



Research Paper

Identifying The Role of Endorser Credibility and Advertise Effectiveness To Develop A Model of Purchase Intention

Muhammad Harish¹, Ahmad Ikhwan Setiawan²¹Faculty of business and economics, Sebelas Maret University, Indonesia²Master management, Faculty of business and economics, Sebelas Maret University, Indonesia

ARTICLE INFO

Keywords:

Purchase intention,
Attractiveness Endorser,
Advertise Effectiveness, Brand
Equity, Indonesia

E-ISSN: 2958-6429
P-ISSN: 2958-6410

*This is an open access article under the
CC-BY-SA license.*

*Copyright © 2022 by Author. Published
by ASTA Research Center*

ABSTRACT

This study investigates the impact of endorser credibility and advertising effectiveness on purchase intention towards the Honda Beat brand motorcycle advertisements featuring several JKT 48 artists on television. Data were collected from 95 individuals in Indonesia who expressed intent to purchase a Honda Beat. SmartPLS analysis was employed for data analysis. The findings reveal that both attractiveness and expertise of endorsers significantly influence endorser credibility. Endorser credibility, in turn, significantly affects advertising effectiveness, which subsequently impacts brand equity. Moreover, advertising effectiveness and brand equity significantly influence purchase intention. The study underscores the importance of ensuring high credibility levels of celebrity endorsers in advertisements to enhance consumer response.

1. INTRODUCTION

The study of consumer purchasing behavior remains a pivotal focus in marketing research, providing critical insights into consumer evaluations and future demand (Ramanankonenana & Randriamamonjy, 2023). In contemporary Indonesia, numerous brands across various industries, including transportation, have emerged with diverse offerings in goods and services. The scooter market specifically features prominent brands such as YAMAHA (including models like Mio, Xeon, and Fino), HONDA (including models like Beat, Vario, Scoopy, and Spacy), and SUZUKI (including models like Spin, Sky Drive, and Nex). Each brand strives to enhance its market position through differentiated products equipped with the latest technology and competitive features. Of these brands, Honda has gained significant consumer traction with its Beat model, particularly notable for its targeted appeal to younger demographics. In contrast, Yamaha's Mio model has historically dominated the automatic scooter segment in Indonesia. According to AISI data from 2016, Yamaha Mio held a commanding 31% market share of automatic scooters, a position it maintained despite a decline in 2011, securing approximately 24.50% of the total sales volume of scooter motorcycles by 2018 (Indonesia Investments, 2018).

Honda's strategic marketing of the Beat model includes endorsement by the JKT48 Idol Group, renowned for its youthful appeal and popularity among Indonesian consumers. The choice of JKT48 aligns with Honda Beat's marketing strategy, emphasizing youthfulness and musical elements (as reflected in its tagline "Beat For Everyone"), thereby solidifying its position as a leading seller in the scooter product category. Advertisement Honda beat uses JKT48 artists, for productive young people and has credibility endorsers to deliver superiority of Honda Beat Motorbike products in promoting their products well. Consumers will realize the need when understanding the need to meet their needs.

Facing intensifying competition, companies must deploy innovative promotional strategies to sustain operations and broaden their market reach. These strategies should be geared towards long-term sustainability, aiming to enhance consumer awareness and foster loyalty. Among various promotional channels, television remains pivotal due to its extensive reach and unique ability to engage viewers deeply. Television advertisements captivate audiences by drawing attention to every scene and delivering

*Corresponding author.
E-mail: aikhwansse@gmail.com

entertainment value, thereby effectively capturing interest even among initially disinterested consumers (Shimp, 2000).

Influence and trust are pivotal factors in consumer purchasing behavior, particularly when it comes to advertising messages that are perceived as credible and acceptable (Sutisna, 2001). High consumer involvement and favorable attitudes play critical roles in shaping initial purchase decisions, subsequent brand attitudes, and ultimately, repeat purchases (Sukarno, 2005). Regular evaluation of advertising effectiveness is essential to maintain consumer confidence and brand loyalty (Howard, 1998). Celebrities, as prominent figures in advertising, possess the unique ability to convey product attributes persuasively and capture public attention effectively (Choi & Rifon, 2012). Advertising not only informs consumers about products but also reinforces brand image in their minds, enhancing product recall and stimulating curiosity (Helly & Budhi, 2022). In today's competitive landscape, companies must adeptly leverage consumer desires and effectively communicate product benefits to meet evolving consumer expectations. Against this backdrop, this study aims to investigate "the influence of celebrity credibility as endorsers supporting JKT48 on consumer purchase intention towards Honda Beat advertisements among Honda Beat motorcycle consumers in Indonesia."

The objectives of this research are to examine the impact of celebrity credibility on consumer attitudes toward Honda Beat advertisements. To assess the influence of celebrity endorsements on consumer purchase intention for Honda Beat motorcycles. To evaluate the effectiveness of Honda Beat advertisements featuring JKT48 members in influencing consumer behavior. To provide insights for marketers on enhancing advertising strategies for Honda Beat motorcycles based on celebrity endorsements. By addressing these objectives, the study seeks to contribute valuable insights into the role of celebrity endorsements in shaping consumer perceptions and intentions in the Indonesian motorcycle market.

2. LITERATURE REVIEW

2.1. Endorser Credibility

Endorser credibility refers to the perceived expertise and trustworthiness of individuals or groups delivering information relevant to a communication topic (Goldsmith et al., 2000). Ohanian (1990) defines credibility as the reliability level attributed to a person or group. Methaq (2011) elaborates that endorser credibility encompasses expertise and trust as key source characteristics, with attractiveness also playing a role in shaping consumer attitudes and purchase intentions. For marketers, endorser credibility is a crucial factor in influencing consumer perceptions and driving purchasing decisions. Kelman and Hovland (1953) describe endorser credibility as the perceived reliability of the message source in providing accurate and truthful information. Source credibility is typically composed of expertise, which involves knowledge and competence in the communicated subject matter (Rhine and Severance, 1970), and source trust, which relates to the perceived honesty and integrity of the source (Mills and Jellison, 1967). Numerous studies have demonstrated the significant impact of endorsers on purchase intentions. For instance, Wang et al. (2013) found that celebrity endorsements in advertising can substantially boost sales by leveraging the established reputation and credibility of the endorsers in specific domains. Thus, understanding and managing endorser credibility effectively is essential for marketers aiming to enhance consumer attitudes and stimulate purchasing behavior through persuasive advertising strategies.

2.2 Attractiveness Endorser

Attractiveness extends beyond physical appearance; it encompasses a variety of characteristics such as likability, intelligence, personality traits, lifestyle, and physical demeanor (Shimp, 2003). Celebrities possess a unique allure that appeals to diverse target audiences, influencing their purchasing decisions. According to Sasetyo et al. (2012), the attractiveness of advertisements plays a crucial role in shaping consumer perceptions towards products or services, effectively conveying persuasive information and maintaining product recall in consumers' minds. Endorsers, as carriers of advertising messages, are perceived as knowledgeable, honest, and physically attractive or pleasant, contributing to their credibility and fostering positive consumer attitudes and behavioral responses (Ohanian, 1991). Based on this explanation, the following hypothesis can be formulated:

Hypothesis 1: Endorser attractiveness has a positive effect on endorser credibility

2.3. Expertise Endorsers

Expertise refers to the perceived competence and knowledge demonstrated by credible sources when delivering information. Celebrities chosen as endorsers typically possess expertise, knowledge, and experience relevant to the products or brands they endorse (Mahestu, 2006). Ohanian (1991) synthesized earlier research and identified three primary components influencing celebrity endorser credibility: expertise, trustworthiness, and attractiveness. Celebrities with expertise provide consumers with a benchmark for evaluating product attributes, facilitating their purchasing decisions. This underscores how celebrity expertise can effectively influence changes in consumer attitudes. Based on this explanation, the following hypothesis can be formulated:

Hypothesis 2: Endorser expertise has a positive effect on endorser credibility

2.4. Brand Equity

Brand equity, as defined by Keller and Kevin Lane (2003), represents the value of a brand in the market. Brands with high equity are capable of eliciting positive responses and differential advantages from consumers. Customers perceive high-equity brands as offering superior quality and service, often willing to pay premium prices and recommend them to others (Netemeyer et al., 2004). These brands are easily recognized and remembered, and consumers demonstrate loyalty and preference towards them. Srivastava and Shocker (1991) elaborate that brand equity encompasses the strength and value a brand holds in the marketplace. According to Hoeffler and Keller (2003), a brand's equity depends on its success in meeting consumer expectations (Baker, 2004). Brand equity thus adds value for both companies and consumers alike (Farquar, 1990). Perceptions of endorser credibility are subjective and individually assessed. Consumer perception of an endorser's credibility often outweighs factual attributes when delivering persuasive messages (Erdogan, 2001). Endorsers with celebrity status, perceived as trustworthy and knowledgeable about specific issues like brand reliability, are influential in shaping consumer purchasing decisions (Shimp, 2003). Companies must employ creative advertising strategies to capture consumer attention and foster brand preference. Based on this explanation, the following hypothesis can be formulated:

Hypothesis 3: Endorser credibility has a positive effect on brand equity

2.5. Purchase Intention

Consumer purchasing decisions are inherently complex, driven by behaviors, perceptions, and attitudes. Purchasing behavior serves as a crucial indicator for consumers when evaluating and considering products (Keller, 2001). Ghosh (1990) posits that purchase intention effectively predicts the consumer's buying process. Once consumers commit to purchasing products from a specific store, their actions are guided by their purchasing intentions (Yolanda Putra et al., 2024; Sedera et al., 2023). However, purchase intentions can be influenced by various factors such as price sensitivity, perceived quality, and perceived value (Zeithaml, 1988). Furthermore, consumers are subject to internal impulses and external environmental factors during their buying journey. Motivations propel their actions, directing them to retail environments to fulfill their needs (Kim and Jin, 2001). Consequently, purchase intentions signify that consumers engage in information gathering, evaluate alternatives, and ultimately make informed purchasing decisions (Yang, 2009).

2.6 Advertise Effectiveness

Advertising effectiveness ultimately influences the strength of brand equity, leading consumers to include the brand in their preferences and increasing the likelihood of its inclusion in evoked sets (Cobb Walgren et al., 1995). This cumulative effect on consumer brand choices over many years is referred to as the carryover effect (Mela et al., 1997). Thus, advertising serves not only short-term impacts but also forms the foundation for long-term brand success. Ehrenberg (1974) further emphasizes that advertising enhances brand awareness, encourages trial purchases, and reinforces repeat purchases. Consumers' perceptions of brand value are shaped by various factors, with advertising playing a pivotal role both rationally and emotionally. Based on this rationale, the following hypothesis can be formulated:

Hypothesis 4: Advertise effectiveness has a positive effect on brand equity

Guiltinan (1994) proposed that advertising effectiveness begins with consumers acquiring knowledge from the content of the advertisement, which subsequently influences their decision-making process, specifically leading them toward making a purchase. This underscores that effective advertising can guide consumers through the initial stages of awareness toward a purchase intention. Expanding on this premise, effective advertising not only informs consumers about the product or service but also persuades them to consider it favorably. The process is initiated by capturing consumers' attention and sparking their interest through compelling content and visuals. Subsequently, the advertisement should enrich consumer knowledge by delivering clear and pertinent information about the product's benefits and attributes. This knowledge empowers consumers to assess the product against their needs and preferences, thereby influencing their intent to make a purchase. In conclusion, based on Guiltinan's insights, the following hypothesis can be formulated:

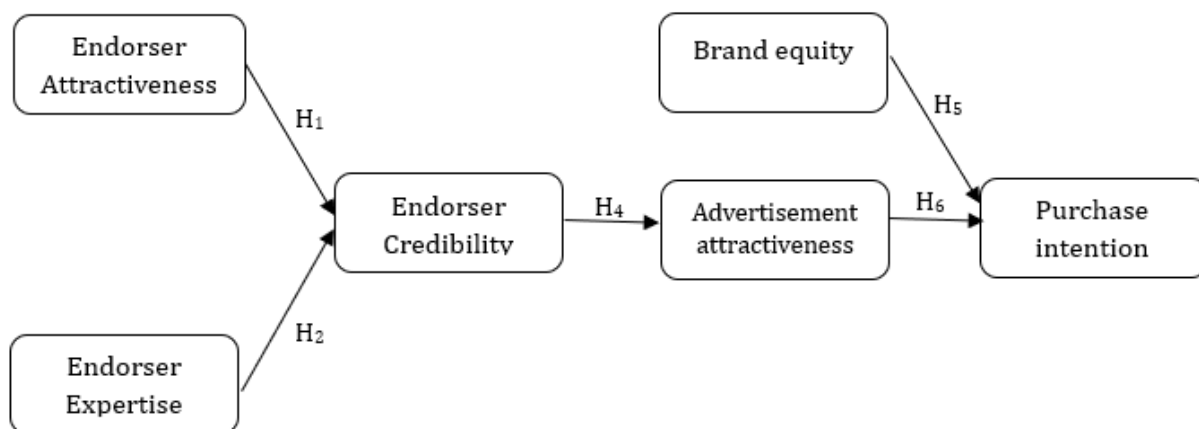
Hypothesis 5: Advertise effectiveness and positive effect on purchase intention

Research by Homer and Yoon (1992) suggests that consumers' positive attitudes toward a brand significantly influence their purchase intentions. Brand equity plays a crucial role in determining whether consumers decide to make a purchase. As consumers develop a deeper understanding and perception of a brand, the components of brand equity exert greater influence on their purchase intentions. Positive attitudes toward a brand typically lead consumers to choose it for their purchases, whereas negative attitudes may dissuade them from buying (Sutisna, 2002). Based on this rationale, the following hypothesis can be formulated:

Hypothesis 6: Brand equity has a positive and significant effect on purchase intention

Based on the literature review and the hypotheses discussed above, the research model can be depicted as shown in Figure 1. The independent variables in the model include endorser attractiveness and expertise. Endorser credibility, advertising effectiveness, and brand equity serve as intervening variables. The dependent variable in this model is purchase intention.

Figure 1. Research model



3. METHODS

To examine the effect of endorser credibility on consumer purchase intention regarding Honda Beat motorcycle advertisements in Indonesia, this quantitative research utilized a survey to collect data from a targeted sample. This study adopts a one-shot design, meaning data were gathered over a specific period. The data collection period spanned three months from July 2016 to October 2016. The survey was conducted in Indonesia among 245 individuals who intended to purchase a Honda Beat. The research population comprised motorcycle users in the Surakarta area, with a sample size of 95 users. Convenience Sampling was employed due to its practicality in selecting two-wheeled motorcycle users without additional considerations. Primary

data collection utilized a questionnaire with a Likert Scale ranging from strongly agree to strongly disagree. Validity testing was performed using SmartPLS version 3 software, including tests for Convergent Validity and Discriminant Validity through PLS outer model analysis. The reliability of the instruments was assessed using Cronbach's alpha, and Composite Reliability values above 0.60 were considered acceptable. Hypothesis testing involved evaluating the magnitude of structural path coefficients and the stability of estimates using t-statistical tests obtained via bootstrapping procedures (Ghozali, 2012).

4. RESULTS AND DISCUSSIONS

4.1 Profile of Respondents

Based on Table 1, the majority of respondents were male, constituting 65% of the sample, while the remaining 35% were female. The respondents generally have a solid educational background, with most having completed at least senior high school. All respondents were employed, reflecting a diverse income distribution ranging from IDR 1,000,000 to over IDR 5,000,000.

Table 1. Respondent characteristic

	Quantity
Gender	
Male	62 65 %
Female	33 35%
Education	
Senior High School	46 48%
Diploma	26 28%
University	23 24%
Income	
<IDR 1.000.000	48 51%
IDR 1.000.000 – IDR 2.000.000	24 25%
IDR 2.000.000 – IDR 5.000.000	21 22%
>IDR 5.000.000	2 2%

* USD 1 = IRD 16,406.251

4.2 Validity Test

Validity testing was conducted on six variables using Partial Least Squares (PLS) analysis, encompassing attractiveness of endorsers, expertise of endorsers, endorser credibility, advertising effectiveness, brand equity, and purchase intention. The validity assessment involved two tests: outer loading and outer weight. Table 5 indicates that the variable attractiveness of endorsers (EA) is validated as it exhibits outer loading values between 0.5 to 0.6, and the t-value exceeds 1.96 with a probability (p) value less than 0.05 in both the outer loading and outer weight tests. Consequently, all three items measuring the attractiveness of endorsers (EA) are deemed valid for this construct. Similarly, the first-order test results demonstrate that all items within the endorser expertise (EE) construct are valid. They display outer loading values ranging from 0.5 to 0.6, with t-values exceeding 1.96 or p-values less than 0.05 in both validity tests. Therefore, all nine items used to measure endorser expertise (EE) are confirmed as valid indicators. Furthermore, the endorser credibility (EC) variable is validated with outer loading values between 0.5 to 0.6, and t-values exceeding 1.96 or p-values less than 0.05 in both the outer loading and outer weight tests from the first-order analysis. In summary, the validity testing confirms that the measurement items for attractiveness of endorsers (EA), endorser expertise (EE), and endorser credibility (EC) are reliable and valid for their respective constructs in this study.

Table 3. Confirmatory Factor Analysis 1ST Order

Variable	Outer Loading			Outer Weight		
	B	Thitung	P	B	Thitung	p
EA1 ← EA	0,781	13,056	0,000	0,304	6,177	0,000
EA2 ← EA	0,857	31,994	0,000	0,364	7,971	0,000
EA3 ← EA	0,723	9,969	0,000	0,284	5,399	0,000
EA4 ← EA	0,564	6,063	0,000	0,241	4,153	0,000
EA5 ← EA	0,500	4,024	0,000	0,218	3,696	0,003
EE1 ← EE	0,757	14,816	0,000	0,273	10,097	0,000
EE2 ← EE	0,673	9,050	0,000	0,242	6,686	0,000
EE3 ← EE	0,646	8,214	0,000	0,247	6,846	0,000
EE4 ← EE	0,756	18,778	0,000	0,303	8,977	0,000
EE5 ← EE	0,786	19,032	0,000	0,307	10,164	0,000
EC1 ← EC	0,760	16,193	0,000	0,311	10,896	0,000
EC2 ← EC	0,815	24,018	0,000	0,309	9,419	0,000
EC3 ← EC	0,644	8,094	0,000	0,245	8,735	0,000
EC4 ← EC	0,728	10,441	0,000	0,280	10,033	0,000
EC5 ← EC	0,633	8,117	0,000	0,238	8,668	0,000
PI1 ← PI	0,590	5,065	0,000	0,294	5,078	0,000
PI2 ← PI	0,828	26,458	0,000	0,499	11,537	0,000
PI3 ← PI	0,865	32,581	0,000	0,478	13,924	0,000

While the test variables included in the second order demonstrate a significant level of validity, there are six variables categorized as second-order constructs. These include empathy quality (Eq), communication objective (Co), brand awareness (Ba), image quality (Iq), brand association (Ba), and brand loyalty (Bl). Several indicators for these variables exhibit a high level of validity (see Table 4).

Table 3. Confirmatory Factor Analysis 2nd Order

Variabel	Outer Loading			Outer Weight		
	b	Thitung	p	b	Thitung	p
EQ1 ← AE	0,687	8,617	0,000	0,405	8,696	0,000
EQ1 ← EQ	0,856	21,977	0,000	0,423	11,112	0,000
EQ2 ← AE	0,626	7,446	0,000	0,362	7,935	0,000
EQ2 ← EQ	0,823	16,471	0,000	0,467	11,234	0,000
CO1 ← AE	0,771	16,785	0,000	0,422	11,992	0,000
CO1 ← EE	0,910	43,880	0,000	0,474	9,908	0,000
CO2 ← AE	0,545	4,648	0,000	0,311	5,326	0,000
CO2 ← CO	0,811	11,107	0,000	0,476	7,689	0,000
BA1 ← BE	0,514	5,398	0,000	0,090	7,003	0,000
BA1 ← BA	0,818	14,914	0,000	0,479	7,576	0,000
BA2 ← BE	0,845	14,771	0,000	0,423	9,567	0,000
BA2 ← BA	0,553	6,483	0,000	0,090	6,252	0,000

QI1 ← BE	0,520	5,987	0,000	0,088	6,771	0,000
QI1 ← QI	0,566	5,994	0,000	0,223	7,045	0,000
QI2 ← BE	0,629	10,268	0,000	0,099	8,913	0,000
QI2 ← QI	0,770	15,278	0,000	0,269	12,809	0,000
QI3 ← BE	0,627	10,385	0,000	0,100	8,556	0,000
QI3 ← QI	0,777	14,824	0,000	0,267	12,600	0,000
QI4 ← BE	0,665	13,075	0,000	0,104	8,935	0,000
QI4 ← QI	0,799	20,996	0,000	0,285	12,306	0,000
QI5 ← BE	0,745	14,670	0,000	0,123	11,225	0,000
QI5 ← QI	0,721	12,153	0,000	0,319	10,316	0,000
BA1 ← BE	0,645	9,416	0,000	0,100	11,333	0,000
BA1 ← BA	0,683	11,478	0,000	0,239	10,980	0,000
BA2 ← BE	0,681	13,142	0,000	0,112	10,438	0,000
BA2 ← BA	0,740	16,284	0,000	0,252	14,558	0,000
BA3 ← BE	0,642	8,634	0,000	0,103	7,072	0,000
BA3 ← BA	0,679	9,375	0,000	0,238	8,576	0,000
BA4 ← BE	0,784	24,138	0,000	0,126	11,302	0,000
BA4 ← BA	0,818	28,935	0,000	0,290	13,858	0,000
BA5 ← BE	0,531	6,821	0,000	0,092	6,139	0,000
BA5 ← BA	0,564	6,630	0,000	0,197	6,654	0,000
BA6 ← BE	0,571	6,448	0,000	0,085	6,038	0,000
BA6 ← BA	0,662	8,201	0,000	0,211	7,752	0,000
BL1 ← BE	0,618	7,442	0,000	0,105	10,507	0,000
BL1 ← BL	0,861	29,753	0,000	0,434	12,710	0,000
BL2 ← BE	0,553	5,944	0,000	0,097	8,190	0,000
BL2 ← BL	0,873	29,406	0,000	0,388	12,190	0,000
BL3 ← BE	0,515	6,144	0,000	0,098	9,125	0,000
BL3 ← BL	0,796	18,483	0,000	0,362	10,425	0,000

4.3. Reliability Test

The results will indicate satisfactory composite reliability if above 0.7 (Ghozali, 2008). Here are the composite reliability values from the SmartPLS program Version 3 output. All variables studied have construct reliability values exceeding the threshold of 0.7, indicating that the items are reliable for measuring each respective variable.

Table 4. Confirmatory Factor Analysis 1ST Order and 2ND Order

Variable	AVE	Alpha	Composite
Endorser Attractiveness (EA)	0,587	0,721	0,820
Endorser Expertise (EE)	0,526	0,774	0,847
Endorser Credibility (EC)	0,517	0,763	0,841
Advertise Effectiveness (AE)	0,539	0,565	0,755
Empathy Quality (EQ)	0,705	0,582	0,827
Communication Objective (CO)	0,743	0,663	0,852
Brand Equity (BE)	0,581	0,889	0,906
Brand Awareness (BA)	0,691	0,554	0,817
Quality Image (QI)	0,535	0,778	0,850
Brand Association (BA)	0,584	0,783	0,847
Brand Loyalty (BL)	0,712	0,798	0,881
Purchase Intention (PI)	0,594	0,654	0,811

4.4. Structural Model

All hypotheses tested with a significance level of 10% demonstrate a high level of acceptance. Endorser Attractiveness (EA) significantly influences Endorser Credibility (EC), as indicated by a t-statistic value of 2.461 with a probability value of 0.000, which is less than 0.05, and an estimated coefficient of 0.238. This analysis underscores the importance of Endorser Attractiveness (EA) in enhancing Endorser Credibility (EC), suggesting that a higher level of attractiveness leads to a 0.238 increase in Endorser Credibility (EC). Therefore, Hypothesis 1 (H1), which posits that "Endorser attractiveness significantly influences endorser credibility," is supported. Similarly, Expertise Endorser (EE) significantly affects Endorser Credibility (EC), with a t-statistic value of 7.031 and a probability value of 0.000, indicating a strong influence. The estimated coefficient of 0.584 suggests that improvements in Endorser Expertise (EE) lead to a corresponding 0.584 increase in Endorser Credibility (EC). Thus, Hypothesis 2 (H2), which states that "Endorser expertise significantly influences endorser credibility," is also supported by the findings. Moreover, Endorser Credibility (EC) significantly impacts Advertise Effectiveness (AE), evidenced by a t-statistic value of 10.670 and a probability value of 0.000. The estimated coefficient of 0.633 indicates that higher Endorser Credibility (EC) results in a 0.633 increase in Advertise Effectiveness (AE). Therefore, Hypothesis 3 (H3), which asserts that "Endorser credibility has a significant effect on advertise effectiveness," is validated by the results.

Advertise Effectiveness (AE) significantly influences Brand Equity (BE), supported by a t-statistic value of 12.893 with a probability value of 0.000, indicating strong statistical significance. The estimated coefficient of 0.670 demonstrates that an increase in Advertise Effectiveness (AE) results in a corresponding 0.670 increase in Brand Equity (BE). Therefore, Hypothesis 4 (H4), which posits that "advertising effectiveness significantly influences brand equity," is confirmed by the analysis results. Furthermore, Advertise Effectiveness (AE) also significantly impacts Purchase Intention (PI), as evidenced by a t-statistic value of 3.946 and a probability value of 0.000. The estimated coefficient of 0.444 indicates that improvements in Advertising Effectiveness (AE) lead to a 0.444 increase in Purchase Intention (PI). Thus, Hypothesis 5 (H5), which states that "advertising effectiveness significantly influences purchase intention," is supported by the findings. Moreover, Brand Equity (BE) has a significant effect on Purchase Intention (PI), with a t-statistic value of 3.977 and a probability value of 0.000. The estimated coefficient of 0.346 suggests that enhancements in Brand Equity (BE) lead to a corresponding 0.346 increase in Purchase Intention (PI). Therefore, Hypothesis 6 (H6), which asserts that "brand equity significantly influences purchase intention," is also supported by the analysis.

Table 5. Result of hypothesis testing

Variable	β	<i>T-Statistic</i>	<i>p</i>
Advertise Effectiveness → Empathy Quality	0,783	12,614	0,000
Advertise Effectiveness → Communication Objective	0,779	14,322	0,000
Brand Equity → Brand Association	0,931	69,847	0,000
Brand Equity → Brand Awareness	0,642	8,611	0,000
Brand Equity → Quality Image	0,881	38,123	0,000
Brand Equity → Brand Loyalty	0,669	7,960	0,000
Advertise Effectiveness → Endorser Credibility	0,238	2,461	0,000
Endorser Expertise → Endorser Credibility	0,584	7,031	0,000
Endorser Credibility → Advertise Effectiveness	0,633	10,670	0,000
Advertise Effectiveness → Brand Equity	0,670	12,893	0,000
Advertise Effectiveness → Purchase Intention	0,444	3,946	0,000
Brand Equity → Purchase intention	0,346	3,977	0,000

5. Discussion and Conclusion

Advertising effectiveness positively influences endorser credibility. This study offers insights into product advertising strategies for companies, providing valuable metrics for leveraging celebrity endorsers. Effective advertising fosters consumer trust in the promoted product. Endorser credibility is crucial as it reflects consumers' inclination to trust the source of information. Specifically, endorser expertise enhances endorser credibility in advertisements featuring JKT48.

Consumer perception of endorser credibility positively influences their product evaluations, emphasizing the significant impact of endorser expertise on advertising effectiveness and subsequently on consumer purchase intentions.

Endorser credibility plays a pivotal role in enhancing advertising effectiveness and influencing consumer purchase intentions. Effective advertisements are crucial for shaping positive consumer responses, especially when utilizing celebrity endorsers who align well with the product's image. Advertising effectiveness shows a positive correlation with brand equity, underscoring its role in shaping consumer perceptions from initial exposure to eventual purchase decisions. Brand equity, shaped by consumer perceptions, plays a crucial role in establishing brand image and influencing consumer purchase intentions. Honda Beat advertisements featuring JKT48 have proven effective in boosting brand recognition and stimulating purchase intentions among both current users and non-users. These advertisements effectively convey brand messages, thereby influencing consumer purchase intentions through enhanced brand equity. Brand equity significantly impacts consumer purchase intentions for Honda Beat motorcycle products. Higher brand equity increases consumer intent to purchase, while a decline in brand equity reduces consumer interest in the product. The study identified a lack of awareness among female respondents regarding JKT48's endorsement of Honda Beat, potentially influencing study outcomes. Given the predominance of male JKT48 fans, future research should explore additional factors affecting purchase intentions, such as price perception, sales promotions, and brand transfers. Further studies could utilize more in-depth methods like verbal interviews to gain deeper insights into consumer behavior and purchase intentions.

REFERENCES

- Arikunto, Suharsimi. 2006. *Research Procedure A Practice Approach*. Jakarta: PT Rineka Cipta.
- Baker, S. 2004. *New Consumer marketing: managing a living demand system*. Wiley and Sons, England.
- Cobb-Walgren, C. J., Ruble C. A., & Donthu N. 1995. Brand equity, brand preference, and purchase intent. *Journal of Advertising* 24: 25-40.
- Darmawan & Setyaningsij. 2004. Effect of Brand Image on Advertise Effectiveness, *Media Journal Mahardika* Vol.2, No. 3, pp. 41-49.
- Ehrenberg, Barnard & Scriven. 1974. "Buyer Attitudes and Brand Choise Behavior"., *Journal of Marketing Research*, Chicago, February, Vol. 10. Iss 000001, p. 110.
- Erdogan, B. Zafer, Michael J. Baker, & Stephen Tagg, 2001, "Selecting Celebrity Endorsers: The Practitioner's Perspective," *Journal of Advertising Research*, 41 (May / June), 39-48.
- Hoeffier, S., & Keller, K.L. 2003. The marketing advantages of strong brands. *Journal of Brand Management*, August, Vol. 10 No.6, pp.421-45.
- Farquar, P.H. 1990. Management of Brand Equity. *Journal of Advertising Research*, No. 6, pp. RC7-RC12.
- Ghosh, A. 1990. *Retail management*. Chicago: Drydden press.
- Homer Pamela M, & Yoon Sun-Gil. Message framing and interrelationships among ad-based feelings, affect, and cognition. *J Advert* 1992; 21 (March): 19-34.
- Guiltinan, Joseph.P. 1994. *Marketing Strategy and Program*. 2nd edition. Jakarta: Erlangga
- Howard, John A., Robert P Shay & Christopher A Green., 1998, *Measuring The Effect of Marketing Information on Buying Intensions*, *The Journal of Service Marketing*, Vol. 2 No.4, pp. 27-36.
- Helly Hermawan, Budhi Haryanto, D. S. (2022). The Antecedents of On Purchase Intention of Foreign Products, Mediating Role of Attitude, and the Moderating Role of Ethnocentrism. *International Journal of Economics and Business Issues*, 1(1), 14-27.
- Kelman, H. C., & Hovland, C. I. (1953), Reinstatement of communication in a measurement of opinion change, *Journal of Abnormal and Social Psychology*, 48, 327-335.
- Keller K.L. 2001. Building customer-based brand equity. *Marketing management*. Vol. 10 (2). pp.14-19.
- Keller, Kevin Lane. 2003. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, 2nd Edition. Upper Saddle River, New Jersey: Prentice Hall.
- Kim J. O. & Jin B.H. 2001. Korean consumers' patronage of discount stores: Domestic vs. multinational discount stored shoppers' profile. *Journal of Consumer Marketing*, Vol. 18 (3). pp. 236-255.
- Mahestu, W Novianindra K. 2006. "Analysis of the Effects of Ad Model on Youth Purchasing Behavior". *Performance*. 10 (1): p. 66-75.
- Mc Daniel, Carl & Roger Gates. 2001. *Research Marketing Contemporary*. Book I. Salemba Empat Publisher: Jakarta.
- Mela, Carl P., Sunil Gupta, & Donald R. Lehman. 1997. "The Long-Term Impact of Promotion and Advertising on Consumer Brand Choice," *Journal of Marketing Research*, 34 (2), 248-261.

- Methaq, A. A. S., 2011. The Impact of Source Credibility on Saudi Consumer's Attitude toward Print Advertisement: The Moderating Role of Brand Familiarity. *International Journal of Marketing Studies*, Vol. 3, No. 4, pp. 63-77.
- Mills, J., & Jellison, J. M. 1967, Effect of opinion on the communication of the communicator addressed, *Journal of Personality and Social Psychology*, 6 (1), 98-101.
- Netemeyer, R.G., Chris Pullig; B. Krishnan; D. Dean; J. Ricks; G. Wang; F. Wirth; & M. Yagci (2004), "Developing and Validating Measures of Facets of Consumer-Based Brand Equity", *Journal of Business Research*, Vol. 57 (1), 209-224. 3 Bettman, James R. (1979). Memory
- Ohanian, R. 1990. Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, Vol. 19 (3), 39-52.
- Ohanian, R. 2009. The Impact of Celebrity Spokes Person's Perceived Image on Consumer's Intention to Purchase. *Journal of ANZMAC Marketing in international and cross cultural environment*.
- Ramanankonenana, T. M., & Randriamamonjy, L. H. (2023). Effect of sensory marketing in Consumer behavior during the Act of purchase : a case study of supermarkets. *International Journal of Economics and Business Issues*, 02(02), 13–21.
- Rhine, R., & Severance, L. J. 1970, Ego-involvement, discrepancy, source credibility, and attitude change, *Journal of Personality and Social Psychology*, 16, 175-190.
- Sasetyo, Septa Adi, Hussein nawawi & Roy Rondonuwu. 2012. Effects of Attractiveness on Advertisements on the Formation of Pepsoden's Brand Image Student *Ejurnal Universita Padjadjaran*, 1 (1), h: 1-19.
- Sedera, R. M. H., Putra, R. Y., Saputra, E. K., & Ali, M. A. (2023). Organic Food: The Factors Influencing Consumers' Purchasing Intention. *Jurnal Manajemen Teori dan Terapan*, 16(2).
- Shimp, Terence A, 2003, *Promotional Advertising*, Volume I, Erlangga Publisher, Jakarta.
- Sukarno, Edy, 2005, *Management Control System*, 3rd Printing, Jakarta, Gramedia Main Library.
- Srivastava, R. K., & Shocker, A.D.1991. *Brand Equity: a perspective on its meaning and measurement*. Cambridge, U.K: Marketing Science Institute.
- Sutisna. 2002. *Consumer Behavior and Marketing Communication*. Bandung: PT. Teenager Rosdakarya.
- Yang, Y. T. 2009. A purchase technology model and theory of reason action. Unpublished master thesis, Nan Hua University, Taiwan.
- Yolanda Putra, R., Maminaiina Heritiana Sedera, R., & Maminirina Fenitra, R. (2024). Investigating the influence of mobile game addiction on in-app purchase intention in PUBG mobile: the mediating roles of loyalty, negative e-WOM and perceived risk. *Cogent Business & Management*, 11(1), 2328317.
- Zeithaml, V.A.1988. Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence. *Journal of Marketing*. Vol. 52 (3). pp. 48-62.