

Pengaruh Daya Tarik, Kredibilitas dan Sikap Merek terhadap Niat Beli Konsumen pada Produk *Skincare*

Regina
regina@gmail.com
Universitas Esa Unggul

Rina Anindita
rina.anindita@esaunggul.ac.id
Universitas Esa Unggul

Abstract

This research aims to find out the influence of attractiveness, credibility, brand attitudes on consumer buying intentions. This study is a quantitative study using primary data in the form of questionnaires. The sample in this study was women aged 20 to >51 years and domiciled in Tangerang Regency. The sample was selected using purposive sampling techniques. The data is analyzed using the Structural Equation Model (SEM). The results of this study show that good attractiveness does not improve brand attitude, but good attractiveness will increase consumers' buying intentions. Good credibility will improve the brand's attitude, but good credibility does not increase a consumer's buying intentions. Then, a good brand attitude can increase a consumer's buying intentions.

Keywords: *attractiveness, brand attitude, celebrity endorser, consumer buying intentions, credibility,*

1. Introduction

Rapid technological advances are also followed by the increasing use of social media, such as Youtube, WhatsApp, Facebook, Instagram, TikTok, Line, and others. Everyone can share information with each other through social media in the form of documents, videos, photos and others (Sokolova & Kefi, 2020). Almost all women want to look beautiful and perfect by those around them. Thus making the beauty industry one of the growing companies, especially in the skincare industry. Competition between companies is currently increasingly competitive, especially in marketing a product. Most marketers are willing to invest a large amount of money to be able to use the services of celebrity endorsers to market their products. Celebrity producers can make advertisements very attractive and increase message recall to the audience through the profile of the celebrity endorser, so that they can attract consumers attention and assist in brand marketing (Sheu, 2010).

Manufacturers have carried out various tactics in marketing their products to become consumers choices and one of the efforts made by skincare companies at this time is by using the services of celebrity endorsers. Online promotion by using celebrity endorser services is not only to attract consumers attention, but also to increase persuasive messages by increasing advertising effectiveness. With the celebrity endorser, consumers can find out how good the product is through testimonials and reviews submitted by the celebrity endorser (Muda et al., 2012). Celebrity endorser is a common method in increasing the effectiveness of advertising and the role of celebrities can increase the effectiveness of messages and consumer buying intentions. The endorsement method has become very popular in recent decades, due to its positive impact on consumers' purchase intentions (Eren-Erdogmus et al., 2016).

Attractiveness is a consumer's assessment of an advertisement, but cannot influence purchase intention. Celebrity endorsers who have physical attractiveness are one of the factors in the effectiveness of the message. Where the giver of an attractive message will be more

effective than the giver of an unattractive message in promoting a product through advertising media. Attractiveness can be an impact for changing opinions, product evaluations and advertising effectiveness. Attractiveness is based on the consumer's familiarity, liking and closeness with the celebrity. This means that consumers will follow the preferences of the celebrity (DeShields et al., 1996). The attractive character and physique of celebrity endorsers can generate audience interest in listening to advertisements and can support these advertisements (Anggarani et al., 2020). Credibility is a perception of the advantages that exist in a celebrity endorser, then the audience can accept and follow the celebrity endorser. The character of a celebrity endorser has a very important role and can be a determinant of the high or low celebrity endorser who has a credibility (Kurniawan, 2014).

The attractiveness of a celebrity endorser in an advertisement can influence the audience to receive information and affect the audience's willingness to buy the product. Celebrity endorsers who have attractiveness have a positive relationship on brand attitudes and consumer purchase intentions (Wang et al., 2017). Meanwhile, previous research according to (Hani et al., 2018) found that the attractiveness of celebrity endorsers on consumer purchase intentions did not have a significant effect. This is because the Lebanese people are more likely to trust jewelry brands and not because of the influence of celebrity endorsers. Meanwhile, the credibility of the celebrity endorser on the consumer's purchase intention has a positive effect. Lebanese society may perceive celebrity endorsers as honest and trustworthy individuals with experience in the jewelry industry.

An important element in increasing consumer purchase intention is brand attitude. If a brand is trusted, the frequency of purchase will be higher than a brand that is not trusted. A brand that is familiar to consumers will be more attractive to buy (Jeklin, 2016). The evaluation carried out by consumers towards the brand is one of the brand attitudes and the brand equity model states that the more positive the attitude towards the brand will increase market share. when there is an increase in market share. A nervous or mental state that is organized through experience, readiness to respond and has an influence in directing a behavior. So it can be said that the evaluation and experience of consumers towards a product brand can affect consumer behavior (Timpal et al., 2016). Subjective assessment of a service or product delivered from consumers will affect consumer purchase intentions. There are several meanings from this statement, namely: consumer's willingness to consider buying a product, purchase intention in the future and purchase decision again. Consumer buying intentions lead to the perceptual level of consumer confidence in buying a particular product or brand (Balakrishnan et al., 2014).

A good positive attitude towards the brand will lead to purchase intentions in the minds of consumers. Previous research by (Wang et al., 2017) found a positive relationship between brand attitudes and consumer purchase intentions. While the results of research by (Muda et al., 2014) show that between brand attitudes towards consumers' purchase intentions, it is found to be insignificant. Consumer purchase intention can be activated by a positive attitude towards advertising and mediated by a positive attitude towards the brand.

Previous research on attractiveness, credibility, brand attitudes and consumer purchase intentions has been carried out by many previous researchers. However, what distinguishes this research from previous research is that there are not many studies that use the variables of attractiveness, credibility, brand attitude and consumer purchase intention simultaneously in one study. In addition, previous studies were mostly conducted on the jewelry industry or airlines, while this research was conducted on the skincare industry. Based on the research gap above, the purpose of the study is to provide an explanation of the effect of attractiveness, credibility, brand attitude on consumers' purchase intentions on skincare products.

2. Research Framework

This study focuses on the variables studied are attractiveness, credibility, brand attitudes and consumer buying intentions. The relationship between the variables that influence (independent) with the variables that are influenced (dependent) can be described as follows:

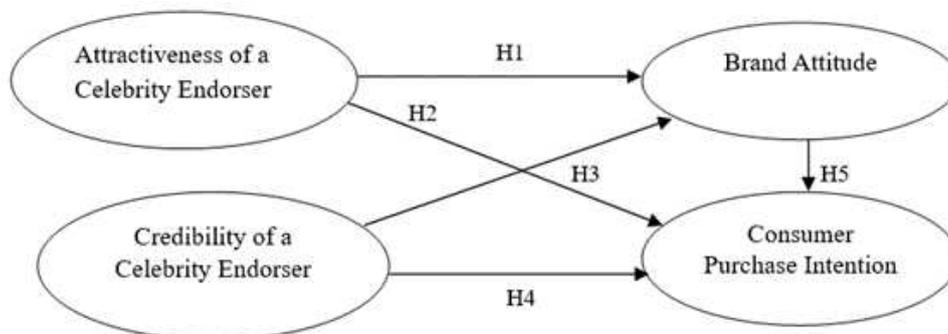


Figure 1. Research Model

2.1. Relationship Between Attractiveness and Brand Attitude

The influence of a celebrity is to be able to provide consumer expectations, consumer dreams and inspiration on consumer desires for a brand. So that celebrities can create bonds, facilitate relationships with consumers and describe the characteristics of a brand (Sampurno et al., 2019). The attraction is also not only on the physical beauty of a celebrity endorser, but on its positive characteristics as well. For example, personality, nature, lifestyle and others (Sari, 2019). A message conveyed by an attractive celebrity can make it easier to attract consumers' attention to the brand. Research from Eren-Erdogmus et al. (2016) shows that attractiveness has a positive effect on brand attitudes. Where the appeal of celebrity endorsers is indeed important to promote various types of products. The results of research from Wang et al. (2017) show that attractive celebrity endorsers can increase consumer attitudes towards brand attitudes in airline products.

H1 : The Relationship between Attractiveness of a celebrity endorser and Consumer Purchase Intention.

2.2. There is a Match Between Celebrity Endorsers And Consumers

However, there must also be a match between the celebrity and the product. That is, there is a complementarity between celebrity, product and advertisement. So that celebrity endorsers can influence consumers' willingness to buy (Sokolova & Kefi, 2020). When consumers see something interesting in a celebrity endorser, persuasion occurs through identification. That is, consumers will tend to follow the behavior, interests or preferences, attitudes of the celebrity endorser itself (Sari, 2019). The attractiveness of celebrity endorsers does not have a significant effect on consumers' purchase intentions, which is the result of research from (Hani et al., 2018). This is due to the fact that elements of Lebanese society tend to trust jewelry brands and not because of the influence of celebrity endorsers. While research from Wang et al. (2017) states that airlines must invest in masterminding celebrity endorser services by having an attraction to increase consumer purchase intentions. A celebrity endorser who has attractiveness significantly increases consumer purchase intentions for a particular product or brand.

H2 : Good attractiveness of a celebrity endorser will increase Consumer Purchase Intention.

2.3. Relationship Between Credibility and Brand Attitude

The brand management process in creating competitive features is an important thing in an endorsement process. People who are known for their success in a field, outside of the product brand they endorse are celebrity endorsers. A sports figure, actress or actor is often used to promote or endorse the products of a company. Celebrity endorser credibility is the

degree to which a celebrity endorser can be trusted (Jatmiko, 2013). Celebrities who have credibility can influence consumer perceptions of brands when providing objective information (Anggarani et al., 2020). The results of research from Wang et al. (2017) show that the expertise and trustworthiness of a celebrity endorser can improve brand attitudes in the airline industry. The results of research conducted by show that the important thing in promoting this type of product is the credibility of the celebrity endorser. Research conducted by Eren-Erdogmus et al. (2016) shows that celebrity endorsers who have credibility are indeed important in promoting various types of products.

H3 : Good credibility of a celebrity endorser will increase Brand Attitude.

2.4. Relationship Between Credibility and Consumer Purchase Intention

Credibility is where celebrity endorsers can communicate well, have expertise relevant to the topic of communication so that they can provide an objective opinion on a subject. The message communicated is related to the celebrity endorser character who relies on expertise and trust (Asyatami & Krisjanti, 2015). The results of research by Hani et al. (2018) show that the credibility of a celebrity endorser has a positive influence on consumers' purchase intentions. Celebrity endorsers are considered as honest, trustworthy and experienced individuals in jewelry products. The charm and appreciation of celebrity endorsers arouse consumers' desire to buy the promoted jewelry brand. Research from Wang et al. (2017) shows that airlines must invest in masterminding celebrity endorser services with expertise and trustworthy attributes to increase consumers' purchase intentions.

H4 : Good credibility of a celebrity endorser will increase Consumer Purchase Intention.

2.5. Relationship Between Brand Attitude and Consumer Purchase Intention

Brand attitudes and consumer purchase intentions can occur when consumers begin to form considerations about a brand in their minds and then conduct information searches (Asyatami & Krisjanti, 2015). The consumer's perception of a celebrity endorser is an important factor in brand attitudes where once consumers think a celebrity endorser affects the consumer's style and initiates an action to buy the product (Abzari et al., 2014). A good positive attitude towards the brand will lead to purchase intentions in the minds of consumers. Research Wang et al. (2017) shows that there is a positive relationship between brand attitudes and consumer purchase intentions. While the results of research by (Muda et al., 2014) show that between brand attitudes towards consumers' purchase intentions, it is found to be insignificant. Consumer purchase intentions can be activated by positive attitudes toward advertising and mediated by positive attitudes toward brands.

H5 : Good Brand Attitude will increase Consumer Purchase Intention.

3. Methodology

3.1. Measurement

Measurements in this study on the attractiveness and credibility variables from Hani et al., (2018). The measurement of the attractiveness variable uses indicators of respected quality (respect), similarity to the intended audience (similarity) and physical attractiveness (physical attractiveness). The measurement of the credibility variable uses the indicators of trust (trustworthy) and expertise (expertise). Brand attitude variable from Abzari et al. (2014). The measurement of the brand attitude variable uses the indicators of the selected brand, the preferred brand, the trusted brand. While the variable of consumer purchase intention from Wang et al. (2017). The measurement of the consumer's purchase intention variable uses indicators of transactional interest, referential interest and exploratory interest. The data obtained in this study is by using a questionnaire. While the measurement scale uses the Likert scale method. The Likert scale used uses four alternative answers, namely: for the assessment of the four scores are Strongly Agree (SS), the assessment score of three Agree (S), the assessment score of two Disagree (STS) and the assessment score of one Strongly Disagree (STS) (Gio & rosmaini, 2018).

This study uses Confirmatory Factor Analysis to test the validity by looking at the values of Kaiser-Meyer-Olkin Measure of Sampling (KMO) and Measures of Sampling Adequacy (MSA). If the KMO value is below 0.5 then factor analysis cannot be used or accepted. While the acceptable KMO value is with a minimum value of 0.5 which means it is reliable (Latumeten et al., 2018). The results of the Confirmatory Factor Analysis test show that all indicators of attractiveness of a celebrity endorser, credibility of a celebrity endorser, brand attitudes and consumer purchase intentions have been declared valid with KMO and MSA values > 0.5 and 1 component matrix. There are valid questions on the attractiveness variable with KMO of $0.772 > 0.5$. There are valid questions on the credibility variable with KMO of $0.808 > 0.5$. There are valid questions on the brand attitude variable with KMO of $0.723 > 0.5$. There are valid questions on the variable of consumer purchase intention with KMO of $0.721 > 0.5$. Furthermore, the reliability test on all indicators of attractiveness, credibility, brand attitude and consumer purchase intention showed Cronbach's alpha value > 0.5 which means reliable (Gio & rosmaini, 2018).

3.2. Data Analysis Method

Validity test was conducted by looking at the Kaiser-Meyer-Olkin (KMO) sampling size and the Measures of Sampling Adequacy (MSA) sample adequacy. So the value obtained from this test must be greater than 0.5, which means that factor analysis is suitable for use and can be processed further (Gio & rosmaini, 2018). This research is an explanatory research between the independent variables, namely attractiveness, credibility and brand attitude towards the dependent variable, namely consumer buying intentions. In order to find out the relationship between variables and the level of significance by using the Structural Equation Model (SEM) analysis method.

3.3. Population and Sample

In accordance with the analysis tool that will be used, namely the Structural Equation Model (SEM), so that the determination of the minimum number of representative samples. In terms of the SEM sample in this study, at least 5 times the number of questionnaires (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017). The total questionnaire statements in this study were as many as existing statements. So that the number of samples taken in this study (33×5) was 165 respondents. In this study, the determination of the type of sample used purposive sampling method. So that the respondents who will be studied have criteria, such as: women aged 20 to > 51 years who live in Tangerang Regency and have seen advertisements for local brand skincare products on social media using celebrity endorser services (such as: Tasya Farasya). Zap Clinic with MarPlus Inc. has conducted a survey with the results of around 45.4% that women in Indonesia before the age of 19 years have started using skincare products. Hormonal changes at that age can make facial conditions change.

4. Results and Analysis

4.1. Analysis of Respondent Demographic Differences

An analysis of the demographic differences of respondents (age, occupation, income and length of time using skincare) was carried out in order to find out whether there were significant differences in each variable such as attractiveness, credibility, brand attitudes and consumer buying intentions, so a different test was needed. All of the respondents' ANOVA test results showed that there was no difference so that the respondents' answers were homogeneous and the ANOVA test could be carried out, namely the respondent's answers were age, occupation, income and duration of use of skincare on the variables of attractiveness, credibility, brand attitude and consumer buying intention. sig. homogeneity > 0.05 and ANOVA > 0.05 means that there is no homogeneity difference.

1) Differences in Respondents Based on Age

Table 1. Respondents Test Results Based on Age

Variabel	Homogeneity	ANOVA	Description
Attractiveness	0,474	0,774	No Difference
Credibility	0,733	0,758	No Difference
Brand Attitude	0,294	0,716	No Difference
Consumer Buying Intentions	0,934	0,980	No Difference

Source: SPSS Test Results

2) Differences in Respondents Based on Occupation

Table 2. Respondents Test Results Based on Occupation

Variabel	Homogeneity	ANOVA	Description
Attractiveness	0,965	0,588	No Difference
Credibility	0,955	0,987	No Difference
Brand Attitude	0,460	0,940	No Difference
Consumer Buying Intentions	0,475	0,532	No Difference

Source: SPSS Test Results

3) Differences in Respondents Based on Income

Table 3. Respondents Test Results Based on Income

Variabel	Homogeneity	ANOVA	Description
Attractiveness	0,398	0,687	No Difference
Credibility	0,799	0,544	No Difference
Brand Attitude	0,448	0,698	No Difference
Consumer Buying Intentions	0,378	0,746	No Difference

Source: SPSS Test Results

4) Differences in Respondents Based on Duration of Skincare Use

Table 4. Respondents Test Results Based on Duration of Skincare Use

Variabel	Homogeneity	ANOVA	Description
Attractiveness	0,233	0,215	No Difference
Credibility	0,261	0,338	No Difference
Brand Attitude	0,268	0,610	No Difference
Consumer Buying Intentions	0,178	0,533	No Difference

Source: SPSS Test Results

4.2. Validity and Reliability Test

The results of the measurement of construct validity, for all indicators that exist in the variables of attractiveness, credibility, brand attitude and consumer purchase intention are acceptable, because the loading factor value has a good match (> 0.50) and the T-value is greater than T-table (1.96) at the 5% significant level. Furthermore, the construct reliability test has reliability requirements with CR values above 0.60 and VE values above 0.50 (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017). All CR values meet reliable requirements, namely values above 0.60. Attractiveness (0.81), credibility (0.80), brand attitude (0.87) and consumer purchase intention (0.96).

4.3. Structural Test Analysis

Structural test analysis can be seen from the value of R^2 . The value of R^2 for each equation serves to show how far the independent variable and explain the dependent variable. The results of the first analysis that together DD (Attractiveness) and KK (Credibility) affect SM (Brand Attitude) with an R^2 value of 0.72. This means that 72% of the variance from SM (Brand Attitude) can be explained by the DD (Attractiveness) and KK (Credibility) variables, while the remaining 28% can be explained by other variables that do not exist in this study. The results of

the two analyzes, namely SM (Brand Attitude), DD (Attractiveness) and KK (Credibility) affect NB (Consumer Purchase Intention) with an R² value of 0.79. This means that 79% of the variance of NB (Consumer Purchase Intention) can be explained by the variables SM (Brand Attitude), DD (Attractiveness) and KK (Credibility), while the remaining 21% can be explained by other variables that are not in this study.

4.4. Analysis of the Fit of the Whole Model

From the results of the analysis of the suitability test, all the tests showed good results including Chi-square, ECVI, AIC and CAIC, Fit Index and Goodness of Fit. And there are good fit results on RMSEA and close fit results on Critical N. The results from the above analysis can be concluded that the fit test for all models meets the requirements (good fit). (results can be seen in appendix 8 in table 1). Furthermore, this research produces a T-Value path diagram as follows:

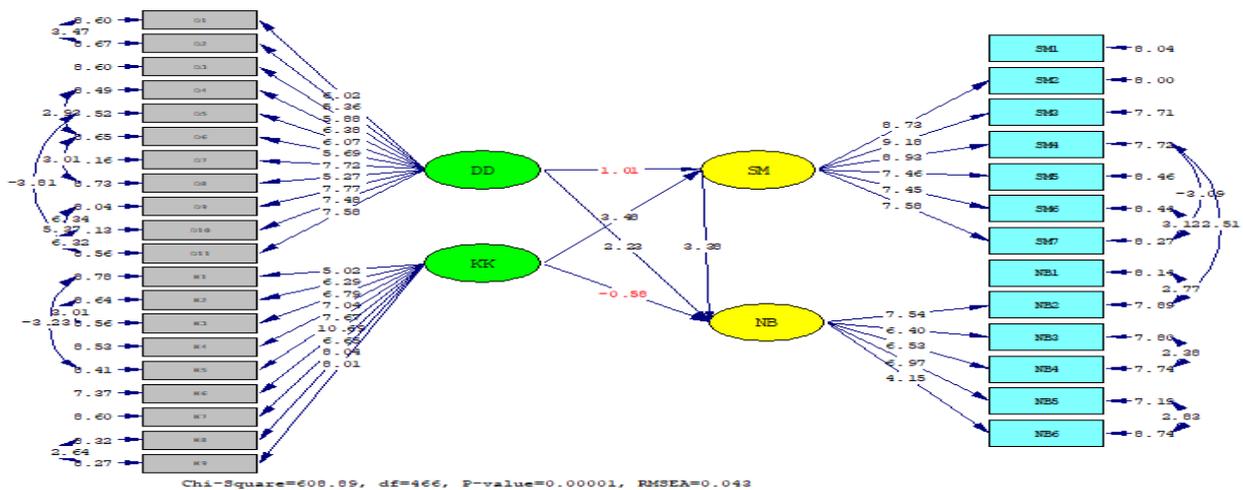


Figure 2. T-Value Test Results

Information : Attractiveness of a celebrity endorser (DD), Credibility of a celebrity endorser (KK), Brand Attitude (SM) and Consumer Purchase Intention (NB).

Based on Figure 2, the Path Diagram T-Value is a hypothesis in this research, presented in the hypothesis testing table as follows:

Table 5. Research Model Hypothesis Testing Results

Hypothesis	Hypothesis Statement	T-Value	Description
H1	Good Attractiveness of a celebrity endorser will improve Brand Attitude	1,01	The data do not support the hypothesis
H2	Good attractiveness of a celebrity endorser will increase Consumer Purchase Intention	2,23	The data support the hypothesis
H3	Good Credibility of a celebrity endorser will improve Brand Attitude	3,48	The data support the hypothesis
H4	Good credibility of a celebrity endorser will increase Consumer Purchase Intention	-0,58	The data do not support the hypothesis
H5	Good Brand Attitude will increase Consumer Purchase Intention	3,38	The data support the hypothesis

Source: Lisrel SEM data processing results

5. Conclusions

This research was conducted by examining the effect attractiveness of a celebrity endorser, credibility of a celebrity endorser, brand attitude on consumers' purchase intentions. It can be concluded that the results of this study are that first, good attractiveness does not necessarily increase brand attitudes, secondly, good attractiveness can increase consumer purchase intentions, thirdly, good credibility can increase brand attitudes, fourthly, good credibility does not necessarily increase purchase intentions. consumers and the fifth is that a good brand attitude can increase consumers' purchase intentions.

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