Cornettom Wonderfull Biscuits, and Billionaires Project Clothing to promote its latest offering. As Madeliene Silalahi (2023) highlight, these collaborations aim to enhance branding, promotion, and consumer engagement.

### Methods

This study adopts a quantitative approach, grounded in the positivist philosophy, to investigate specific populations or samples, as described by Sugiyono (2018). The research focuses on two independent variable-celebrity endorsement and brand awareness-and one dependent variable, which is purchasing decisions. The investigation was conducted at an Indonesian Ice Tea franchise in Kota Baru. Data was collected by distributing questionnaires to consumers who purchased Indonesia Ice Tea at the Kota Baru Jambi branch. The study was carried out from January 2024 until its completion, targeting the residents of Jambi as its population. A purposive sampling method was utilized to select participants who meet specific criteria necessary for the research, as outlined by Sugiyono (2016). These criteria include consumers who have purchased Indonesian ice tea products at least twice at Kota Baru in Jambi and are aged between 17 and 35 years. The sample size was calculated using the Lemeshow formula, which is appropriate for situations where the population size is unknown. Based on these calculations, the sample size was rounded up to 100 respondents.

### Result and Discussion

This research investigates the impact of celebrity endorsement and brand awareness on purchasing decisions, utilizing data collected through questionnaires distributed to consumers at the Es The Indonesia franchise located in Kota Baru Jambi Branch. The analysis focuses on understanding the influence these variables have on consumer behavior.

### Respondent Description

**Tabel 1.** Age of Respondent

Age	Total	Percentage
17 - 22	65	65%
23 - 28	20	20%
29 - 34	5	5%
>35	10	10%

Based on the table above, it shows that of the 100 respondents, Iced tea Jambi customers are aged 17-22 years with a percentage of 65%.

**Tabel 2.** Gender

Gender	Total	Percentage
Female	65	65%
Male	35	35%

Based on the table above, it can be seen that the most dominant respondent is male with a percentage of 65%

### Test t

According to Dewi et al. (2018) the t test determines the contribution of each independent variable partially to the dependent variable. This is done by testing the regression coefficient of each independent

variable to determine whether or not they have a significant effect on the dependent variable. The t test was conducted to determine how the effect of the celebrity endorsement on purchasing decision and the effect of the brand awareness on purchasing decision. The test uses a significant level of 0.05 with the following analysis results:

**Table 3.** Result test T

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.273	2.612		2.019	.046
	Celebrity Endorsement	.352	.148	.232	2.382	.019
	Brand Awareness	.907	.163	.542	5.554	.000

a. Dependent Variable: Purchase Decision

Based on the table above, it is known that the celebrity endorsement on purchasing decision is seen from the significant value of  $0,019 < 0,05$  and the SPSS test results state that the t count is greater than the t table, namely  $2,382 > 1,9844$ . This means that partially, there is an influence between celebrity endorsement on purchasing decision. Likewise, the brand awareness is seen from the significant value of  $0,000 < 0,05$  and the SPSS test results state that t count is greater than the t table, namely  $5,554 > 1,9844$ . This means that partially, there is an influence between brand awareness on purchasing decisions.

### Test F

According to Ferdinand (2014) the f test is known as the simultaneous test or Model test / Anova test, which is a test to see how the influence of all independent variables together on the dependent variable. Or to test whether the regression model we made is good/significant or not good/insignificant. The F test was conducted to determine how the effect of celebrity endorsement and brand awareness simultaneously on purchasing decisions. The following is the calculation of statistical testing:

**Table 4.** Result test F

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2943.196	2	1471.598	53.193	.000 <sup>b</sup>
	Residual	2683.554	97	27.666		
	Total	5626.750	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Awareness, Celebrity Endorsement

Based on the results of the F test, it is known that the calculated F value is greater than the F table, namely  $53,193 > 3,09$  with a significance value of  $0,000 < 0,05$ . This means that it can be said that celebrity endorsement and brand awareness simultaneously influence purchasing decisions.

### Coefficient of Determination

Aims to determine how far the model's ability to apply variations in the dependent variable. The coefficient of determination ranges between zero and 1. A low R<sup>2</sup> value indicates that the model does not have much ability to explain the independent variable through the dependent variable (Ghozali, 2016). The R test was conducted to determine the effect of other variables not examined in this study or how the variables in this study varied. Based on the results of the SPSS test, the following results are modeled:

**Table 5.** Coefficient of Determination Test

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.723 <sup>a</sup>	.523	.513	5.260

a. Predictors: (Constant), Brand Awareness, Celebrity Endorsement

b. Dependent Variable: Purchase Decision

Based on the output above, it is known that the R Square value is 0,513. This results means that the influence of the celebrity endorsement and brand awareness variables together on the purchasing decision variable is 51,3%. Meanwhile, 48,7% is a variable that is not examined in this study.

## Discussion

### The Effect of Celebrity Endorsement on Purchasing Decisions

The findings of the study indicate that celebrity endorsement significantly impacts purchasing decisions. According to the t-test results, the t-value exceeds the t-table value ( $2,382 > 1,9844$ ) with a significance level of 0,019, which is below threshold of 0,05. This demonstrates that based on the questionnaire data, celebrity endorsement effectively influence the purchasing decisions of consumer for Indonesian iced tea. These findings are consistent with research conducted by Anugerah (2022), which also identified a positive and significant impact of celebrity endorsement on purchasing decisions at the Indonesian Ice Tea, Delima Pekanbaru Branch.

### The Effect of Brand Awareness on Purchasing Decisions

The study highlights a linkage between brand awareness and celebrity endorsement, nothing that if celebrity endorsement can way purchasing decisions, then brand awareness is likely to follow suit. This correlation is based on the premise that well-recognized and memorable brands are already familiar to consumers, giving them an edge over competitors. This dynamic is evident with the Indonesian Ice Tea product, which can shape consumer purchasing decisions. The findings reveal that brand awareness significantly impacts purchasing decisions. According to the t-test results, the t-value (5,554) is greater than the t-table (1,9844), with a significance level of 0,000, indicating a strong influence. These results are consistent with Jessica (2020) research, which found that brand awareness significantly influences purchasing decisions for Xing Fu Tang in Indonesia.

### The Effect of Celebrity Endorsement and Brand Awareness on Purchasing Decisions

The analysis conducted demonstrates a positive and significant relationship between celebrity endorsement and brand awareness in influencing purchasing decisions. The results from the statistical test reveal that the F alue calculated (53,193) exceeds the F table value (3,09), with a significance level less than 0,05, indicating that these factors concurrently affect purchasing decisions. Specifically, Brisia Jodie role as a celebrity endorses for Es The Indonesia enhances consumer brand awareness, which in turn facilitates their purchasing choices. These finsings align with Leba (2021) study, which observed a simultaneous impact of celebrity endorsement and brand awareness on purchasing decisions for Arabica Bajawa Ja'o Coffe products in NTT.

## Conclusion

The research findings indicate that both celebrity endorsement and brand awareness significantly and positively affect purchasing decisions at Es The Indonesia in Kota Baru Jambi Branch. The analysis reveals that celebrity endorsements affectively impact purchasing decisions, suggesting that celebrities as endorsers can heighten consumer interest in buying. Additionally, brand awareness of the brand aids consumers in their decision-making process to purchase products. Moreover, it has been established that the combined effect of these two variables significantly influences purchasing decisions, underscoring that the synergistic impact of celebrity endorsement along with robust brand awareness can substantially boost product sales.

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