

expertise on consumer purchase intention, especially from the perspective of economic performance.

2. Practical contribution:

The results of this study are expected to be a consideration for business owners that strives to advertise in social media to pay attention to the essential aspects of social media marketing. In addition, this research is expected to be one of the considerations that helps business owners determine their social media marketing strategy.

CHAPTER II

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

2.1 Endorsement

Endorsement is a form of advertising or promotion carried out or promoted by public figures or celebrities who have recognition, trust, respect, and so on from many people. In the era of social media as it is today, the meaning of public figures or celebrities has become broader, including insta-celebrities, often referred to as “Selebgram”, abbreviated from an Indonesian word “*selebriti*” which means celebrity and Instagram. These insta-celebrities are considered famous because they have thousands or even millions of followers across social media platforms. In the world of marketing, endorsement is a form of promotion of a product or service through social media. Promotion using endorsement can be done with a paid or unpaid system according to the agreement. Endorsement can also be interpreted as an approval by someone who advertises the product. If a public figure or celebrity

uses the advertised product, the expected outcome is that their followers will be influenced to buy the product or service offered. According to Shimp (2010), celebrities are figures (actors, entertainers, or athletes) who are known to the public because of their achievements in areas different from the product class they support. Advertisers and advertising agencies are willing to pay a high price for these celebrities who are liked and respected by their target audience, and they are expected to influence the attitudes and behavior of consumers positively for the endorsed products.

An endorsement made by a business owner can be a powerful tool for attracting and retaining customers. An endorsement is a statement of support or recommendation, and when a business owner endorses their own business, it can lend credibility and authenticity to the company.

There are several ways that a business owner can endorse their own business. One method is through social media. By sharing posts or testimonials about the business on social media platforms, a business owner can reach a large audience and showcase the strengths and benefits of their company.

Another way for a business owner to endorse their business is through word-of-mouth marketing. By sharing their experiences and recommendations with friends, family, and colleagues, a business owner can effectively promote their business and encourage others to try it out.

In addition to these more traditional methods of endorsement, a business owner can also endorse their business through the way they run it. For example, by providing excellent customer service, a business owner can create a positive

experience for their customers that encourages them to return and recommend the business to others.

It is important for a business owner to be authentic and genuine when making an endorsement of their own business. If the endorsement is perceived as self-serving or insincere, it may not be as effective in influencing the decision-making of potential customers.

Overall, a business owner's endorsement of their own business can be a valuable marketing tool. By sharing their experiences and recommendations, a business owner can attract and retain customers, build trust and credibility, and differentiate their business from competitors. By being authentic and genuine in their endorsement, a business owner can effectively communicate the value and benefits of their business to potential customers.

Endorsement of brands acts as a bridge between a business and the consumers. In order to gain more exposure and reach potential consumers, businesses utilize different kinds of marketing tools. According to Kotler and Armstrong (2017) marketing is the process by which companies engage consumers, build strong customer relationships, and create customer value in order to capture value from consumers in return. Marketing- according to Tjiptono in Saleh and Said (2019) is a function that has the most significant contact with the external environment, even though the company only have limited control over the external environment. Although businesses cannot control consumers' behavior, they can affect consumers' perception of them, modify how consumers perceive them through

marketing strategies. Therefore, using owner's endorsement as a marketing tool plays an important role in the company's strategy development.

2.1.1 Endorsement Attributes

Endorsement has several attributes that have crucial impact on consumers' purchase intention. Prasad et al., (2021) notes that celebrity endorser's credibility, expertise and congruence are endorsement attributes that instigate consumer's buying intention.

1. Credibility

In its most basic definition, credibility refers to the tendency to believe or trust someone. When an information source, such as an endorser, is perceived as credible, audience attitudes are changed through a psychological process called internalization. Internalization occurs when the receiver accepts the endorser's position on an issue as his or her own. An internalized attitude tends to be maintained even if the source of the message is forgotten or if the source switches to a different position, as stated by Shimp (2010). Celebrities who are perceived as a credible source often becomes a reference for people's lifestyle, when they are or are not looking for a specific type of product to buy, because of their credibility, people deem the product that they use as a good quality product, hence, piquing their curiosity for the product.

2. Expertise

Expertise refers to special skills or particular knowledge acquired by an endorser through their experiences as they relate it to the endorsed brand. According to Shimp (2010) expertise is a perceived rather than an absolute phenomenon. Whether an endorser is indeed an expert is unimportant; all that matters is how the target audience perceives the endorser. An endorser who is perceived as an expert on a given subject is more persuasive in changing audience opinions pertaining to his or her area of expertise than an endorser who is not perceived as an expert. Hence why businesses tend to use endorsers who often publicize their area of expertise in social media platforms, because their audiences perceive them as an expert in the particular field.

3. Congruence

In the context of endorsement, congruency refers to the endorser's compatibility towards the endorsed product. This is the reason why business owners often use celebrities who are well known for a specific lifestyle to endorse their product. For example, beauty influencers, be it makeup artists, beauty gurus or special effect artists, are often contracted by makeup companies to endorse their brand. Another example is body builders and fitness trainers, they are often contracted by companies to endorse supplement products, proteins, and other body building products. Congruency plays an important role in celebrity endorsement, because when the celebrity's image is compatible with the endorsed product, their audience would be more intrigued towards the endorsed product. According

to Misra and Beatty (1990), positive effect of celebrity endorsement takes place when the endorser's relevant attributes are congruent with the brand's relevant attributes.

2.2 Purchase Intentions

Purchase intention is one of the stages in a consumer's buying process. In this stage, after discovering the brand, consumers gather and evaluate information regarding the brand, they weigh their options and make comparisons to other alternatives. As a result of the alternative evaluation stage, consumers develop a purchase intention or propensity to buy a product. There are lots of factors that may induce consumers' buying interest. According to Noviyarto (2010), business owners must understand that consumers have their individual ways of dealing with the information obtained by limiting alternatives that must be selected or evaluated to determine which product to buy. Consumer's purchasing decisions to buy or not to buy is a behavioral response to stimuli received by consumers which include:

1. Product Aspects: Quality, new models, good quality materials, brand, warranty.
2. Price aspect: Low and affordable price.
3. Promotional aspects: Advertisement, promotion, sales, publicity.
4. Distribution aspect: Easy to retrieve, easy to compare.

2.3 Previous Studies

Table 2.4.1 Previous Studies

Author	Title	Variables	Analysis Tool	Conclusion
1. Mostafa Nabil, Habiba Khaled, Hagar Taher, Mirna Ayman, Norhan Ashoush	Celebrity endorsement and its impact on purchase intention of luxurious brands	1. Celebrity endorsement 2. Aspects of celebrity endorsement 3. Purchase intention 4. Luxurious brands	SPSS	It was proved that celebrity credibility, product-celebrity match-up, physical attractiveness and trustworthiness of a celebrity endorser have a significant impact on purchase intention of luxurious brands. Finally, the results of this study show that celebrity endorsements can be a powerful tool for marketers because they have a significant positive impact on consumer's purchase intentions.
2. Ruchi Gupta, Nawal Kishore, DPS Verma	Impact of Celebrity Endorsements on Consumers' Purchase Intention: A Study of Indian Consumers	1. Celebrity endorsements 2. Purchase intention 3. Exploratory factor analysis 4. Confirmatory factor analysis	SPSS	It was proved that attractiveness and trustworthiness of a celebrity endorser have a significant impact on consumers' purchase

		5. Structural equation modelling		intention. However, expertise of a celebrity endorser does not significantly impact consumers' purchase intention. Thus, the findings of the present study reveal that celebrity endorsements can be an effective marketing tool available to the marketers as it is expected to have a significant positive impact on consumers' purchase intentions.
3. Ruchi Gupta, Shaheed Bhagat Singh College, University of Delhi Kiran S Nair, Abu Dhabi School of Management	Celebrity Endorsement on Instagram: Impact on Purchase Intention	1. Celebrity endorsement 2. Celebrity credibility 3. Purchase intention 4. Instagram	SEM	The results of the study reveal that celebrity credibility (as evaluated by his attractiveness, trustworthiness, and expertise) has a favourable and significant impact on purchase intention for the brand Wrogn, but not for the brand Unacademy. Thus, celebrity Instagram

				endorsements may have variable effects on purchase intent for various brands.
4. N V Sriranga Prasad, Habeb Ur Rahiman, Nishad Nawaz, Vijayakumar Gajenderan	Owner Endorsement of Brands and Consumer Buying Intentions	1. Ads 2. Jewelry 3. Self-representation 4. Credibility 5. Purchase Intention 6. India	SPSS	Credibility, expertise, and congruence are there if accomplishment is anything to buy. Furthermore, the result designates that all the preceding three factors have important energizers for consumer buying intention. The study confesses that the owner's endorsement of the brand produces trustworthiness and integrity in the product leading to buying purpose.
5. Cuong Nguyen, Tien Nguyen, Vinh Luu	Relationship Between Influencer Marketing and Purchase Intention: Focusing on Vietnamese Gen Z Consumers	1. Influencer marketing 2. Gen Z's purchase intention 3. Social media 4. Vietnam	SPSS	It can conclude that perceived influencers' credibility positively impacts Gen Z customer purchase intention in Vietnam. In this research,

				influencers' perceived expertise (EXP) is the second most influential factor in Vietnam's gen Z customer purchasing intention.
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CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Type

The research titled “The Contribution of Endorsement of Brands to Consumer Purchasing Intentions” is categorized as quantitative research. According to Sugiyono (2013), quantitative research method can be interpreted as a research method that is based on the philosophy of positivism, quantitative research is used for reviewing certain population or sample, data collection using research instrument, data analysis is quantitative/statistical, with the purpose of testing the established hypothesis. In this research, a survey in a form of a questionnaire is distributed on various online platforms, mainly Instagram. This is due to the fact that the subject of this research is the followers of @flimtyfiber ‘s official Instagram account.

3.2 Research Object

According to Satibi (2011) research object in general will map or describe the research area or research target comprehensively, which includes regional