The Effect Of Celebrity Endorse And Brand Images On Purchase Decisions
(Case Study On Private College Students In Oppo Handphone Buyers)

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Abstract
Marketing is an important factor in the development of the company. Marketing must be continually upgraded and refurbished, it of course not be separated from the the needs and desires consumers. The purpose of this study was to determine the effect of direct and indirect celebrity endorse and brand image as an intervening variable on purchase decisions. The method used is multiple linear regressions analysis. Respondents this research taken from 60 respondent cell phone users OOPO. Method of data collection uses a questionnaire to scale likert of one to five (1-5). Result showing that celebrity endorse and the image of a brand simultaneously and partial significant on the purchase decision hanfphone OPPO.

Keywords: Celebrity Endorse, Brand Image, Purchase Decision

INTRODUCTION
In this modern era is marked by the speed of information flow, globalization, and the digital economy. This progress encourages the success of a more perfect marketing development. Innovation is no longer limited to technology, but a global phenomenon that affects all sectors of life. Globalization is currently able to drive trade in products and services. Various strategies must be prepared by each company to respond and outperform competitors who also have their respective advantages.

One strategy that must be carried out by business people is to use marketing strategies. Marketing strategy is a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities that will be carried out in order to achieve the marketing objectives of a company (Assauri, 2017: 168). Despite having the same product to be marketed, using the right promotion in accordance with the target market will make it easier for the product to be accepted by potential customers. One of them is by way of promotion.

Celebrity Endorser is an advertisement that uses famous figures or people (public figures) because of their achievements in different fields and is able to support an advertisement (Shimp, 2003: 460). Research conducted by Byun (2013) states that celebrity endorsers have a positive influence on brand image. Celebrity endorsers in this study have four attributes namely likeability, credibility, similarity and congruence, and brand image. This is indicated in the results of research conducted by Byun (2014) that Celebrity K-POP has a significant effect on the brand image of a product in Thailand. The big challenge that must be done by marketers is to form a strong brand image. This is supported from research conducted by Puthud, et al (2016) celebrity endoser variables have a significant effect on brand image, brand image variables have a positive effect on purchasing...
decisions and celebrity endorse has a significant effect on purchasing decisions. Research conducted by Shabrina et al (2016) states that celebrity endorse and brand image simultaneously and partially have a significant influence on purchasing decisions. For companies using celebrity endorse, it is also expected to be able to encourage consumers to make a purchasing decision.

Brand image is the overall consumer perception of a brand that is formed because of information and consumer experience on a brand (Suryani, 2008: 113). A strong brand image is a must for every company, because brand image is a very valuable corporate asset. It takes hard work and a strong figure to build the reputation and image of a brand. A strong brand image can build a good product name. Research conducted by Shabrina et al (2016) states that brand image has a significant effect on purchasing decisions. Therefore the company is expected to maintain and improve the brand image of the company, so that brand image can influence consumer purchasing decisions.

The purchase decision itself is the consumer explains the factors that reveal the relationship between purchasing behavior and hypotheses about the relationship of these factors (Machfoedz, 2005: 47). The relationship of consumer confidence with purchasing decisions is strengthened by research from Ainur (2007) stating that only the integrity and consumer confidence variables have a positive and significant effect on online purchasing decisions. There are also complex decision making, consumers evaluate brands in detail and comprehensively. This process is most likely to: (1) High-priced products, (2) Products related to the risk of use (drugs, motorcycles), (3) Complicated products (computers), (4) Products related to personal (clothing, etc). The purchasing decision process needs to know the types of people involved in purchasing decisions and the role played by each person (Machfoedz, 2005: 51).

The results of research conducted by Valentine Parengkuan, Altje Tumbel, Rudy Wenas (2014) which results Brand image and celebrity endorse simultaneously influence the purchase decision, partially the brand image has no significant effect on purchasing decisions, and celebrity endorse has a significant effect on purchasing decisions. The results of research conducted by Sabrina Aqmarina, Srikandi Kumadji, Andriani Kusumawati (2016) in the effect of celebrity endorse on brand image and its impact on purchasing decisions (cosmetics wardah) shows that celebrity endorse and brand image simultaneously and partially have significant influence on purchasing decisions. Based on the results of research conducted by Puthud Wijarnako, Suharyono, Zainul arifin (2016) entitled The Effect of Celebrity Endorse on Brand Image and Its Impact on Purchasing Decisions (Top coffe) shows that Celebrity Endorse has a significant effect on brand image, brand image and celebrity endorse influence on brand image buying decision. The purpose of this study is to determine the effect of celebrity endorse variables and brand image have a significant effect partially on the decision to buy OPPO mobile phones

METHOD
This approach uses this type of multiple linear regression research. The target population in this study is all students of Private Universities in Lumajang. A total of 60 students were selected as samples using simple random sampling technique. Data collection was obtained by distributing questionnaires, documentation, observation, interviews and literature study. The steps of analyzing the data of this study consisted of the Instrument Test, Classical Assumption Test, and Statistical Test.

The sampling technique used in this study is sampling. Incidental which is a technique of determining samples based on coincidence, ie anyone who incidentally / incidentally met with
researchers can be used as a sample, if viewed by people who happened to be found suitable as a source of data (Sugiyono, 2015: 156). This taking technique with suitable criteria is the status of students in private universities in Lumajang University of Jember (Akper Lumajang), STIE WidyaGama Lumajang, STKIP Lumajang users or buyers of OPPO mobile phones. The steps of analyzing the data of this study consisted of the Instrument Test, the Basic Assumption Test of Multiple Linear Regression, Multiple Linear Analysis, Hypothesis Test, and Determination Coefficient.

RESULT AND CONCLUSION
Based on the data recapitulation of the validity test results can be seen the magnitude of the coefficients of all items consisting of 5 (five) questions for celebrity endorse variables, 4 (four) items for brand image variable questions, 5 (five) questions for variables buying decision. From the results of the calculation of the correlation coefficient, all items have r count greater than the minimum (0.3). The validity test results of the Celebrity Endorse variable (X1) obtained rcount for (X1.1) of 0.755, for (X1.2) of 0.803, for (X1.3) of 0.563, for (X1.4) of 0.651, and for (X1.5) of 0.648. The results of the brand image validity test (X2) obtained rcount for (X2.1) of 0.631, for (X2.2) of 0.576, for (X2.3) of 0.677, for (X2.4) of 0.708. The validity test results of the Purchase Decision variable (Y) obtained rcount for (Y1.1) of 0.696, for (Y1.2) of 0.783, for (Y1.3) of 0.585, for (Y1.4) of 0.627, and for (Y1.5) of 0.626 which all have a significance level of 0.000 or below 5%. Thus, all items in question are declared valid. In conclusion, all the questions in the research instrument can be declared as a research instrument because they can explore the data or information needed. Based on the recapitulation of the reliability test results showed the reliability coefficient of Cronbach’s Alpha for Celebrity Endorse (X1) was 0.772, the Brand Image variable (X2) was 0.750, the Purchase Decision variable (Y) was 0.763. Of all the variables in this study have high reliability in accordance with the opinion of Nunnaly in Jogiyanto (2014: 55), the value of Cronbach’s Alpha (ALPHA) that can be accepted depends on the research objectives. In the initial stages of the research, a reliability value of 0.601 to 0.80 is considered sufficient, and for basic research. So it can be concluded that the questionnaire used to measure the variable Celebrity Endorse (X1), Brand Image (X2) and Purchase Decision (Y) is reliable so that the questionnaire used is a reliable questionnaire because it can provide results that are not different if measurements are taken back to the subject the same time at different times.

Data Normality test results show that the normal probability plot graph shows the point of gathering a midpoint, as well as the histogram graph that If the data distribution values are located around a diagonal straight line then the normality requirements are met. The test results show that the points are not far from the diagonal line, then this means that the regression model is normally distributed. Both graphs show that the regression model is feasible because it meets normality. Based on the standardized residual regression histogram the normality of the data is shown with a bell-shaped picture and the mean standard deviation is right in the middle. Based on the Multicollinearity test results showed that all the variables used as predictors of the regression model showed a fairly small VIF value, where all the variables obtained a value of 1.334 which is below 10 and the tolerance value is more than 0.1 with a result of 0.750. This means that the independent variables used in this study do not show the presence of multicollinearity symptoms, meaning that all of these variables can be used as mutually independent variables, so they can be continued in multiple linear regression testing. Based on the results of Heteroscedasticity testing in this study, showed there was no clear pattern of these points. This shows that the regression model has no symptoms of heteroscedasticity, which means that there is no significant interference in this regression mode.
The results of the regression analysis can be arranged a multiple regression equation as follows:

\[ Y = 15,636 - 0.318X1 + 0.333X2 \]

The first hypothesis, the results of the t test on the variable Celebrity Endorse (X1) obtained tcount = (10,532) with a significance of 0.000. By using a 0.05 significance level, a table of ± 2.001 is obtained. This means that tcount (10,532) ≥ table (2,001) which means that H0 is rejected and Ha is accepted. With a significance level of 0.000 which is above the 0.05 significance level, it can be concluded that Celebrity Endorse significantly influences Purchasing Decisions on Private University students in Lumajang OPPO handphone buyers. T test results for variable X2 namely Brand Image obtained t value = 3.339 with a significance level of 0.00. By using a 0.05 significance level, t table is obtained ± 2.001. This means t arithmetic (3,339) ≥ t table (2,001) which means that H0 is rejected and Ha is accepted. With a significance level of 0.00 which is above the 0.05 significance level, it can be concluded that Brand Image has a significant effect on Purchasing Decisions in Private Higher Education students in OPPO mobile phone buyers. From the results of calculations using the SPSS version 21 program it can be seen that the coefficient of determination (R Square) obtained is 0.779. This means that 77.9% of decisions can be explained by Celebrity Endorse and Brand Image, while the remaining 19.1% of Purchasing Decisions are influenced by other variables not examined in this study.

CONCLUSION
From the results of this study there are Celebrity Endorse variables that significantly influence purchasing decisions. And there are also Brand Image variables that have a significant effect on purchasing decisions. So, in this case the Celebrity Endorse variable and Brand Image are important factors in making the OPPO mobile phone purchase decision.

REFERENCE


