

The Role of Celebrity Endorsement and Brand Love to Increase Purchase Intention in E-Commerce Companies

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Abstract

This study examines the effect of brand love on purchase intention, celebrity endorsement on purchase intention, celebrity endorsement on brand love, and the role of brand love as a mediator in the relationship between celebrity endorsement and purchase intention. The variables used include celebrity endorsement as an independent variable, purchase intention as a dependent variable, and brand love as a mediating variable. This study used a quantitative approach with SPSS 25 for data analysis. Sampling was carried out through a purposive sampling technique, and data were collected through a questionnaire with a Likert scale distributed online via Google Forms. The population of this study included all people in Semarang, Indonesia, with a sample of 100 respondents who were interested in shopping at Tokopedia. The results showed that brand love had a positive effect on purchase intention, celebrity endorsement had a positive effect on purchase intention, celebrity endorsement had a positive effect on brand love, and brand love can mediate the relationship between celebrity endorsement and purchase intention.

Keywords

brand love; celebrity endorsement; purchase intention

INTRODUCTION

The development of the internet and current technological advances make it easier for companies and customers to interact directly without any limitations of space and time. Most business activities in companies use the Internet network. Internet users in Indonesia have reached 83.7 million, ranked 6th, and will continue to increase yearly (Emarketer, 2014).

Internet users in Indonesia, which is increasing every year, make the Indonesian market even better for e-commerce industry players; because of this, e-commerce has begun to emerge, such as Tokopedia, Shopee, Bukalapak, Blibli, Lazada, and so forth. The many emerging e-commerce sites can make shopping or purchasing easier

for consumers. Consumers can make buying and selling transactions by accessing online sites and choosing the desired items without going directly to the store. In addition, buying and selling transactions can be done anywhere and anytime.

Researchers often find that sales promotions on the internet media are currently increasingly creative and communicative to consumers. Sales promotions used by Indonesian e-commerce websites to consumers include flash sale promos, product discounts, cashback, etc. From these e-commerce promotions, consumers are interested in flash sale promotions because they have a positive impact; flash sales are also considered fast, easy, and practical in marketing.

Table 1. E-Commerce Promotion Categories in Indonesia

E-Commerce	Flash Sale	Product Discount	Cash Back	App Games	Celebrity Endorsement
Shopee	√	√	√	√	√
Tokopedia	√	√	√	√	√
Lazada	√	√	√	√	√
Blibli	√	√	√	√	√
Open	√	√	√	√	√
Zalora	√	√			

Source: Iprice Team (2023)

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Table 1 above shows that Shopee, Tokopedia, Lazada, Blibli, and Bukalapak are the only e-commerce companies offering all promotion categories. The table also shows that Zalora is the only e-commerce company using two promotion categories: flash sales and product discounts. In addition, the Iprice table also shows changes in shopping promotion trends promoted by e-commerce and changes from old methods, such as replacing giveaways with cashback and interactive games (Iprice Team, accessed on September 23, 2023).

Based on katadata.co.id (2023), during the first quarter of 2023, there were five e-commerce sites with the most visitors in Indonesia. Shopee achieved first rank with more than 150 million visitors. In the second order, there is Tokopedia, with a total of more than 100 million visitors, followed by Lazada, with more than 50 million visitors, and finally, Blibli and Bukalapak, with a total of fewer than 50 million visitors (katadata.co.id, accessed on July 23, 2023).

Tokopedia is one of the e-commerce that pioneered flash sales in Indonesia and has used all existing promotion categories. However, Tokopedia still ranks first among the five e-commerce companies, with the most visitors or users in Indonesia (Quarter I 2023). Tokopedia is still below Shopee, which ranks first. In addition, Tokopedia still ranks first out of the six e-commerce companies with the highest revenue in Indonesia, namely by earning a turnover of 35 million sales, equivalent to IDR 270.8 trillion. Tokopedia is still below Shopee, which ranks first out of the six e-commerce companies with the highest revenue in Indonesia, namely with a turnover of 36 percent or equivalent to IDR 278.5 trillion (<https://telkno.kompas.com>, accessed on July 23, 2023).

Flash sale promos on Tokopedia are used to attract consumer purchase intention. The interest in buying flash sales on the Tokopedia e-commerce application is supported by several factors, one of which is brand love. Brand love is a good experience in terms of interpersonal relationships and relationships between consumers and brands with a firm emotional attachment (Hwang & Kandampully, 2012). According to (Ranjibairan, 2013), when customers see a brand as a loved individual, such as loving someone, then brand love is created. Meanwhile (Lars Belrgkvist, 2010), brand love has recently begun to attract the attention of academics and practitioners as one of the marketing constructs. Furthermore, (Kianindra and Richard, 2014) revealed that brand love influences consumer purchase intention.

The following sales factor is celebrity endorsement. According to (Zelrlina, 2017), a celebrity endorsement is an advertising star or a celebrity advertising supporter who has a big influence on consumer thinking to purchase the product communicated by the celebrity

advertisement. The advertised celebrity is an icon or identity that represents the product in providing the best image of the product represented by the celebrity so that the popularity, expertise, and appeal possessed by the advertising star, both individually and in groups, can attract and invite consumers to use or buy the celebrity's product (Riadi, 2019). Meanwhile (TelreIncel A. Shimp, 2000:23), the advertised celebrity is known through his achievements to influence others. (Delwinta, 2015) revealed that celebrity endorsement has a significant influence on consumer purchase intention. This is caused by factors from a brand that can influence sales because celebrity endorsement of the product indirectly can easily convey messages about the product to consumers. Besides that, (Stelphanie et al., 2013) stated that celebrity endorsement can negatively influence consumer purchase intention.

Purchase intention relates to the consumer's plan to buy and use a product or service and the product or service units needed in a certain period (Kulmala, 2012). Meanwhile, according to Raliel (2012), a person's intention will emerge when motivated to fulfill life needs.

This study examines the influence of brand love and celebrity endorsement on flash sale purchase intention in Tokopedia e-commerce. The results are expected to contribute to developing marketing strategies in companies that rely on digital technology.

LITERATURE REVIEW

Brand Love

According to (Hwang & Kandampully, 2012), brand love is an experience in intellectual relationships and relationships between consumers and brands with a firm emotional attachment. When consumers see a brand as an individual who is loved, like loving someone, then brand love is created (Ranjibairan, 2013). Meanwhile, (Lars Belrgkvist, 2010) argued that brand love has recently begun to attract the attention of academics and practitioners as one of the marketing constructs. According to (Sallam, 2014, p. 4), brand love includes five indicators: (1) Passion for a brand, (2) Brand attachment, (3) Positive evaluation of the brand, (4) Positive emotion in response to the brand, (5) Declarations of love towards the brand.

Celebrity Endorsement

A celebrity endorser is an advertising star or sponsor who greatly influences consumers' thinking about purchasing the product the celebrity advertiser communicates (Zelrlina, 2017). A company's brand image can be created from the celebrity's personality. This is because the celebrity personality is an icon or identity that represents the product in providing the best image of the product being represented

by the company so that with the popularity, expertise, and attractiveness of the advertising star, both individually and in groups, it can attract and invite consumers to use or buy the product (Riadi, 2019). Meanwhile, according to (Telrelnel A. Shimp, 2000:23), celebrity endorsement is known through his achievements so that he can influence other people. According to (Shimp, 2010, p. 99), celebrity endorsement has five indicators: (1) Trustworthiness, (2) Attraction, (3) Attractiveness, (4) Relation, and (5) Similarity.

Purchase Intention

Purchase intention is a condition related to the consumer's desire to buy a service or product and the plan to buy several services or products at the time of purchase (Kulmala, 2012). According to (Raliel, 2012, p. 15), the desire that exists when making a purchase or transaction can be a motivational condition that causes a very strong and memorable activity in his mind so that consumers will realize what is in their minds when they have to fulfill their life needs. According to (Ferdinand, 2014, p. 189), purchase intention has four indicators: (1) Transactional interest, (2) Relational interest, (3) Pre-relational interest, and (4) Exploratory interest.

HYPOTHESIS DEVELOPMENT

Brand Love on Purchase Intention

Brand love is one of the factors that can create purchase intention. It is an experience of intellectual relationships and relationships between consumers and brands with a firm emotional attachment. This feeling (love for a brand) that arises in the minds of potential consumers can create a strong purchase intention. This is because of the potential consumers' love for the product, thus creating a desire to buy the product. This is also due to the attachment to the product, so potential consumers are interested in buying it.

Based on the research results by (Clarinda Rodrigulels and Paulla Rodrigulels, 2019), brand love positively influences consumer intelligence or consumer purchase intention in this study involving 115 undergraduate students aged 18-25 years on brand love in the millennial generation. Another study also conducted by (Cheltna Kuldeshia, Pallab Sikdar, and Aruln Mittal, 2016) discussed marketing media through Facebook social media to examine marketer pages on Facebook to determine whether there is a significant relationship with the preferred brand. The study shows that brand love has a positive effect on consumer buying intelligence or consumer purchase intention. Thus, the hypothesis proposed is:

H1: Brand love has a positive effect on purchase intention.

Celebrity Endorsements on Purchase Intention

Purchase intention is a consumer's plan to buy a product or service at a certain time. It can be created by several factors, including the consumer brand. With the existence of a consumer brand, it can create a strong purchase intention in potential consumers. This is because of the trust of potential consumers in the consumer brand that advertises the product. In addition, this is also due to the expertise of the consumer brand in conveying the message contained in the product. (Sugiarto, 2014) revealed that celebrities who are popular can have a positive influence on consumer purchase intention. The same research conducted by (Mulbarok, 2016) found that celebrities' trust, expertise, and attributes can influence consumer interest in buying a product. (Nyoman, 2017) also found that popular celebrities positively influence increasing consumer purchase intention. (Apeljoyel, 2013) stated that an increase in consumer purchase intention can occur due to the support of celebrities in supporting marketing offers. Besides, (Sulnarti, 2014) states that a celebrity's support for consumer appeal can positively influence and attract higher consumer purchase intention and create a desire to buy the promoted product. Furthermore (Pradhan, 2014) stated that celebrity endorsement support can increase positive attitudes toward a brand to develop consumer purchase intention and make it easier for consumers to relate to the celebrity endorsement. Thus, the hypothesis proposed is: H2: Celebrity endorsements have a positive influence on purchase intention.

Celebrity Endorsement on Brand Love

The e-commerce sector that has only emerged in recent years has quite a lot of promotional strategies, one of which is using the celebrity endorsement strategy. Celebrity endorsement is an attitude towards celebrity advertising endorsers in communicating a company's product. Collaborating with several celebrities as celebrity endorsements will create a sense of love for the product/brand in the minds of potential consumers. This is because of the trust of potential consumers in the celebrity endorsement. Research conducted by (Delnisa, 2023) on the MS Glow product, celebrity endorsement (attraction, trust, and familiarity) positively and significantly influences brand love. Thus, the hypothesis proposed is: H3: Celebrity endorsement has a positive impact on brand love.

EMPIRICAL MODEL

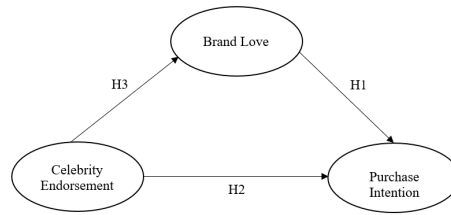


Figure 2. Empirical Model

METHOD

Types of research

This study combines a qualitative method with an explanatory research method to examine a pattern of relationships among more variables.

Population and Sample

In this study, the target population is the entire community in Semarang, Indonesia. In this study, samples were taken using the purposive sampling technique, namely considering the technique for selecting the number of samples. This study used Semarang, Indonesia, respondents interested or attracted to shopping and used the Tokopedia application as a sample. Because there is no definite data regarding the population of people in Semarang, Indonesia, who will/are interested in using and shopping at Tokopedia, this study used the Lemeshow rule to calculate the number of samples. Thus, the minimum number of samples needed in this study is 96 people, but the final number is rounded up to 100 respondents.

Data Types and Sources

This study used qualitative data with primary data sources obtained through sample distribution to respondents. These sources include respondent identity (such as gender, age, occupation, etc.) and their views on the relationship between the variables studied. The primary data sources were obtained from library sources, journals, and other scientific research results relevant to the relationship between the variables studied.

Data Collection Method

This study's data collection method involved distributing a questionnaire online to respondents. Respondents were asked to complete the questionnaire based on their opinions and perceptions. The data obtained from this questionnaire relate to the relationship among the variables studied. In this study, survey research was conducted by accessing various sources. Data collection techniques include reading literature and collecting information and data relevant to the research topic.

RESULTS

Descriptive Statistics Analysis Test

Brand Love

Table 2. Descriptive Analysis of Brand Love

No	Indicator	Frequency of Answers					Mean	Results
		STS	TS	N	S	SS		
1	Passion for a brand	0	14	49	37	0	3.23	Quite good
		0	0	47	51	2	3.55	Good
2	Brand attachment	0	8	41	51	0	3.43	Good
		0	11	64	25	0	3.14	Quite good
3	Positive evaluation of the brand	0	6	48	46	0	3.40	Quite good
		0	4	41	55	0	3.51	Good
4	Positive emotions in response to the brand	0	10	62	28	0	3.18	Quite good
		0	3	46	51	0	3.48	Good
5	Declarations of love toward the brand	0	4	41	55	0	3.51	Good
		0	11	44	45	0	3.34	Quite good
Overall Average						3.38	Quite good	

Source: Data analysis results (2024)

Table 2 shows that each statement about brand love has an average value of 3.38 for all

variables. This shows that the respondent's answers to the brand level indicator are quite good.

The statement with the highest average value is the first statement of the Passion for a brand indicator with an average value of 3.55. This means that people in Semarang have a greater passion for buying and having new products available on Tokopedia than other e-commerce sites.

Meanwhile, the statement with the lowest average value is the first statement of the Brand Attachment indicator, with an average value of 3.14. This means that people in Semarang feel that other e-commerce products can satisfy their satisfaction better than Tokopedia.

Celebrity Endorsement

Table 3. Descriptive Analysis of Celebrity Endorsement

No	Indicator	Frequency of Answers					Mean	Results
		STS	TS	N	S	SS		
1	Trustworthiness	0	7	59	29	5	3.32	Quite good
		0	8	59	33	0	3.25	Quite good
2	Expertise	0	7	52	41	0	3.34	Quite good
		0	3	52	45	0	3.42	Good
3	Attractiveness	0	3	48	49	0	3.46	Good
		0	8	50	42	0	3.34	Quite good
4	Respect	0	11	47	42	0	3.31	Quite good
		0	4	51	45	0	3.41	Good
5	Similarities	0	1	59	39	1	3.40	Quite good
		0	7	48	42	3	3.41	Good
Overall Average						3.37	Quite good	

Source: Data analysis results (2024)

Table 3 shows that each statement about celebrity endorsement has an average value of 3.37 for all variables. This shows that the respondents' answers to the celebrity endorsement indicator are quite good. The statement with the highest average value is the first statement of the Attractiveness indicator, with an average value of 3.46. This means that people in Semarang feel that the artists who become Tokopedia advertisement stars give them

a very attractive impression compared to other e-commerce companies. Meanwhile, the statement with the lowest average value is the first statement of the Trustworthiness indicator, with an average value of 3.25. This means that people in Semarang feel that there are still other artists who are more trustworthy to be celebrity endorsers to buy products available on Tokopedia.

Purchase Intention

Table 4. Descriptive Analysis of Purchase Intention

No	Indicator	Frequency of Answers					Mean	Results
		STS	TS	N	S	SS		
1	Transactional Intention	0	6	46	48	0	3.42	Good
		0	2	51	47	0	3.45	Good
2	Referential Intention	0	2	46	52	0	3.50	Good
		0	1	47	48	4	3.55	Good
3	Preferential Intention	0	2	49	49	0	3.47	Good
		0	6	49	45	0	3.39	Quite good
4	Explorative Intention	0	9	60	31	0	3.22	Quite good
		0	5	48	47	0	3.42	Good
Overall Average						3.43	Good	

Source: Data Analysis Results (2024)

Table 4 shows that each statement regarding purchase intention has an average value of 3.43. This shows that the respondents' answers to the purchase intention indicator had good results. The statement with the highest average value is the first statement of the Retail Interest indicator, with an average value of 3.55. This means that people in Semarang will convince their friends to make transactions on Tokopedia compared to other e-

commerce. Meanwhile, the statement with the lowest average value is the first statement of the Explorative Interest indicator, with an average value of 3.22. This means that people in Semarang tend to have less trust in Tokopedia than other e-commerce because they are more likely to ask for information from other people who have used Tokopedia.

Data Analysis Test Results

Validity Test

Table 5. Validity Test

No	Variables	Indicator	r count	r table	Results
1	Brand Love	Passion for a brand	0.570	0.1966	Valid
			0.499		
		Brand attachment	0.628		
			0.494		
		Positive evaluation of the brand	0.501		
			0.668		
		Positive emotions in response to the brand	0.345		
	0.405				
		Declarations of love toward the brand	0.668		
			0.543		
2	Celebrity Endorsement	Trustworthiness	0.557	0.1966	Valid
			0.553		
		Expertise	0.541		
			0.456		
		Attractiveness	0.474		
			0.430		
		Respect	0.447		
	0.404				
		Similarities	0.430		
			0.413		
3	Purchase intention	Transactional Interest	0.642	0.1966	Valid
			0.379		
		Referential interest	0.586		
			0.528		
		Preferential interest	0.538		
			0.564		
		Explorative interest	0.623		
			0.601		

Source: Data Analysis Results (2024)

This study shows that all indicators used to examine all variables are valid. This is shown in the table above, where all variable indicators used

in this study have correlation values above the r-table of 0.1966.

Reliability Test

Table 6. Reliability Test

No	Variables	Cronbach Alpha	Reliable Standard	Results
1	Brand Love	0.719	0.600	Reliable
2	Celebrity Endorsement	0.608	0.600	Reliable
3	Purchase intention	0.686	0.600	Reliable

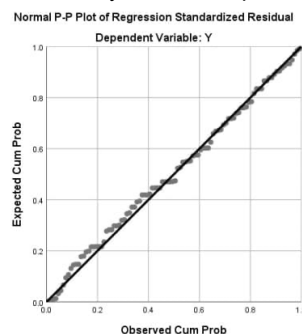
Source: Data Analysis Results (2024)

The table above shows that all variables used in this study have a Cronbach Alpha value of

> 0.60. This shows that all variables used in this study are reliable.

Normality Test

Table 7. Normality Test of Graphic Analysis



Source: Data Analysis Results (2024)

Table 7 explains that the normal distribution reflects a diagonal line, which is shown by comparing its cumulative distribution with the normal probability plot. Thus, in the normal residual data distribution, the diagonal line is followed by a

line that describes the original data. This shows that the data is normally distributed.

Table 8 shows that the Asymp. Sig. (2-tailed) value is greater than $0.200 > 0.05$, indicating that the data is normally distributed.

Table 8. Normality Test of Statistical Analysis

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.16541474
Most Extreme Differences	Absolute	.048
	Positive	.036
	Negative	-.048
Test Statistic		.048
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Data Analysis Results (2024)

Multicollinearity Test

Table 9. Multicollinearity Test

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	7.962	3.085		2.581	.011		
	X1	.288	.071	.359	4.045	.000	.923	1.084
	X2	.289	.080	.320	3.602	.000	.923	1.084

a. Dependent Variable: Y

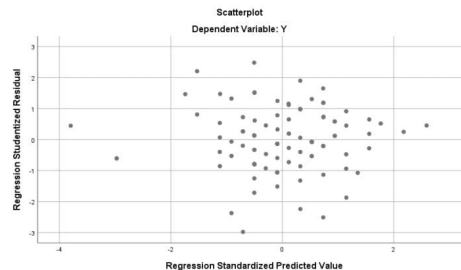
Source: Data Analysis Results (2024).

Table 9 shows the Tolerance value on the variables of Brand Love (X1) and Celebrity Endorsement (X2) is $0.923 > 0.10$, and the VIF

value on the variables of Brand Love (X1) and Celebrity Endorsement (X2) is $1.084 < 10.00$. Thus, it can be said that there is no multicollinearity

Heteroscedasticity Test

Table 10. Heteroscedasticity Test



Source: Data Analysis Results (2024)

In the scatterplot graph in Table 10, several points are randomly spread above and below the number 0 and to the right and left of the

number 0 at point Y. In this case, there is no heteroskedasticity in the regression model.

Coefficient of Determination Test

Table 11. Coefficient of Determination Test

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.543 ^a	.295	.280	2.188	.295	20.284	2	97	.000

a. Predictors: (Constant), X2, X1

Source: Data Analysis Results (2024)

Table 11 shows the value of R = 0.543 and the value of the deletion coefficient R Square = 0.295. Based on the results of processing SPSS 25.0 for Windows with the formula $KP = 0.295 \times 100\% = 29.5\%$, Brand Love (X1) and Celebrity

Endorsement (X2) contribute 29.5% to Purchase intention (Y). In contrast, other variables not included in this study influence the remaining 70.5%.

F-Test

Table 12. F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	194.147	2	97.073	20.284	.000 ^b
	Residual	464.213	97	4.786		
	Total	658.360	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Data Analysis Results (2024)

Table 12 shows a significance value of $0.000 < 0.05$, and the calculated f value = 20.284 > f table = 3.09. Thus, H_0 is not accepted, and H_1 is

accepted, meaning that Brand Love (X1) and Celebrity Endorsement (X2) significantly affect the purchase intention.

T-Test

Table 13. T-Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.962	3.085		2.581	.011
	X1	.288	.071	.359	4.045	.000
	X2	.289	.080	.320	3.602	.000

a. Dependent Variable: Y

Source: Data Analysis Results (2024)

Table 13 shows a significance value of $0.000 < 0.05$ and a calculated t value = 4.045 > t table = 1.98472. Thus, H_0 is rejected, and H_1 is accepted, indicating that brand love significantly influences purchase intention.

In addition, the table above also shows a significance value of $0.000 < 0.05$ and a calculated t-value = 3.602 > t-table = 1.98472. Thus, H_0 is rejected, and H_1 is accepted, meaning that celebrity endorsement significantly influences purchase intention.

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Path Analysis Test

Table 14. Regression Path Analysis Test 1

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.218	3.698		6.279	.000
	Celebrity Endorsement	.313	.109	.278	2.864	.005

a. Dependent Variable: Brand Love.

Source: Data Analysis Results (2024)

Table 14 shows a significance value of $0.005 < 0.05$, and the calculated t value = $2.864 > t$ table = 1.98472 . Thus, H1 is accepted, and H0 is

not accepted, meaning that celebrity endorsement significantly influences brand love.

Table 15. Regression Path Analysis Test 2

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.962	3.085		2.581	.011
	Celebrity Endorsement	.289	.080	.320	3.602	.000
	Brand Love	.288	.071	.359	4.045	.000

a. Dependent Variable: Minat Beli

Source: Data Analysis Results (2024)

Table 15 shows a significance value of $0.000 < 0.05$ and a calculated t value = $3.602 > t$ table = 1.98472 . Thus, H₀ is rejected, and H1 is accepted, meaning that brand love significantly influences consumer purchase intention.

In addition, the table above also shows a significance value of $0.000 < 0.05$ and a calculated t value = $4.045 > t$ table = 1.98472 . Thus, H₀ is rejected, and H1 is accepted, meaning brand love significantly influences customers' purchase intention.

Sobel Test

Table 16. Sobel test

	Input:		Test statistic:	Std. Error:	p-value:
a	0.313	Sobel test:	2.34372067	0.03846192	0.01909246
b	0.288	Aroian test:	2.2976701	0.03923279	0.02158057
s _a	0.109	Goodman test:	2.39265594	0.03767529	0.01672692
s _b	0.071	Reset all	Calculate		

Source: Data Analysis Results (2024)

The table above shows a p-value of $0.01909246 < 0.05$. Thus, H₀ is rejected, and H1 is accepted, indicating that brand love can mediate the influence of consumer loyalty on purchase intention.

DISCUSSION

Brand Love on Purchase Intention

There is a significant correlation between brand love and consumer purchase intention. Data analysis can be stated as significant if the value is < 0.05 . The brand love variable has a value of 0.000 , so the significant correlation

value is <0.05 . Thus, the first hypothesis, "brand love has a positive effect on purchase intention", is accepted.

When consumers feel emotionally connected to a brand (brand love), they tend to be motivated and interested in buying products or services. The brand creates positive feelings, trust, and a strong consumer identity. Consumers also often choose and are interested in buying brands they love even though other choices are available because the brand provides added value that competitors do not have. Thus, brand love can increase consumer purchase intention. The results of previous research from (Clarinda Rodrigulels & Paulla Rodrigulels, 2019) explained that brand love positively affects consumer purchase intention. The stronger brand love will increase purchase intention. This aligns with the purpose of this study, namely, to increase consumer purchase intention through brand love. Thus, brand love can influence consumer purchase intention.

Celebrity Endorsement on Purchase Intention

Based on the data, there is a significant correlation between celebrity endorsement and purchase intention. In the analysis, it is said to be significant if the value is <0.05 . From the celebrity endorsement variable, there is a significant correlation value <0.05 , which is 0.000. Thus, the second hypothesis, "celebrity endorsement has a positive effect on purchase intention", is accepted.

When a celebrity who is trusted or idolized by many people endorses a product or brand, consumers associate the celebrity's positive reputation with the product. It can increase consumer purchase intention. Celebrities also often have large followers on social media and the general public. Celebrities can broaden the reach of consumers and increase consumer interest in a product more broadly.

In addition, the role of celebrities in advertisements or product promotions can also attract their attention. Through celebrity coverage, it can increase consumer interest in a product. Thus, celebrity endorsement can increase consumer purchase intention. Previous research results from (Nyoman, 2017) explain that celebrity endorsement positively influences purchase intention. The more famous the celebrity endorser is, the more likely it is to increase consumer interest in buying. This is in line with the purpose of this research, namely, to increase consumer purchase intention in a brand through celebrity endorsement. Thus, celebrity endorsement can influence consumer purchase intention.

Celebrity Endorsement on Brand Love

Based on the data, there is a significant correlation between celebrity endorsement and brand love. In the analysis, it is

said to be significant if the value is <0.05 . The celebrity endorsement variable has a significant correlation value of <0.05 (0.005). Thus, the third hypothesis, "celebrity endorsement has a positive effect on brand love," is accepted. Celebrities often have a great influence on their fans. When they support a brand, this can create a sense of brand love in consumers. Celebrities often have fans who are very loyal and emotionally attached to them. When celebrities choose to support a brand, their fans will also tend to have a high sense of brand love towards their brand. The right celebrity endorsement can positively impact the brand, especially if the values held by the celebrity align with the brand's values. Thus, this will also increase the high sense of brand love in the minds of consumers. The results of previous research by (Delnisa, 2023) explained that celebrity endorsement (attractiveness, trustworthiness, and familiarity) positively and significantly affects brand love. The more famous the celebrity endorsement promotes, the stronger the sense of brand love in consumers. This is in line with the aim of this study, namely, to increase the sense of brand love in consumers through celebrity endorsement. Thus, celebrity endorsement can influence the consumer's sense of brand love in their mind.

Celebrity Endorsement on Purchase Intention Through Brand Love

The data shows a significant correlation between celebrity endorsement and purchase intention through brand love. In the analysis, it is said to be significant if the p-value in the Sobell test is <0.05 . The results of the Sobel test get a p-value <0.05 (0.01909246). Thus, "celebrity endorsement has a positive effect on purchase intention through brand love" is accepted. When consumers have a sense of love for a celebrity, they tend to trust the celebrity brand more. When this celebrity is not partnered with a celebrity that the consumer trusts, this trust can be transferred to the celebrity. This makes the celebrity endorsement stronger in influencing purchase intention. Brand love is often related to a strong emotional connection between consumers and brands. When a celebrity trusted by the consumer is involved in encouraging consumers, it can increase the intensity of the emotional connection, ultimately increasing purchase intention. Thus, brand love not only increases the effectiveness of celebrity endorsement in changing consumer attitudes and behavior but also mediates its influence in significantly increasing consumer purchase intention. According to the brand resonance model theory (Kelleler, 2013 in Hulang, 2017), brand love represents the emotional aspect a brand gives to increase consumer purchase intention so that brand love can mediate them. Therefore, such relationships can be used in this study. In practice, the results of this study show that brand love can

mediate the influence of celebrity endorsement on purchase intention. As a result, consumers who have a strong love for Tokopedia have a higher purchase intention. Therefore, brand love has a positive mediating influence on the relationship between celebrity endorsement and purchase intention.

CONCLUSION

The analysis shows that brand love can mediate celebrity endorsement and purchase intention. Although celebrity endorsement can directly or indirectly influence increasing purchase intention, if the brand attachment indicator in the brand love variable increases, brand love will more effectively encourage consumer purchase intention in e-commerce companies.

Managerial Implication

Based on the findings obtained from this study, Tokopedia can improve several aspects. *First*, to increase the influence of Brand Love on purchase intention, Tokopedia needs to build a closer emotional bond with its target market. For example, advertisements are more often shown through social media and television. *Second*, choose a celebrity endorsement with a good reputation so people can trust it and increase consumer purchase intention yearly. Tokopedia can assess why shopping interest on its platform is still low. Therefore, further research can be conducted to understand what factors cause this lack of interest so that it can improve the shopping experience at Tokopedia in the future.

Limitation

This study has several limitations, including not using open-ended questions, which prevents it from obtaining in-depth information related to several variables being tested. Besides that, it uses the e-commerce Tokopedia as an object, which has a strong positive reputation in Indonesia.

Future Research

Future research should add other variables, like brand image, to discover additional factors influencing consumer purchase intention. It can also use other e-commerce platforms, such as Shopee, by comparing the results of previous studies. This is done to analyze whether other variables have a significant influence and to provide an analysis of the data that has been obtained.

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