

**THE EFFECT OF ADVERTISING, CELEBRITY ENDORSER, AND BRAND
AWARENESS ON PURCHASE DECISION**

AUTHOR

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ABSTRACT

Currently, the number of internet users in Indonesia has increased significantly. In 2019-2020 as many as 196.7 million people, and in 2021 it will increase to approximately 25.5 million internet users. Internet technology is also used as an e-commerce trade transaction. A survey conducted by Katadata shows that 88.1% of internet users in Indonesia use e-commerce services. This number is the highest presentation in the world in April 2021. One of the most accessed e-commerce shopping sites is Shopee, with an average monthly visit of 93.4 million. There are several factors that can cause someone to decide to buy online on e-commerce, including television media advertisements, social media advertisements, celebrity endorsers, and brand awareness. This study aims to determine the effect of advertising, celebrity endorser and brand awareness in purchasing decisions on the shopee shopping application. The population of this research is the students of the Faculty of Economics and Business, University of Muhammadiyah Gresik. Samples were taken of as many as 100 students who had made a purchase transaction at shopee. Data was taken using a questionnaire whose measurement was using a likert scale. The data obtained were processed and analyzed using multiple linear regression analysis techniques, while the hypothesis testing used a partial test or t test

Keywords: advertising, celebrity endorser, brand awareness, purchasing decisions

1. INTRODUCTION

In the current 4.0 era, technological developments and economic growth in Indonesia are quite high. Many people use internet technology, thus changing people's lifestyles. The rapid development of technology provides many conveniences such as conducting long-distance communication, getting information, and being able to make transactions without having to come directly to the store. This has led to an increase in the number of internet users in Indonesia.

The results of a survey conducted by the Association of Indonesian Internet Service Providers (APJII). The number of internet users in Indonesia in 2019-2020 was 196.7 million people. The number of internet users grew significantly compared to the survey results in 2018 of

171.2 million people. This number increased by approximately 25.5 million internet users. The use of internet technology is not only to obtain information, but the internet is also used as a facility in conducting trade transactions which is currently being introduced in Indonesia, namely E-Commerce. One of the most accessible electronic commerce is shopee. Shopee is an online shopping application that provides and sells goods to meet the needs and desires of the community.

Shopee's target users are all people who often interact with the internet world and do online shopping activities. The products offered by shopee are very diverse, ranging from women's clothing, men's clothing, accessories, electronics, bags, shoes, beauty, health, and many more. The achievement of goals is marked by the number of customers who make purchases or transactions. According to Kotler and Keller (2012: 188), purchasing decisions are a decision-making process in which customers actually decide to buy and enjoy products or services from a variety of choices. Purchasing decisions are also influenced by advertising, this is supported by research conducted by Rasuari and Trianasari (2020), Sahab (2019), Erdawati (2020), Nursyecha, Sapari and Risnawati (2021) stating that advertising affects purchasing decisions.

According to Kotler and Armstrong (2011: 97) advertising is all forms of non-personal presentation and promotion of ideas, goods or services by a particular sponsor that requires payment. A small factor that needs to be considered in designing an ad is the person who is in the ad. With the support of advertising stars, they will play a role in conveying messages about products, which will later influence consumer attitudes and behavior in product purchasing decisions. Shimp (2014: 258) defines celebrity endorsers as television, or film stars, famous athletes and sometimes deceased celebrities who are widely used in magazine advertisements, sports radio, television advertisements that endorse a product.

Purchase decisions are not only influenced by fish, celebrity endorsers are also influenced by brand awareness. Brand awareness also plays a role in purchasing decisions of a product. With high brand awareness, enabling companies to increase product sales. According to Setiawan and Rabuni (2019), brand awareness is the ability of a buyer to recognize or recall that a brand is part of a certain product category.

Taken from previous research, there are differences in research results. Previous research conducted by Rasuari and Trianasari (2020) stated that television media advertisements and social media advertisements had a significant effect. Meanwhile, it is different from the research results of Mayasari and Patmawati (2019) which revealed that the advertising variable had no significant effect.

Research conducted by Nilammadi, et al (2020) that celebrity endorsers have a significant influence on consumer purchasing decisions. While research according to Aisy, et al is inversely proportional. The study said that celebrity endorsers do not have a significant effect on consumer purchasing decisions, because celebrity endorsers are less efficient at attracting various target audiences in deciding purchases at Shopee.

In a study conducted by Andika and Subandrio (2021) with the title of the influence of electronic commerce and brand awareness on shopee online shopping purchasing decisions, it was stated that the electronic commerce and brand awareness variables had a positive effect on purchasing decisions. This is different from the results of research by Muthiah and Setiawan

(2019). The results of this study state that brand awareness has no influence on purchasing decisions. Researchers chose to study students from the Faculty of Economics and Business, University of Muhammadiyah Gresik because they wanted to know about online shopping behavior through shopee.

2. METHODS

The approach in this study uses quantitative research. The source of data in this study uses primary data. Primary data are data obtained directly from the object of research in accordance with the variables. The data to be processed is the answers from all respondents based on the variables Advertising, Celebrity Endorser and Brand Awareness in shopee purchasing decisions given through online questionnaires or google forms. The research location will be conducted at the University of Muhammadiyah Gresik which is located at Jl. Sumatra No. 101. Randuagung, Kec. Gresik, Gresik Regency, East Java 61121.

The population to be studied is FEB students of the University of Muhammadiyah Gresik, class of 2018, totaling 406. According to Sugiyono (2018; 127), he stated that the sample is part of the number and characteristics possessed by the population. So in this study took 100 respondents to be used as data sources. The sampling technique in this study is using the Nonprobability Sampling technique. The Nonprobability Sampling technique used in this sampling uses purposive sampling.

The data analysis used in this research is multiple linear analysis with advertising variable (X1), celebrity endorser (X2), brand awareness (X3) as independent variable and purchasing decision (Y) as dependent variable with the help of SPSS version 25 application

3. RESULT AND DISCUSSION

Based on research and analysis that has been processed by researchers using SPSS.25 tools, this study can interpret the results as follows:

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,262	1,678		1,944	,055
	Iklan	,327	,115	,266	2,849	,005
	Celebrity Endorser	,023	,090	,023	,254	,800
	Brand Awareness	,672	,105	,545	6,414	,000

a. Dependent Variable: Keputusan Pembelian

Advertising (X1) in purchasing decisions (Y) gets a value of 0.005 < 0.05, thus the results of this study indicate the influence of advertising (X1) in purchasing decisions (Y). According to

Nursycha, Sapari and Risnawati (2021) defines advertising as consumer information in making purchasing decisions and encouraging consumers to buy, proven to be true.

Based on these results, it is stated that the advertisements carried out by Shopee raise attention, attract, generate desire and decide to make a purchase on Shopee's e-commerce so that it makes respondents interested. This influence is also supported by research by Rasuari and Trianasari (2020) which states that advertising has a significant effect on purchasing decisions at shopee, but it is different from the results of research conducted by Mayasari and Patmawati (2019) which revealed that the advertising variable had no significant effect. Students of the Faculty of Economics and Business UMG class of 2018 considered that promotional activities carried out by shopee had an effect on purchasing decisions made by consumers.

Celebrity endorser (X2) in purchasing decisions (Y) gets a value of $0.800 > 0.05$, thus the results show that celebrity endorser (X2) is not proven to have an effect on purchasing decisions (Y). Waro and Widowati (2020) define a celebrity endorser as a celebrity who has popularity and can increase sales of products sold, which is not proven true. Based on these results, it is stated that the celebrity endorser at Shopee is trustworthy, has expertise, attractive physical attractiveness, has quality, and has similarities. The effect of the main score is influenced by the attractive physical attractiveness of the celebrity endorser, while the lowest score is influenced by the similarity of characters.

This is also supported by research by Aisy, et al who say that celebrity endorsers have no significant effect on purchasing decisions at shopee, because celebrity endorsers are less efficient at attracting various target audiences in deciding purchases at shopee. In contrast to research conducted by Nilammadi, et al (2020) which states that celebrity endorsers have a significant influence on consumer purchasing decisions. Students of the Faculty of Economics and Business UMG class of 2018 considered that the celebrity endorser carried out by shopee had no effect on consumer purchasing decisions.

Brand awareness (X3) in purchasing decisions (Y) gets a value of $0.000 < 0.05$, thus the results of this study indicate the influence of brand awareness (X3) in purchasing decisions (Y). According to Setiawan and Rabuni (2019), brand awareness is the ability of a buyer to recognize or recall that a brand is part of a certain product category, proven true. Based on these results, it is stated that brand awareness in shopee is influenced by product introduction, recall, correction for guessing and strategic implications. The effect of the score that is most influenced is correction for guessing, where most of the respondents have long been familiar with e-commerce shopee, while the lowest score is influenced by recall.

This is also supported by research by Andika and Subandrio (2021) which states that brand awareness has a significant effect on shopee online shopping purchasing decisions, in contrast to research conducted by Muthiah and Setiawan (2019) which states that brand awareness has no influence on purchasing decisions. . University of Muhammadiyah Gresik students class 2018 considered that the brand awareness carried out by shopee had an effect on consumer purchasing decisions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,742 ^a	,551	,537	2,32843
a. Predictors: (Constant), Brand Awareness, Celebrity Endorser, Iklan				

Based on the table above, an adjusted R² of 0.537 is obtained, this means that 53.7% of purchasing decisions can be explained by the three independent variables of advertising, celebrity endorser, and brand awareness. While the remaining 46.3% (100% - 53.7% = 46.3%) is explained by other reasons outside the variables.

4. CONCLUSION

Based on the results of the research analysis that has been written and described previously, it can be concluded that: advertising has a significant effect on shopee purchasing decisions, the more attractive an advertisement will cause consumers' desire to make a purchase decision. Celebrity endorsers have no significant effect on shopee purchasing decisions. Brand awareness has a significant effect on shopee buying decisions, with consumers' ability to identify various brand elements such as brand names, logos, symbols, characters, packaging, and slogans under different conditions which can lead to consumer desires in making purchasing decisions.

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