

# The Role of Brand Image in Mediating the Effect of Celebrity Endorsers on Repurchase Intention

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## ABSTRACT

The Covid-19 pandemic situation have caused changes in individual behavior patterns, including women in self-care. This situation makes women choose to do self-care independently at home for the problems they face, such as hair problems. Ellips hair vitamins offers hair-care products and are included in the ranks of top brands in Indonesia. The haircare business competition increasingly competitive, so repurchase intention must be considered by companies. This study aims to analyze the role of brand image in mediating the effect of celebrity endorsers on repurchase intention. This research was conducted in Denpasar, Bali, Indonesia with 100 respondents. Data was collected using questionnaire measured by Likert scale, data was analyzed using PLS-based SEM. The results found that celebrity endorser has a positive and significant effect on brand image and repurchase intention, brand image has a positive-significant effect on repurchase intention, and brand image mediates the relationship between celebrity endorser and repurchase intention.

**Keywords:** Brand Image, Celebrity Endorser, Repurchase intention.

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## I. INTRODUCTION

In this modern era, an attractive appearance is one of the things that is prioritized by everyone, especially for women who are synonymous with beauty and beauty. One of the things that can be used to support beauty in various types of cosmetics, ranging from makeup, skincare, haircare, and others (Candra & Suparna, 2019). Referring to Indonesian Central Statistics Agency in the first quarter of 2020, the performance of the chemical, pharmaceutical and traditional medicine industries, including the cosmetics sector, experienced a brilliant growth of 5.59 percent. In fact, amid the pressure from the Covid-19 pandemic, this manufacturing group was able to make a significant contribution to foreign exchange through the achievement of its export value which reached USD 317 million in the first half of 2020, an increase of 15.2 percent compared to the same period the previous year (Kemenperin, 2020).

The definition of cosmetics quoted from the Food and Drug Supervisory Agency is material intended for use on areas outside the human body such as the epidermis, nails, hair, lips, and external genital organs, including the teeth and mucous membranes of the mouth. One type of cosmetic that has experienced an increase in sales during the pandemic is hair care products. Due to the restrictions on community activities, some business sectors such as beauty salons cannot operate, resulting in a new habit for the community to perform self-care at home

Referring to data obtained from the Top Brand Award in 2021 (Topbrand award, 2021), hair vitamin sales growth in Indonesia is dominated by Indonesian producers, one of which is Ellips Hair Vitamin. One of the marketing tactics used by Ellips to expand its market share is to involve a

celebrity endorser, namely Julie Estelle. The selection of Julie Estelle as an endorser was based on the compatibility between the vision of the Ellips Brand and Julie Estelle's principles, namely, increasing the awareness of Indonesian women about the importance of using hair vitamins.

A pre-survey was conducted on 20 respondents to find out whether there is a relationship between celebrity endorsers and brand image on repurchase intention of Ellips Hair Vitamins in Denpasar City. A total of 8 respondents bought the product because of celebrity endorser Julie Estelle. A total of 10 people had a positive impression of Ellips Hair Vitamin, so they made a purchase. A total of 9 respondents has the intention to repurchase the product. Based on the results of the pre-survey, it indicates that celebrity endorsers are less able to influence repurchase intention, while the brand image can influence repurchase intention. Based on this background, researchers are interested in conducting further research on the role of brand image in mediating the influence of celebrity endorsers on repurchase intention.

Repurchase intention is a consumer behavior that shows a desire to return to transactions or buy the same product that was previously purchased in the future. Repurchase intention is the intention to repurchase by considering the circumstances that have occurred in an item or service that has been purchased and realized (Wijayajaya & Astuti, 2018) Repurchase interest certainly arises after consumers make purchases or transact against a product. repurchase intention is the intention of a customer to buy a product that has been purchased in the past (Savitri & Wardana, 2018). Several main factors influence a person's interest in making a purchase, namely cultural, psychological, personal, and social (Nazarani & Suparna, 2021). Each of these factors consists of smaller elements that form a unity of how humans

behave in their economic life. Social factors include social groups and networks that is, groups of people that influence attitudes, opinions, and buying behavior (Rodiques & Rahanatha, 2018). Reference groups are groups that function as comparison groups, influences, and norms for opinions, values, and behavior. In consumer behavior, people are greatly influenced by what other people think and how they behave. One type of reference group is celebrities (Wahyuni & Suparna, 2014).

Manufacturers of a product use celebrities to attract customers, which are commonly called celebrity endorsers (Rohani *et al.*, 2020). Celebrity endorsers are figures or public figures who are widely used in various media to support and promote a product (Sujana & Giantari, 2017). Celebrity is a platform that convinces consumers' attitudes towards brands (Ugwuanyi *et al.*, 2018). With the help of celebrity endorsers, it can help strengthen consumer memories regarding the brand image of a product. Since 2015, Ellips has partnered with celebrity Julie Estelle as Brand Ambassador for Ellips hair vitamin products. Julie Estelle is a celebrity who is considered suitable to be a celebrity endorser of Ellips products because Julie herself is a woman who cares about the health of her hair and considers hair to be the most beautiful crown from God that should be taken care of and cared for to keep it looking beautiful and healthy.

Celebrity endorsers can influence repurchase intention. Several researchers such as Rahaju Edi (2018) and Ferdinands (2019) have examined this relationship and found that celebrity endorsers have a positive and significant effect on repurchase intention. However, different things were obtained in a study conducted by Chiquita *et al.* (2021) that celebrity endorsers have an insignificant direct effect on repurchase intention.

The results of empirical studies show inconsistent results regarding the influence of celebrity endorsers on repurchase intention, for that it is necessary to have other variables that are thought to mediate the influence of celebrity endorsers on repurchase intentions. Brand image has a dominant influence because the brand is the identity of the goods or services. A company is expected to be able to build a unique brand image so that it can be attached to the minds of consumers. The unique brand image affects the repurchase intention of consumers of a brand. Consumers will tend to be loyal to the brand, where consumers buy back a brand regularly, regardless of other competitors. Aji (2018) shows that a strong and positive brand image can mediate the influence of celebrity endorsers on repurchase intention. A similar study was also conducted by Manda & Setyoningtyas (2021) which showed that brand image was able to mediate the influence of celebrity endorsers on repurchase intention.

#### A. Research Hypothesis

- H1: Celebrity Endorser has a positive and significant effect on repurchase intention.
- H2: Celebrity endorser has a positive and significant effect on brand image.
- H3: Brand image has a significant positive effect on repurchase intention.
- H4: Brand Image has a significant effect in mediating celebrity endorser on repurchase intention.

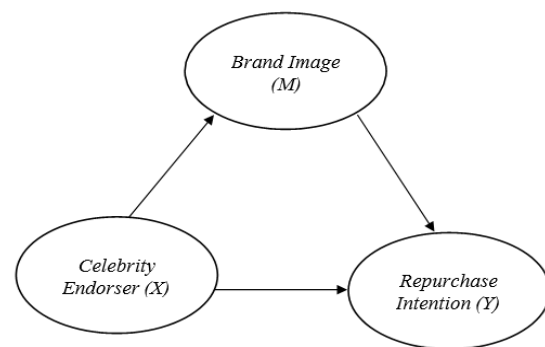


Fig. 1. Research conceptual framework.

## II. METHODOLOGY

This research is classified into associative research which examines the relationship between celebrity endorser, brand image, and repurchase intention variables. This research was conducted in the area of Denpasar City. This city was chosen because Denpasar City is the center of government, education, trade, health, as well as the purpose of urbanization for people from other districts in Bali Province so that it can indirectly represent all people living in Bali Province.

TABLE I. INDICATORS OF RESEARCH VARIABLES

| Variable                | Indicator                   |
|-------------------------|-----------------------------|
| Repurchase Intention(Y) | 1) Transactional Value (Y1) |
|                         | 2) Referential Value (Y2)   |
|                         | 3) Preferential Value (Y3)  |
|                         | 4) Exploratory Value (Y4)   |
| Celebrity Endorser (X)  | 1) Trustworthiness (X1)     |
|                         | 2) Expertise (X2)           |
|                         | 3) Attractiveness (X3)      |
|                         | 4) Respect (X4)             |
|                         | 5) Similarity (X5)          |
| Brand Image (M)         | 1) Recognition (M1)         |
|                         | 2) Reputation (M2)          |
|                         | 3) Affinity (M3)            |
|                         | 4) Domain (M4)              |

This study uses 100 respondents because using a higher number can represent the real condition. The sampling method used is purposive sampling with the criteria that the respondent is female who lives in Denpasar City, has used Ellips Hair Vitamin products, and has seen or seen Ellips Hair Vitamin advertisements starring Julie Estelle on television, billboards, and social media. The method used to collect data in this study was to survey by distributing questionnaires with a Likert scale of 1 to 5. In this study, the inferential statistics used were PLS-based SEM analysis.

## III. RESULTS AND DISCUSSION

### A. Characteristics of Respondents

Based on the age variable, most of the respondents were dominated by respondents who were only 17–20 years old (20 percent). This can explain why the market share of Ellips hair vitamins tends to be dominated by young women. Based on education level, respondents with high school graduates are 74 percent and 26 percent are university graduates. This shows that consumers of Ellips hair vitamin products are dominated by residents with the latest education at the high school level.

B. Description of the Variable Repurchase Intention

The score for the repurchase intention variable is 4.24, which indicates that consumers of Ellips hair vitamin products have very high repurchase intentions. The highest score was found in the statement "I have a desire to repurchase Ellips Hair Vitamin products" with an average score of 4.46. While the lowest score was found in the statement "I always look for information about Ellips Hair Vitamin products" with a score of 3.96.

C. Description of Celebrity Endorser Variable

Respondents' opinion on the celebrity endorser variable with a score of 4.19 indicates that Ellips hair vitamin products have chosen the right celebrity endorser because these numbers indicate that the influence of celebrity endorsers is strong enough to encourage repurchase intention of Ellips product consumers. The highest score was found in the statement "I have a good impression of celebrity Julie Estele" with a score of 4.31, while the statement "I feel I have similarities with Julie Estelle in terms of Julie's lifestyle as shown in the advertisement" received the weakest score of 3.91. Judging from the respondents' perceptions of celebrity endorsers, it can be said that the Ellips brand can choose the right celebrity in representing Ellips hair vitamin products so that its influence on consumers to encourage repurchase intention gets a strong predicate.

D. Description of a Brand Image Variable

The overall brand image is good, this can be seen from the overall score of 4.66. The highest score is found in the recognition indicator with the statement "I believe Ellips Hair Vitamin products are well known to many people" with a score of 4.76 this shows that Ellips Hair Vitamin products have succeeded in having their place in the minds of consumers. For the lowest score on the domain indicator with the statement "I believe Ellips Hair Vitamin Products have their uniqueness that is different from other products" the score is 4.57.

E. Structural Equation Modeling Analysis Based on Partial Least Square (PLS)

R-square for the brand image variable is 0.340, which can be interpreted as 34 percent of product innovation constructs being influenced by celebrity endorsers. While the other 66 percent are influenced by constructs outside the model.

Furthermore, the R-square value of the repurchase intention variable is 0.528 percent, which can be interpreted as 52.8 percent of the repurchase intention construct being influenced by celebrity endorsers and brand image. While the other 47.2 percent are influenced by constructs outside the model.

F. Predictive-Relevance ( $Q^2$ )

$$Q^2 = 1 - [(1 - R^2) (1 - R^2)]$$

$$Q^2 = 1 - [(1 - 0,340) (1 - 0,528)]$$

$$Q^2 = 1 - (0,66) (0,472)$$

$$Q^2 = 1 - 0,31152$$

$$Q^2 = 0,688$$

The value of  $Q^2$  is in the range of  $0 < Q^2 < 1$ , where the closer to 1 means the better the model. based on the results of these calculations, the  $Q^2$  value obtained is 0.688, so it can be concluded that the model has a good predictive relevance. Thus, it can be explained that 68.8 percent of the repurchase intention variables are influenced by the celebrity endorser and brand image variables used in the model. The rest is influenced by other factors outside the model. It is concluded that this model has relevant predictive value.

G. Hypothesis Test

| TABLE II: PATH COEFFICIENT                |                 |             |                    |             |          |
|-------------------------------------------|-----------------|-------------|--------------------|-------------|----------|
| Variable                                  | Original Sample | Sampel Mean | Standard Deviation | T-Statistic | P Values |
| Brand Image-> Repurchase Intention        | 0.387           | 0.385       | 0.090              | 4.325       | 0.000    |
| Celebrity Endorser-> Brand Image          | 0.583           | 0.585       | 0.068              | 0.608       | 0.000    |
| Celebrity Endorser-> Repurchase Intention | 0.429           | 0.434       | 0.079              | 5.522       | 0.000    |

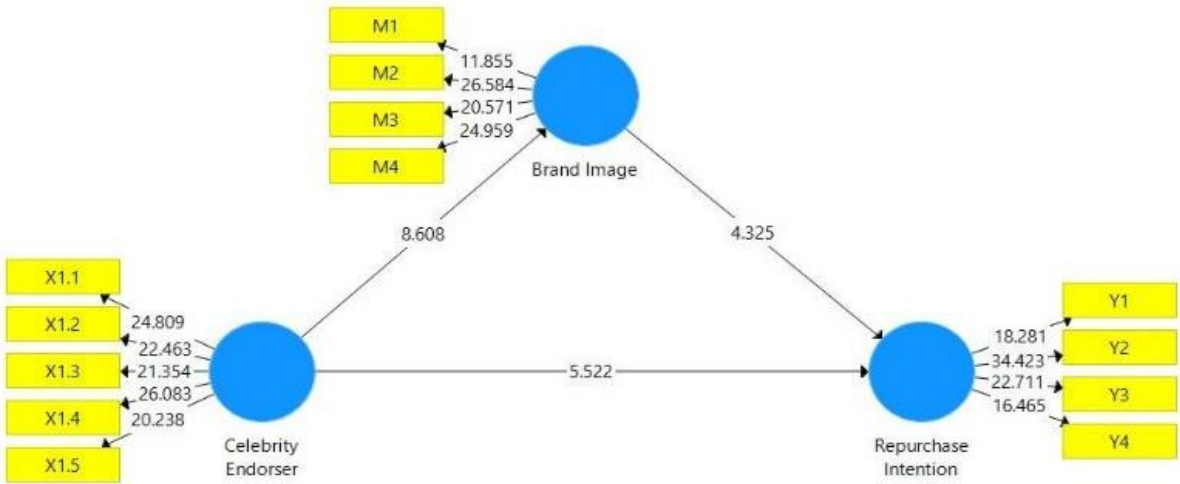


Fig. 2. Inner Model.

TABLE III: TEST RESULTS OF DIRECT EFFECTS, INDIRECT EFFECTS, AND TOTAL EFFECTS

|          | Construct                                               | Standardized Estimates | T-Statistic | P-Values |
|----------|---------------------------------------------------------|------------------------|-------------|----------|
| Direct   | Brand Image-> Repurchase Intention                      | 0.387                  | 4.325       | 0.000    |
|          | Celebrity Endorser-> BrandImage                         | 0.583                  | 8.608       | 0.000    |
|          | Celebrity Endorser-> Repurchase Intention               | 0.429                  | 5.522       | 0.000    |
| Indirect | Celebrity Endorser-> Brand Image -> RepurchaseIntention | 0.226                  | 3.797       | 0.000    |
|          | Brand Image-> Repurchase Intention                      | 0.387                  | 4.325       | 0.000    |
| Total    | Celebrity Endorser-> Brand Image                        | 0.583                  | 8.608       | 0.000    |
|          | Celebrity Endorser-> Repurchase Intention               | 0.655                  | 11.813      | 0.000    |
|          | Brand Image-> Repurchase Intention                      | 0.387                  | 4.325       | 0.000    |

## H. Discussion

### 1) Celebrity Endorser on Repurchase Intention

The estimation of the structural model presented in Table 2 shows that the H1 test explains the significant influence between celebrity endorser and repurchase intention, which is indicated by the t-statistic value of 5.522 ( $> 1.96$ ). The path coefficient value is 0.000 which means that the influence between celebrity endorser and repurchase intention is positive. so that hypothesis H1 in this study is proven. namely stating that celebrity endorser has a positive and significant effect on repurchase intention. This explains that the higher the company's ability to choose the right celebrity endorser. so that it can represent a brand to the fullest. the higher the repurchase intention made by consumers. These results are from previous research conducted by Manda & Setyoningtyas (2021), Aji (2018) and Ferdinands (2019) state that celebrity endorsers have a positive and significant effect on repurchase intention.

### 2) Celebrity Endorsers on Brand Image

The estimation of the structural model presented in Table 2 shows that the H2 test explains the significant influence between celebrity endorsers and brand image as indicated by the t-statistic value of 8,608 ( $< 1.96$ ). The path coefficient value is 0.000 which means that the influence between celebrity endorsers and brand image is positive. so that the hypothesis H2 in this study is proven. namely stating that celebrity endorser has a positive and significant effect on brand image. This explains that the company is more precise in choosing a celebrity endorser for a brand. the better the brand image that is embedded in the minds of consumers towards a brand. These results are from previous research conducted by Baniya (2017) which stated that there was a positive and significant influence of celebrity endorsers on brand image. The results of a similar study are also supported by research conducted Roshan & Sudiksa (2019). which states that celebrity endorsers can influence brand image positively and significantly.

### 3) Effect of Brand Image on Repurchase Intention

The estimation of the structural model presented in Table 2 shows that the H3 test explains the significant influence between brand image and repurchase intention as indicated by the t-statistic value of 4.325 ( $< 1.96$ ). The path coefficient value is 0.000 which means that the influence between brand

image and repurchase intention is positive. so that H3 in this study is proven. namely stating that brand image has a positive and significant effect on repurchase intention. A strong brand image can be an assessment for consumers to purchase a product. Respondents' responses to the brand image have a high value with an average of 4.66 which shows very good results. These results are from previous research conducted by Aryadhe & Astini (2018) which stated that there was a positive and significant influence of brand image on repurchase intention. The results of a similar study are also supported by research conducted by Halim & Suparna (2021), Ekaprana et al. (2018) which states that brand image can influence repurchase intention positively and significantly.

### 4) The Role of Brand Image in Mediating the Effect of Celebrity Endorsers on Repurchase Intention

Based on the data from Table III on the indirect effect between celebrity endorsers. brand image. and repurchase intention, the t-statistic value is 3.797 ( $> 1.96$ ) and P-value is 0.000 ( $< 0.050$ ) which shows that the brand image variable can mediate the relationship between celebrity endorser and repurchase intention. This is by hypothesis 4 (H4), namely brand image can mediate the influence of celebrity endorsers on repurchase intention. These results explain that the better the celebrity endorser viewed by consumers, the higher the level of repurchase intention on Ellips products. So, therefore. a good brand image is needed from Ellips products. so that it can guide consumers in assessing a product based on their perspective which will later influence consumer decisions in buying a product. By having a good brand image. the product can maintain market share and be able to outperform its competitors. These results are following the results of previous studies conducted by Aji (2018) and Manda & Setyoningtyas (2021) which state that brand image can mediate the influence of celebrity endorsers on repurchase intention.

### 5) Implications of Research Results

The results of this study have implications for developing a theory of consumer behavior, namely repurchase intention. This study has been able to add to empirical studies, strengthen previous research, and confirm the influence of brand image mediating the influence of celebrity endorsers on repurchase intention.

Based on the results of research on the celebrity endorser variable, the respondents' assessment of the attractiveness factor of the Ellips brand ambassador became the highest assessment. This can be considered for branding management at Ellips to maintain Julie Estele as Ellips brand ambassador or find an endorser who can represent the Ellips brand properly, to maintain and even increase consumers repurchase intentions for Ellips hair vitamin products.

The brand image variable which in this study succeeded in becoming a consumer consideration in making repurchases on Ellips hair vitamin products. Based on the respondent's assessment of the brand image of the Ellips product, it was found that the recognition of the Ellips product had the highest rating. The Ellips brand image is widely known by consumers, which in the future will become the basis for consumers to repurchase or repurchase Ellips hair vitamin products.

## 6) Research Limitations

Based on the research that has been done, it was found that there are several limitations in this study where this research was only conducted on consumers of Ellips hair vitamin products in Denpasar City so that it cannot be generalized. Situations that are always undergoing dynamic changes may also make some changes related to similar topics and relationships so that this research needs to be carried out again in the future.

## IV. CONCLUSION

The results of the celebrity endorser variable indicate that it is necessary to pay more attention to the similarity factor or the similarity between roles that celebrity endorsers display in advertisements. that is, both in terms of lifestyle or relevant habits related to hair care. appropriate to the target audience. So that. with this in mind. In the future, it can stimulate the audience to be more interested in repurchasing Ellips Hair Vitamin products. The results of the brand image variable indicate that the need for improvement is related to the uniqueness of Ellips hair vitamin products. The uniqueness of the product is very important for the final product to be sold. PT. Kino. As a producer of Ellips hair vitamins, it is hoped that they will pay more attention to the uniqueness of the product, both in terms of variety. function. and others to produce products that can compete competitively in the market to attract consumers to make repurchases. Future researchers are expected to be able to conduct research with a wider scope. and researching or adding variables outside of this study that does influence repurchase intention in consumers.

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