



JOJAPS

eISSN 2504-8457



Journal Online Jaringan Pengajian Seni Bina (JOJAPS)

Influence of Celebrity Endorser Raisa Andriana in Advertisement on Magnum Ice Cream Brand Image on the Transmart Costumers

Ruri Sabdillah¹, Rahmat Hidayat^{2*}, Dewi Shinta Wulandari Lubis³, Wardayani⁴

^{1,2,3,4}Departement of Management, STIM Sukma Medan, Indonesia
*rhidayat@stimsukmedan.ac.id

Abstract

This study is aimed to determine the effect of Raisa Adriana celebrity endorser in Magnum ice cream brand image advertising on the consumer of Transmart Carrefour Plaza Medan Fair. The study was conducted at Transmart Carrefour Plaza Medan Fair in 2016. The data used in this study was primary data in the form of interviews and questionnaires which distributed to the 138 research respondents. The data were analyzed by simple regression where the hypothesis was tested by using the coefficient of determination and partial test. Moreover, the data was processed by SPSS application. The results showed that the celebrity endorser Raisa Adriana have a positive and significant effect to brand image of Magnum ice cream at Transmart Carrefour Plaza Medan Fair customers.

© 2017 Published by JOJAPS Limited.

Keywords: Celebrity endorser, brand image, advertisement

Background

It has been a trend that the public figures such as model, singer, famous athletes, and actress were invited to be the advertisement model for magazine, television, and social media. One of the advertisements is the Magnum Ice cream which uses Raisa Adriana as the celebrity endorser. As a celebrity, Raisa is known very well on the society and has positive image in case she has never been reported for bad gossip or bad news. The celebrity will explain the product she endorses in order to influence the perception of the consumers in making the decision to buy the product. By the endorsement of Raisa Adriana, it is fully believed that the product sale will be increased and the positive brand image will be achieved. For instance, the research result of Cholifah et al (2016) showed that several variables on celebrity endorsement such as trustworthiness, expertise, attractiveness, respect, and similarity have very significant effect on the brand image. Moreover, the research result of Wang et al (2017) also showed that there is a positive relationship among all the hypothesis constructed. Therefore, besides having a good celebrity in supporting the customer oriented endorsement, the celebrity credibility is also as important as the brand character achievement, brand credibility, and the purchasing willingness. Moreover, the price determination and promotion also influence the sale rate.

Literature review

Kertamuki (2015: 69) stated that celebrity endorser is a famous individual on society by his or her achievement on art beside the products he or she endorses. Moreover, Kertamukti (2015: 75) stated that there are basic supporting properties which support the endorsing effectiveness, they are: (1) attractiveness which consists of: familiarity, similarity, and liking, (2) credibility which consists of: expertise and trustworthiness. In addition, Kotler and Keller (2009: 260) defined that brand image is a process where the costumers selects, organizes, and defines the input information to create a thoughtful image. Thus, Kotler and Keller (2009) stated that there are brand image indicator; favorability of brand association, strength of brand association/ familiarity of brand association and uniqueness of brand association.

Research methods

The research was conducted at Transmart Carrefour Plaza Medan Fair on 2016. The variables on the research were two: celebrity Endorser Raisa Adriana as the exogen variable and the Magnum Ice cream brand image as the endogen variable. The data that used on the research were two, they are the primary data: interview and questionnaire sheets that were distributed to the 138 research respondents. The data was tested by simple regression test. Meanwhile, the hypothesis was tested by determination coefficient test and partial test, last, the data was analyzed through SPSS application.

Result

1. Respondent Characteristics

Table 1. Respondent Identities by gender

No.	Sex	Responden	Percentage
1	Male	60	43.48
2	Female	78	56.52
Total		138	100.00

Table 2. Respondent Identities by age

No.	Age range	Respondent Number	Percentage
1	17-20 Tahun	56	40.58
2	21-25 Tahun	82	59.42
Total		138	100.00

2. The recapitulation of respondents' respond on the celebrity endorser variable

Table 3. The recapitulation of respondents' respond on the celebrity endorser variable

No	Statements	Very agree		Agree		Less agree		disagree		Very disagree		Total
		F	%	F	%	F	%	F	%	F	%	
1	Do you know Raisa (pop singer)	29	21	70	51	39	28	0	0	0	0	138
2	seldom/ ever watched Raisa at electronic media	15	11	69	50	38	28	13	9	3	2	138
3	Is Raisa appearance elegant?	22	16	69	50	42	30	4	3	1	1	138
4	Do you like Magnum Ice Cream just like Raisa?	19	14	74	54	39	28	6	4	0	0	138
5	Raisa is an actrees which less gossiped?	23	17	70	51	43	31	1	1	1	1	138
6	I love Raisa performance	15	11	69	50	45	33	7	5	2	1	138
7	Raisa endorses the advertisement very well	24	17	79	57	34	25	0	0	1	1	138
8	The message of advertisement is delivered very well	21	15	77	56	30	22	3	2	7	5	138
9	The message of advertisement delivered can be trusted	14	10	79	57	36	26	8	6	1	1	138
10	Raisa has very good self image	14	10	64	46	54	39	5	4	1	1	138
Average		14		52		29		3		1		

3. The recapitulation of respondents' responds on brand image variable

Table 4. The recapitulation of respondents' responds on brand image variable

No	Statements	Very Agree		Agree		Less Agree		Disagree		Very Disagree		Total
		F	%	F	%	F	%	F	%	F	%	
		1	The Magnum ice cream brand is a brand that loved by the costumers	54	39	58	42	21	15	5	4	
2	Magnum brand can influence the costumers to buy the Magnum ice cream	33	24	69	50	24	17	7	5	5	4	138
3	Magnum ice cream brand is a famous brand in Indonesia	28	20	76	55	32	23	0	0	2	1	138
4	Magnum ice cream brand can improve the brand image of the product	33	24	71	51	28	20	5	4	1	1	138
5	Magnum ice cream brand has very unique variants of ice cream	47	34	61	44	21	15	7	5	2	1	138
6	The variant of Magnum ice cream has the unique wrapper	38	28	68	49	24	17	7	5	1	1	138
Average		28		49		18		4		1		

4. Regression test result

Table 5. Regression test result

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	19.010	2.396		7.934	.000
	Celebrity endorser (x)	.131	.064	.174	2.060	.041

a. Dependent Variable: Brand image (y)

By the table above, the results show that there is a regression equation: $Y = 19.010 + 0.131X$

On the regression model, it can be gotten the constant score is 19.010 which means if the celebrity endorsement variable scor is zero so the brand image variable scor is 19.010. The regression coefficiency the brand image variable has positive value, which proves its contribution. It means that Magnum ice cream brand image can be influenced by Raisa Adriana celebrity endorsement.

5. Hypothesis testing

1. Determination coefficiency (R^2)

Table 6. The result of determination coefficiency

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.174 ^a	.030	.023	3.30613

a. Predictors: (Constant), Celebrity endorser (x)

The table above showed that the value of R^2 is 0.030 or 3%, which means the celebrity endorses power in explaining the brand image is 3% meanwhile the rest the other 97% is explained by other variables that not explained at this research (further research needs to be conducted).

2. Partial test (t test)

Table 7. Partial test result

Model	Coefficients ^a			t	Sig.	
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1	(Constant)	19.010	2.396		7.934	.000
	Celebrity endorser (x)	.131	.064	.174	2.060	.041

a. Dependent Variable: Brand image (y)

The table above showed that the t_{count} for the celebrity endorser variable is 2.060 times bigger from t_{table} 1.977 and the significancy value is 0.041 smaller than alpha 0.05, so H_0 is rejected and H_1 is accepted. Thus, the Raisa Adriana celebrity endorser has positive significant effect on Magnum ice cream brand image on Transmart Carrefour Plaza Medan Fair costumers. The results is same whith the research of Cholifah et el (2016) which stated that the variables on the celebrity endorser which consists of trustworthiness, expertise, attractiveness, respect, and similarity have significant effect to the brand image. The result is also same with Wang et. el (2017) research that there is positive relationship between all the construction hypothesized. Therefore, besides having a good celebrity to support the costumer oriented advertisement, the celebrity credibility is as important as brand image in improving the brand characteristic, brand credibility and buying willingness. Nevertheless, the research of Ilicic & Webster (2013) stated that co branding celebrity client does not give the information about the client brand or brand profit, the costumers' judgment to the brand client capability on giving the benefits, buying willingness, and suitable perception will become negative.

The other statement by Kim et el (2014) stated that the trustworthiness on the celebrity endorsement by costumers can be changed with image perception, credibility, and loyalty to the costumers. One important investigation result showed that specific celebrity endorsers might be uninteresting for the whole market target, but more than one endorser might be asked to promote the product. Meanwhile, Wei & Lu (2013) stated that a good search of good product that is suggested by a celebrity in an advertisement is by making the attention, willingness, and more action from costumer's rather that do a survey to the costumers on online version. Moreover, the research also showed that online costumers are more active than the support of the celebrity to the respondent memories. In addition, Lubis & Hidayat (2017) also stated that the brand image does not influence the buying decision, meanwhile the price is positively and significantly influence the buying decision. Last, simultaneously the brand image and the price influence positively and significantly to the buying decision.

Reference

- Batubara, A., & Hidayat, R. (2016). Pengaruh Penetapan Harga dan Promosi terhadap Tingkat Penjualan Tiket pada PSA Mihin Lanka Airlines. *Jurnal Ilman*, 4(1), 33–46.
- Cholifah, N., Suharyono, & Hidayat, K. (2016). Pengaruh Celebrity Endorser terhadap Brand Image (Survei pada Konsumen Kosmetik Wardah di Counter Wardah Kota Malang). *Jurnal Administrasi Bisnis (JAB)*, 36(1), 170–177.
- Ilicic, J., & Webster, C. M. (2013). Celebrity co-branding partners as irrelevant brand information in advertisements. *Journal of Business Research*, 66(7), 941–947. <https://doi.org/http://dx.doi.org/10.1016/j.jbusres.2011.12.014>
- Kertamukti, R. (2015). *Strategi Ktreatif dalam Periklanan Konsep Pesan, Media, Branding, Anggaran* (1st ed.). Jakarta: PT. Raja Grafindo Persada.
- Kim, S. S., Lee, J., & Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty. *International Journal of Hospitality Management*, 37, 131–145.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (13th ed.). Jakarta: Erlangga.
- Lubis, D. I. D., & Hidayat, R. (2017). Pengaruh Citra Merek dan Harga terhadap Keputusan Pembelian pada Sekolah Tinggi Ilmu Manajemen Sukma Medan. *Jurnal Ilman*, 5(1), 15–24.
- Wang, S. W., Kao, G. H.-Y., & Ngamsiriudom, W. (2017). Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector. *Journal of Air Transport Management*, 60, 10–17.
- Wei, P.-S., & Lu, H.-P. (2013). An examination of the celebrity endorsements and online customer reviews influence female consumers' shopping behavior. *Computers in Human Behavior*, 29(1), 193–201. <https://doi.org/http://dx.doi.org/10.1016/j.chb.2012.08.005>