

**THE EFFECTS OF CELEBRITY ENDORSER'S PERCEIVED  
IMAGE ON THE CONSUMERS' PURCHASE INTENTION**

**The Case Study of the Purchase of Suzuki and Honda Motorcycle  
In Sleman, Yogyakarta**

**A THESIS**

Presented as Partial Fulfilment of the Requirements  
To Obtain the Bachelor Degree in Management Department



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**2004**

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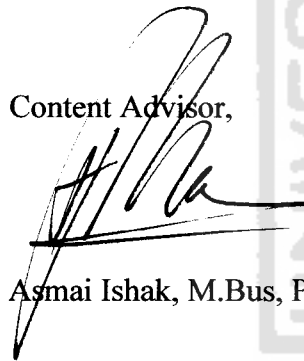
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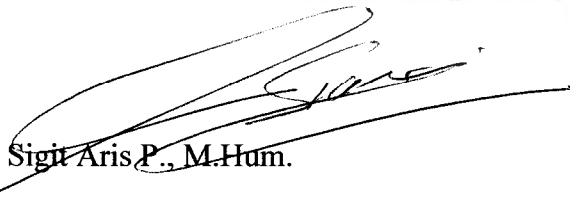
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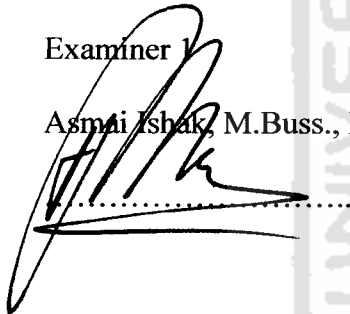
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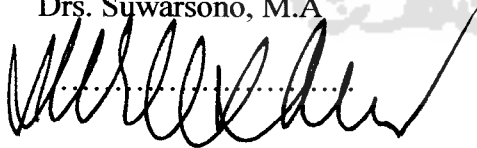
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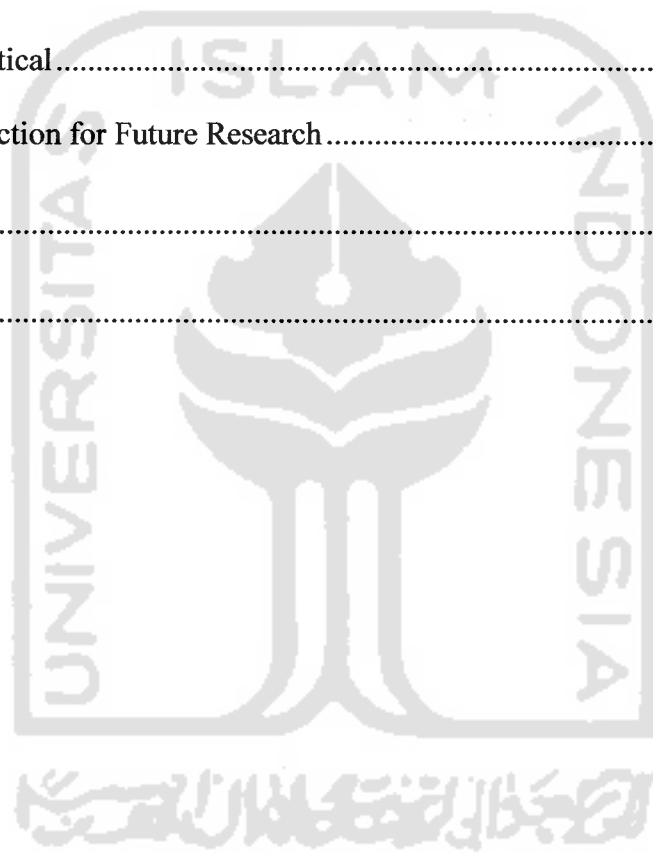


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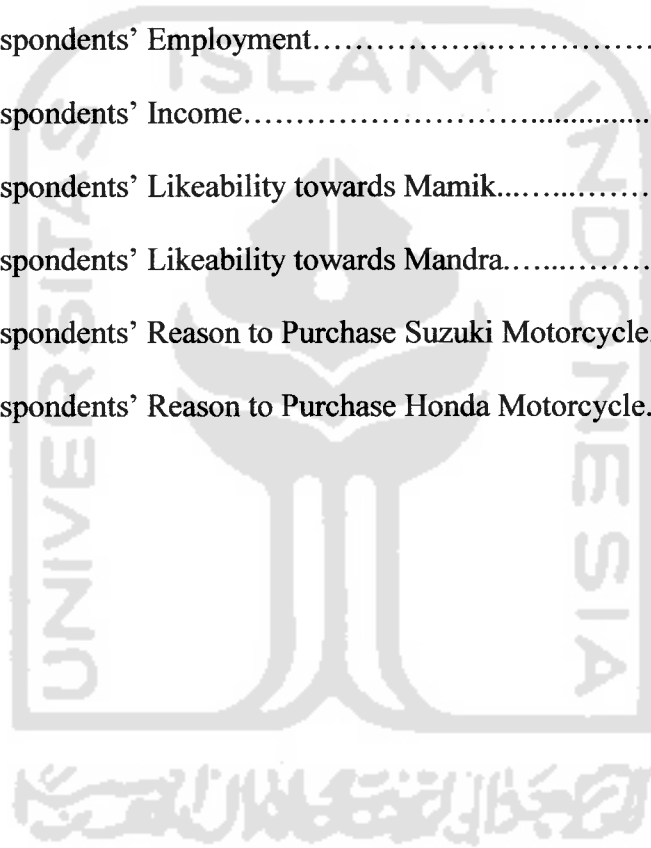
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## ABSTRACT

**Prasasti Ngesthiwidya (2004)** "THE EFFECTS OF CELEBRITY ENDORSER'S PERCEIVED IMAGE ON THE CONSUMERS' PURCHASE INTENTION." Yogyakarta: Faculty of Economics, Department of Management, International Program, Universitas Islam Indonesia.

Advertisings in recent time appear quite competitively in an entertainment media such as on television and magazine. To improve the advertising effectiveness, many advertisers often use celebrities in their advertising campaigns. Many advertisers believe that the celebrity endorsers are more proficient and credible to attract consumers' attention. Many studies have also indicated the important role of celebrity to enhance the consumers' purchase intention towards the product. The credibility of celebrity endorsement can eventually lead to consumers' appeal to try or use the advertised product.

This study tries to analyse the credibility of celebrity endorsers by focussing on the celebrity endorser's perceived image to influence the consumers' buying intention. Several previous studies have investigated several variables to measure the celebrity's credibility, and thus this study focuses on the implementation of those variables in the context of celebrity advertising in Indonesia. As several studies on similar topic have been conducted in other countries by using different types of product, this research is expected to provide a replicate study on the effects of celebrity's perceived image in relation with the purchase intention of Indonesian people.

There are two samples of product advertising that are evaluated in this research, the Suzuki and Honda motorcycle advertising. The primary data in this study is collected from a survey of 150 respondents in Sleman, Yogyakarta, Indonesia. The respondents rate the credibility of the endorser, the celebrity's perceived attractiveness, perceived trustworthiness, and perceived expertise, and the advertising believability. In further, all data is evaluated by using both single and multiple linear regression to analyse its effects on the purchase intention.

Based on the research finding and the analysis, it is found that the credibility of the endorsers insignificantly affects the purchase intention. In addition, the individual effect of each perceived images of celebrity endorser does not significantly influence the consumers' purchase intention. Hence, the perceived attractiveness, perceived trustworthiness, and perceived expertise of celebrity endorsers do not effectively influence the buying intention of consumers. Nevertheless, advertising believability can significantly enhance the consumers' purchase intention. It is concluded that the use of the celebrity endorser is effective when the advertising believability positively influences the consumers to buy the advertised product. The finding suggests that the effectiveness of celebrity endorsers in specialty product advertisings such as motorcycles can be enhanced by increasing the advertising believability in order to influence the consumers' reaction to buy the product.

## ABSTRAK

**Prasasti Ngesthiwidya (2004)** “THE EFFECTS OF CELEBRITY ENDORSER’S PERCEIVED IMAGE ON THE CONSUMERS’ PURCHASE INTENTION.” Yogyakarta: Jurusan Manajemen, Program Internasional, Fakultas Ekonomi, Universitas Islam Indonesia.

Periklanan pada media hiburan seperti televisi dan majalah saat ini sangat bersaing. Banyak pemasang iklan menggunakan selebriti untuk meningkatkan keefektifan iklannya. Para pemasang iklan percaya bahwa selebriti lebih mampu dan kredibel untuk menarik perhatian konsumen. Beberapa penelitian juga menekankan peran penting selebriti dalam meningkatkan keinginan konsumen terhadap pembelian produk. Kredibilitas selebriti tersebut akan dapat mengajak konsumen untuk mencoba dan akhirnya menggunakan produk yang diiklankan.

Penelitian ini bertujuan untuk menganalisa kredibilitas selebriti dalam mengiklankan suatu produk. Penelitian ini dititikberatkan pada citra yang dimiliki selebriti untuk mempengaruhi keinginan membeli pada konsumen. Beberapa penelitian sebelumnya telah menginvestigasi beberapa variabel yang digunakan untuk mengukur kredibilitas seorang selebriti, maka penelitian ini mengimplementasikan variabel-variabel tersebut pada periklanan selebriti di Indonesia. Berbagai studi pada pembahasan yang sama telah dilakukan di negara lain dengan menggunakan berbagai jenis produk. Oleh karena itu, penelitian ini diharapkan akan menjadi studi replikasi pada pengaruh citra selebriti terhadap keinginan masyarakat Indonesia untuk membeli.

Ada dua sampel iklan yang digunakan yaitu iklan produk sepeda motor Suzuki dan iklan produk sepeda motor Honda. Data primer dalam penelitian ini diambil dari sebuah survei yang mengikutsertakan 150 responden dari Sleman, Yogyakarta, Indonesia. Para responden mengevaluasi kredibilitas selebriti dalam beriklan, citra ketertarikan dalam selebriti, citra kepercayaan, citra keahlian, dan kepercayaan pada iklan tersebut. Semua data primer dianalisis menggunakan regresi linear tunggal dan regresi linear multipel untuk mengetahui pengaruh dari variabel-variabel tersebut terhadap keinginan membeli.

Dari hasil penelitian ini, terbukti bahwa kredibilitas selebriti dalam beriklan kurang signifikan dalam mempengaruhi konsumen untuk membeli. Pengaruh individu dari setiap citra yang dimiliki selebriti juga tidak signifikan dalam mempengaruhi keinginan membeli. Citra ketertarikan, citra kepercayaan, dan citra keahlian pada seorang selebriti tidak berpengaruh secara efektif terhadap pembelian produk. Namun, faktor kepercayaan pada iklan dapat meningkatkan keinginan membeli secara signifikan. Penulis dapat menarik kesimpulan bahwa penggunaan selebriti dalam beriklan akan efektif bila faktor kepercayaan pada iklan secara positif mempengaruhi konsumen dalam membeli produk yang diiklankan. Hasil penelitian ini mengungkapkan bahwa keefektifan selebriti pada iklan produk khusus, seperti sepeda motor, dapat ditingkatkan dengan faktor kepercayaan pada iklan agar dapat mempengaruhi keinginan membeli pada konsumen.

# CHAPTER 1

## INTRODUCTION

### 1.1. Background of the Study

The competition amongst new and old products in the market gets tougher recently. An advance marketing strategy is required to encounter the launch of products by the competitors. To strengthen the position of the product in the market, many companies prefer to utilize the advertising activity rather than apply other promotional strategies.

Advertising is “any paid form of non-personal communication about an organisation’s product, service or idea by an identified sponsor” (Tull in Rex, 1997). Advertising is considered to be a more effective way to present information effectively and efficiently about the product than sales promotion activity. Hence, many marketing managers execute advertising strategy to present the product and the company to target market. The advertising which communicates a unique and positive message, in fact, can differentiate a brand from its competitors and help to insulate the brand from price competition (Boulding in Gultinan, 1997). As many new companies enter into the market, this strategy is very favourable for industries that are recently fighting in a ‘promotion war’.

One of the functions of advertising is to enable a low quality firm to take advantages of consumer ignorance by “partially mimicking the strategy of high quality firm” (Hertendorf, 1993). When a company realizes that it cannot

position its products to the market due to their weak attributes, the company may prefer to use advertising campaign to catch consumers' attention. By appearing frequently in advertising media and showing the positive side of the products, the company could face its rival in terms of acquiring audience's awareness.

The advertising may create market attainment and market awareness (Terhune & Steinberg, 2003), and therefore a less favourite product on the market can be better recognized. Moreover, the company may create viewers' assumptions toward its product through the selection of advertising program. After watching the advertising campaign, consumers may perceive well on product that has never been acknowledged as high-quality one in its class before. As Hertzendorf (1993) stressed on his finding, whatever kind of product and quality can be determined good or opposites if the company knows how to represent its product on consumer's perception. This strategy is very favourable for a low quality firm which is struggling facing the competition.

Many managers believe that advertisement can also enhance long-term brand loyalty (Guiltinan, Paul and Madden, 1997). Hanung Budya, the marketing manager of *Pertamina* synthetic oil products, has proven the principle on the real-world advertisement. Budya has set one of its advertising objectives to maintain the customers' loyalty toward *Pertamina's* products (*Sinar Harapan*, 2002). However, the recent finding revealed that advertising did little influence on customers' loyalty toward a brand (Datta, 2003). Nevertheless, Datta (2003) still believed that advertising might affect the purchase of a brand.

The main reason of advertising is to make the brand noticeable and to facilitate instant awareness (Joshi, 2003). The use of celebrity endorsers can help the advertisers to achieve those advertisement aims as it will attract awareness of larger markets due to the popularity of celebrities' themselves. The image and the influence of celebrities can be seen from all forms of entertainment media. For example, Tamara Bleszinsky and Dian Sastrowardoyo for Indonesian *Lux* stars, Jacky Chan for *M150* energy drink, and Renald Kasali for *Sido Muncul*.

Celebrity endorsers are believed to be more attractive and appealing than ordinary-person endorsers to persuade people to purchase. Thus, the celebrity endorsers can help the company to obtain the advertising effectiveness as they create awareness and eventually increase purchase intention of the consumers (Kamins 1990; Ohanian 1991; Goldsmith, et al 2000; Daneshvary, et al 2000). Despite the fact that the raise on purchase-intention may last only for short-term period, vigorous advertising may boost the sales income in short time.

There is a consideration for advertisers to employ celebrity endorsers in their advertising campaigns. The use of the celebrity endorser can sometimes increase the selling, and sometimes fails to promote the product. Nevertheless, the use of celebrity endorsers has proven to be effective in some advertising of several types of product. It should be noticed that the credibility of celebrity plays an important role to create good perception on the endorsed product and to increase the volume of sales (Ohanian, 1991). It is necessary to consider how a celebrity who endorses a certain product can increase the sales. This study is aimed to examine the effect of celebrity endorsers' perceived image to increase

the consumers' purchase intention, and thus will help the company to achieve its market objectives.

## **1.2. Problem Statement**

Television advertising is thriving as many new TV channels are available. It offers varieties of amusing and educative programs for people. The current advertising programs in Indonesia, especially on audio-visual media such as television, closely relate to the use of celebrities in advertising a product.

Some companies prefer to use celebrity endorsers, but others may prefer to employ non-celebrity endorsers in advertising their products. Many factors may influence the use of celebrity endorsers and become major concerns for marketing managers. The question raised here is whether the celebrity could be employed to endorse the company's products and stimulate the consumers' reaction to buy. This study examines the factors used to explain the celebrity endorser' images and their effects to increase the consumers' purchase intention. Thus, it can be analysed on how those factors of perceived image would become the aspect for the companies' concern to hire the endorsers. Furthermore, the company needs to investigate the believability of the advertising itself in order to know its effectiveness. Therefore, it can also be analysed the effect of the advertising believability as another factor to increase the consumers purchase intention.

### 1.3. Research Questions

Based on the defined problems above, this research study will focus on the effect of celebrity endorsers' perceived image on the consumers' purchase intention. Therefore, the problem can be formulated into these following questions:

- Does the celebrity's credibility effectively enhance the consumers' purchase intention?
- Do the sources of celebrity's perceived image effectively enhance the consumers' purchase intention?
- Does the believability of advertising using celebrity significantly increase the consumers' purchase intention?

### 1.4. Research Objectives

This study is to further explore the existing concept on celebrity endorser advertising, and to apply the concept in the context of Indonesia's advertising. The specific objectives of this research study are:

1. To analyse the effect of the credibility of celebrity endorser on the consumers' purchase intention.
2. To analyse the effect of the perceived image of celebrity such as attractiveness, trustworthiness, and expertise on the consumers' purchase intention.
3. To analyse the effect of the believability of advertising using celebrity on consumers' purchase intention.



### **1.5 Limitations of the Study**

This study will be limited mainly through sample. The sampling frame is the residents of Sleman, Yogyakarta, therefore it may not be generalised to other residents. They are ranging from the age of 17 until 55 years old and they have different educational experience. Furthermore, this study does not account for the fact that the residents surveyed may be more familiar with certain advertising qualities than others. This study may also be limited by the presence of other principal variables not accounted for.

This study does not identify the differences of gender that may result any significant impact on the evaluation of the spokesperson. As Ohanian (1990) already found that there is no significant impact between male or female respondent, then it is assumed that the respondents of this study are equal regardless of the gender differences.

The case study for this research is bound to the impact of the effectiveness of endorser in specialty product only. This finding cannot be generalized, and therefore it will only represent the finding on this product type. However, it may be compared to other findings to know the different effects in other types of product.

## 1.6. Research Contributions

The writer would like to make some valuable contributions either as for theoretical used or practical one. Those benefits may be useful for the following parties:

1. The researchers

The result of this study can be used to measure the celebrity spokesperson's perceived image on consumers' intention to buy on specified product. Furthermore, the finding can be used as additional information that can be further analysed and compared to other findings using different types of product, especially concerning about advertising using celebrity endorser.

2. The marketing and advertising practitioners

It may help the decision makers such as advertising manager to develop a systematic approach to celebrity-spokesperson selection, in order to match the desired image. Furthermore, the result of this study may contribute better understanding and consideration on the use of celebrity to represent specialty products.

3. Others

This thesis may contribute a literature work to expand the study of marketing strategy on advertisement. It may be used as a reference to conduct further research.

## CHAPTER 2

### REVIEW OF LITERATURE

#### 2.1. Introduction

In recent global market, in which the competition gets tougher, some companies would be enforced to maintain, penetrate, and expand the existence of their products in the market. These decisions are taken to face the global marketing challenge as abundance of products in similar categories will fill the market. There are several marketing strategies implemented to support this objective. One distinct strategy is the advertising, as part of the mass communication method in an integrated promotional strategy. In fact, the advertising is considered as important as an image building of the company or the product.

Many companies perceive advertising as an investment rather than an expense. The advertising is a very cost-effective method for communicating with large audiences. It is one of the promotional strategies which takes the form of mass communication, and dealing with greater audiences (Rex, 1997). The advertising is also viewed as a method of differentiating the brands in the market (Comanor & Wilson in Kalra & Goodstein, 1998). It can be used to create images and symbolic appeals for a brand or company (Tull in Rex, 1997). The advertising can help the company to position their product image by exploiting advertising media.

Advertisers usually use media that involves many people and interacts directly with its audiences as such media will attract larger markets. It can be in the form of printed advertising such as flyers, billboards, and advertising in magazines or newspapers, or by using hi-tech devices such as free-space on the internet and mobile phone SMS (Short Message System). One of advertising media preferred is television. It can attract viewers from different kinds of age, types of occupation, and backgrounds.

Television advertising is thriving as many new TV channels are available, and it offers varieties of amusing and educative programs for people. The current advertising programs in Indonesia, especially on audio-visual media such as television, closely relates to the use of celebrities in advertising a product. The use of celebrity in the advertising campaign is believed to be more effective.

## **2.2. Appearance of Celebrities in Advertising Media**

Celebrities are public figures who are known for their achievement, and subsequently they become the centre of public attention. They can be athletes, politicians, entertainers, models, singers, actors and actresses, and even fictional characters. The appearance of celebrity is becoming well known as recent media such as television, newspaper, magazine, and the internet exploit celebrities.

The celebrity and entertainment media are inevitably linked with the advertising sphere. Advertisers and marketing managers often utilize the entertainment media as the means of advertising. The exposure of celebrities in advertising campaign in television shows that the advertisers intend to put some

amusement to create an appeal to the consumers. The celebrities, who play a role as the entertainers, can use their popularity and attractiveness to add the credibility to endorse a product.

The celebrities are more “well-liked” than typical spokespersons (Freiden in Kamins, 1984). They have distinct perceived image that can distinguish themselves from ordinary people. Consequently, people adore and often adopt their favourite celebrities’ appearances and lifestyles into their daily activities. The advertisement that uses celebrity can be easily accepted by the celebrity’s fans and people who admire them. This method of advertising continues to be popular amongst advertisers. It is believed that message delivered by well-known personalities achieves a high degree of attention and recall (Ohanian, 1991). Thus, celebrity spokespersons are found to be more suitable to represent the company.

The frequent appearances of celebrity spokesperson in TV commercials may create an interaction between the celebrity and the audiences, and eventually build an imaginary social relationship between them (Alperstein, 1991). Consequently, the activities of the celebrity outside the advertisement may be tracked by audiences, and thus it will recall consumers’ view on the link between the celebrity and the endorsed product. In this case, the kind of relationship resulted between the celebrity and his or her audiences help the advertisers to evoke the image of the brand from the audiences’ memory. As the result, many marketing managers prefer to advertise their products by using celebrities, and trust the celebrities’ capability to add attractiveness and likeability into the advertising.

The prevalence of the celebrity appeal in advertising has demonstrated an effective method for persuasive communication (Hsu & McDonald, 2002). It is easier for the consumers to receive a message from a celebrity who is more attractive in his or her appealing than non-celebrity. It is believed that celebrity spokesperson makes the advertisement more memorable (Tom, Clark, Elmer et al., 1992). Moreover, Basil (1996) found that the identification of the celebrity as an endorser has a significant impact to the advertising message. Thus, the use of celebrity to convey a marketing message to consumers through advertising campaign is effective.

### **2.3. Role of Celebrities as Endorsers**

Endorsers can be described as people who may come from ordinary people, experts, celebrities, and even fictional characters to represent the function of a product (Hsu & McDonald, 2002). Therefore, it is assumed that celebrity endorsers are celebrities who represent a company or a product in the advertising campaign. To put it in another way, celebrity endorsers are “people who use their recognition on behalf of a consumer good” (Wheeler, 2003).

Many products are found to be popular since they are endorsed by popular celebrity. The popularity of celebrity helps the product to be easily recalled in the consumers' mind. Consequently, a certain product is often associated with the celebrity's character. The celebrity endorser has distinct image or character that can be used to represent certain desired image of the product. The celebrity can help the companies to create an image to their undefined image product as the

celebrity tend to pass on his or her image to the product (Walker & Langmeyer, 1992). Therefore, an undefined image product can be characterized according to the perceived image exploited from a celebrity endorser.

Another role that the celebrity can contribute his or her endorsements is that he or she gives the brand a touch of glamour. Furthermore, a famous face such as a celebrity can provide an added appeal and name recognition in a market (Joshi, 2003). The celebrity may create instant awareness, and deliberately attract consumers' attention for the particular product being endorsed. As consumers' attention has been split to choose from varying brands of product available in the market, such advertising can differentiate the product from its competitors.

The role of celebrities as endorsers has been appreciated in the marketing. For example, Handi Irawan, *Frontier* chairman, has recommended an award for those celebrities (*Sinar Harapan*, 2002). The advertising world has proven that celebrities are able to draw consumers' attention and influence them to buy the products being endorsed.

Despite the popularity of celebrity, many commercials using celebrity endorsers do not live up to advertisers' expectations (Miciak and Shanklin, 1994). Most often, the celebrity's personal life and behaviour affect the people's mind on the image of the brand. For example, the case of a comedian Doyok's endorsement on one medicine product turns the image of the brand negatively as it is related with Doyok's consumption on drugs. The company had stopped his endorsement, although later he was rehired after returning from the prison. However, Till (1998) suggested that when the celebrity is used appropriately,

celebrity endorsers can serve a valuable role in developing brand equity and enhancing a brand's competitive position.

As the goal of the company is to create an effective demand, the company needs to be careful to implement the promotion strategy by using celebrity endorsers. This kind of advertising normally works best when the concerned brand “has close substitutes, or has a need for differentiation, or requires quick entry in a short lifecycle category” (Joshi, 2003). When the product has many competitors that are similar to its attribute, it needs certain strategy to differentiate itself to other products in the market. One of the several ways is to create a unique advertising which will create instant awareness. Thus, a celebrity endorser may help the products to enter and be easily recognised in the market.

#### **2.4. Effectiveness and Ineffectiveness of Celebrity Endorsers**

Many researchers have examined the effectiveness of celebrity endorser based on many variables such as attractiveness, expertise, credibility, identification, and purchase intention (Alperstein, 1991; Basil, 1996; Bower & Landreth, 2001; Daneshvary & Schwer, 2000; Goldsmith, Lafferty, & Newell, 2000; Kamins, 1990; Menon, Boone, & Rogers, 2003; Ohanian, 1991; Stafford, 2002; Till & Busler, 2000). Some researchers concluded that the use of celebrity endorser is effective (Tom et al., 1992; Basil, 1996).

On the other hand, some researchers found that the use of celebrities as endorsers is no longer effective. There is a finding which concludes that there is no significant correlation between any of the variables for the advertisement



without celebrity (Menon et al., 2001). Menon (2003) revealed, “Consumers generally feel that celebrities are more attractive than non-celebrities, something that may draw initial attention the advertisement. Beyond that, the celebrities do not seem to make the advertising any more effective or believable.” Thus, the findings do not reinforce the continued use of celebrities for certain types of products.

The use of celebrity endorser can also become problems in several cases, as it may become the boomerang for the company itself. As the popularity of the celebrity overtakes the product image, the celebrity’s popularity may become bigger than the brand (Joshi, 2003). Consequently, the company cannot position the significance of its product attributes and instead makes the advertising less effective. Joshi (2003) also revealed that another problem of the celebrity endorsement is the duration of exposure which may create a possible mismatch between the celebrity’s life cycle and that of the brand. In consequence of long-term contracts with a particular celebrity, sometimes, the celebrity’s life might be over soon. Therefore, the popularity of a celebrity may not always be in ‘the top’ to attain the people’s attention.

Some celebrities are no longer hired as the spokesperson of a product because they are perceived to be “unmatched” anymore with the product. The image of the celebrity is considered incompatible with the image of the product and consequently the company prefers to change the celebrity with another compatible endorser. The company’s decision to change the celebrity endorser is quite common in the advertising sphere as the celebrities can pass on their own

image which may be contrary to the product's image desired. This can be explained by understanding that the celebrities have different characteristics which would create different kinds of image in people's perception. The difference of image between the celebrity and the endorsed product may intervene the success of using celebrity endorser in advertising.

Multiple endorsements may create another problem. Multiple celebrities possess different characters that differ in assigning the message to consumers (Joshi, 2003). Some celebrities sometimes do not match with the product endorsed which will decrease the popularity of the brand. Thus, the company needs to ensure that each celebrity would fit to the product he or she endorses and helps to achieve the company's objectives. Moreover, Hsu and McDonald (2002) also believed that fit between the endorsed product and various celebrities is a key factor for using multiple celebrity endorsers in advertising.

### **2.5. Need of Congruency**

One important factor to use a celebrity endorser is to match the endorser's perceived image with the endorsed product. As Walker and Langmeyer (1992) suggested the success of using celebrity endorser depends on the congruency between the endorser and the endorsed product. Moreover, Kamins (1990) believed that advertising is more effective when endorser and firm's product have matched attributes.

It may be easier to predict the effect of an endorsement when the image of the endorser and the product are consistent. The consistency between the

endorser's image and the desired product image is more crucial, especially for the specialty product in which it is technical and information dependent (Walker and Langmeyer, 1992). Many findings using the match-up hypothesis theory highlighted the need of congruency between the endorsers and the product endorsed (Hsu, et al 2002; Kamins, 1990; Solomon, Ashmore, & Longo, 1992; Till & Busler, 2000). Some advertising may be well represented by physically attractive endorsers, but the other may be enhanced by the use of expert or trustworthy endorsers. For example, attractiveness-related products such as cosmetics and women outfits, the use of physically attractive celebrity is ideal to fit the characteristic of the products (Bower & Landreth, 2001; Kamins, 1990; Solomon et al., 1992). Meanwhile, some sport equipments or sport related product advertising tend to exploit the expertise of the endorsers by using athletes, rather than the beauty (Till & Busler, 2000). In other advertising, company prefers to represent its product by exposing the dimension of trustworthiness to match with the products' attributes.

Congruency is an important factor to employ celebrity endorsers. It is necessary for the company to search for the right celebrity's image in order to match it with the desired product image and achieve the financial objective. Ohanian (1991) believed that the match between product and endorser might increase purchase intention. Moreover, Wheeler (2003) suggested that the advertisers should consider which traits are most important to them before picking an endorser. Wheeler also highlighted the need to ensure the fit between the

celebrity's qualities and the desired image of the organization, as "such a fit is more valuable than the celebrity's fame".

## **2.6. Celebrity Endorser's Credibility**

Ohanian defined source credibility as "a term commonly used to imply a communicator's positive characteristics that affect the receiver's acceptance of a message." The credibility itself refers to the extent that a source is perceived to have expertise and trustworthiness (Ohanian, 1990). The credible sources can be used to influence consumers' attitudes and purchase intention (Goldsmith et al., 2000).

The source of credibility may be supported by either the celebrity's credibility or corporate credibility, or even both of them. The corporate credibility can influence consumer reactions to the advertising and it may shape brand attitudes (Goldsmith et al., 2000). Goldsmith et al (2000) also found that the endorser and the corporate credibility affect independently to persuade consumers. As this study focuses the celebrity as the source credibility, further discussion on the credibility of celebrity as endorser is followed.

The credibility of celebrity is an important point to ensure the effectiveness of delivering message in advertising. The use of celebrity in advertising can achieve more visibility for the organization than any other promotional technique (Wheeler, 2003). It "produces more positive change, induces more behavioural change, enhances advertiser's ability to persuade and inhibits the formation of counterarguments" (Avery, 1998).

Some celebrities are often employed because of their credibility and attractiveness (Goldsmith et al., 2000; Kamins, 1990; Ohanian, 1991). Kamins (1989) believed that advertising effectiveness could be enhanced along with the increase of celebrity endorser's believability and credibility. In further, Goldsmith et al (2000) revealed that the credibility of the endorsers has its strongest impact to the audiences. Hence, many researches have focused on this dimension in order to examine celebrity endorser's effectiveness in advertising. Nevertheless, it should be noted that highly credible sources are not always more effective than less-credible ones (Ohanian, 1990).

**H1: The credibility of celebrity significantly enhances the consumers' purchase intention.**

There have been several studies conducted by some researches to measure the source credibility by using different sets of dimensions, such as dynamism, objectivity, safety, qualification, competence, liability, evaluative, potency, activity, character, believability, and sociability (Ohanian, 1990). In further, Ohanian (1991) identified three dimensions of source credibility, namely expertise, trustworthiness, and attractiveness. Recent research evidence suggests that the three dimensions of source credibility can make independent contributions to source effectiveness, and a communicator's influence on his or her audience will depend upon some combination of these three dimensions (Ohanian, 1991). The expertise, trustworthiness, and attractiveness as the perceived image of the

celebrity endorser are used to measure its effects on consumer's intention to purchase.

This research study uses the set of dimensions as proposed by Ohanian (1990), which consists of three items – attractiveness, trustworthiness, and expertise. In addition, additional variable is included – the believability of consumers towards the advertising – to evaluate its effect on purchase intention. The likeability of consumers in term of purchasing the product can be investigated through the consumers' believability either toward the celebrity or the brand/corporate image.

#### **2.6.1. Attractiveness**

Attractiveness is presented as part of the dimension of source credibility, adding the constructs of expertise and trustworthiness (McGuire in Goldsmith et al., 2000). In a research by Chaiken (cited in Rex, 1997) and Horai, Naccari and Fatoullah (cited in Rex, 1997), they found that attractiveness gives an effect of subject's agreement. They affirmed that the attractiveness elicits greater agreement from the targets than the unattractive endorsers. Moreover, Kahle and Homer (1985) also discovered that attractive endorsers are more liked by the viewers than unattractive endorsers. The participants of Kahle and Homer's research were more likely to intend to purchase after exposure to an attractive than an unattractive celebrity (Rex, 1997). Physical attractive communicators have positive impact on opinion change and product evaluation (Joseph in Goldsmith et al., 2000).

Some findings, however, argue that no main effects for physical attractiveness are instituted. Ohanian (1991) and Maddux and Rogers (cited in Rex, 1997) found that physical attractiveness does not give any significant effect. Rex (1997) believed that the failure of physical attractiveness to affect persuasion is due to the rather extreme levels of attraction that were manipulated. As a result, it is found that there is no systematic difference in subjects' perception of the attractiveness between the high and low credibility sources.

Despite of the arguments amongst previous findings, the attractiveness is believed to give effect on the consumers' purchase intention. The physical attractiveness may influence the consumers' perception towards the product, thus, it may help the company increases the product sale. There is an investigation report conducted by Kamins (1990) which found that the celebrity's physical attractiveness might enhance the product if the product characteristics match up with the image conveyed by the celebrity. It is also found that attractiveness related product, using attractive celebrity, significantly increases or enhances spokesperson credibility and attitude toward advertising. Therefore, attractiveness may play an important role to add the credibility of celebrity endorser in appealing the consumers.

**H1a: The perceived image of attractiveness significantly enhances the consumers' purchase intention.**

### 2.6.2. Trustworthiness

Trustworthiness is “the degree of confidence in the communicator’s intent to communicate the assertions he or she considers most valid” (Hovlan, Janis, & Kelly in Ohanian, 1990). The trustworthiness refers to the extent that the source perceived to provide information is unbiased and honest manner (Avery, 1998). Hence, the consumers are likely to accept the message of the advertising when it is delivered by trustworthy endorser.

The variable of trustworthiness is significant to show how truthful the endorser delivers message to consumers. A finding by Miller and Baseheart (cited in Ohanian, 1990) indicated that when a source was perceived to be trustworthy, “an opinionated message was more effective than a non-opinionated communication in producing attitude change.” However, it should be considered that the consumers may doubt the trustworthiness of a person who is expert enough due to the potential conflict of interest (Ohanian, 1991). Although such a person has more knowledge on particular subjects, his or her trustworthiness is still doubtful in the audiences’ perception due to the conflict of interest. Thus, it is necessary to select an endorser who has the criteria of both expertise and trustworthiness.

**H1b: The perceived image of trustworthiness significantly enhances the consumers’ purchase intention.**



### 2.6.3. Expertise

The definition of expertise in the context of celebrity endorser can be described as “the extent to which a communicator is perceived to be a source of valid assertions” (Hovlan et al., in Ohanian, 1991). Expertise may refer to the extent of knowledge the source is perceived to have about the subject on which the endorser is communicating (Avery, 1998).

Most findings have highlighted the important aspect of expertise in a spokesperson (Horai et al., in Rex 1997; Maddux et al., in Rex 1997; Ohanian 1991). In the measurement of the impact of credibility, it is only perceived expertise which has significant influence on intentions to purchase (Menon, 2003). It is believed that the expert sources have more effect on persuasion than non-expert sources. Ohanian (1991) revealed that the celebrities’ perceived expertise significantly increases the agreement of respondents in relation to intention to purchase. Thus, the use of expert endorsers in advertising can initiate consumers’ attitude change.

The consumers can quickly attach the expertise and trustworthiness image to a recognized figure, thus, these borrowed trusts from the celebrity give instant credibility to the brand (Johnston, 2001). This provides the consumer a reference to compare product attributes and select the product easily. On the other hand, the advertiser asks the consumer to rely on the endorser's judgment about the service or product in making a purchase decision (Ohanian, 1991).

**H1c: The perceived image of expertise significantly enhances the consumers’ purchase intention.**

## 2.7. Advertising Believability

The believability of advertising using celebrity is an important factor to be included in the measurement of the effects of celebrity's perceived image on the consumers' purchase intention. A research done by Menon (2003) found that credibility and knowledge are correlated with advertising believability. The advertising believability may add the advertising effectiveness by increasing the consumers' confidence on the advertising itself. The advertising may influence the consumers' perception towards the product as it may be more likeable in terms of the performance delivering and the attractiveness of the advertising show. Moreover, a finding by Kamins, Brand, Hoeke, and Moe (cited in Menon, 2003) assumes that there is a direct correlation between believability and overall advertisement effectiveness as measured by purchase intentions.

The construct of advertising believability is examined by applying the same perceived image as the celebrity evaluation. The evaluation in advertising believability uses the variable of attractiveness, trustworthiness, and believability instead of expertise. Menon (2003) uses 15-items of variable to evaluate the advertising believability, including the advertising image to be believable, convincing, credible, honest, unquestionable, useful, like, good, tasteful, enjoyable, interesting, modern, sexy, strong, and effective.

The believability of advertising using celebrities is inevitably linked with the ability of the celebrity themselves to endorse the product. As mentioned in the previous discussion, the credibility of the endorser can persuade the consumers, and thus, it plays a role to create advertising believability. The dimensions of

source credibility, especially perceived trustworthiness and expertise, may add the consumers' believability towards the advertising (Menon 2003).

**H2: The believability of advertising using celebrity positively influences the consumers' purchase intention.**

As it is discussed previously, the perceived image of celebrity, which can represent his/her credibility to endorse a product, and the believability of advertising are the factors that can be explored to influence the consumers to buy the advertised product. It is a need to examine further on the collaboration of those factors to influence the consumers' buying intention. Thus, the simultaneous effect of the perceived image and the advertising believability using celebrity may also enhance the purchase intention.

**H3: The celebrity's credibility and the advertising believability partially and simultaneously enhance the consumers' purchase intention significantly.**

## **2.8. Theoretical Framework**

The use of celebrity as endorser in promotional activities as part of a company's marketing strategy is flourishing, along with the successful of the advertising media in the televisions, magazines, and newspapers. It is found to be effective to use popular personality such as celebrity in the media that involves larger audience and market. A celebrity, whose popularity is generally known, is easier to be recognized by the audiences. It also can create better impact for the

audience to accept the advertising message. Hence, the celebrity who is generally known and popular in the society tends to attract more attention than the ordinary person does.

The ability of the celebrities to grab the audience's attention and persuade them through the advertising message is proven proficient in term of acquiring more customers. Furthermore, the objectives of the advertising can be extended to increase the purchase intention and volume of sales correspondently. It has been generally recognized that celebrity endorsers add the advertising function in the context of creating instant awareness and increasing the believability. Yet, some researchers found that the celebrity endorser may not always offer the positive benefits. There are some considerations of employing endorsers, as in some advertising the use of celebrity endorsers are not always effective as in others.

The application of celebrity endorser would be effective when the celebrity could represent a person who can be trusted by the consumers to convey a message. One celebrity may fulfil the product image desire but fail to convince the consumers, as he or she may not possess the requisite of the source credibility perceived image. It is, therefore, needed an analysis in the correlation of the dimensions of expertise, trustworthiness, and attractiveness to affect the purchase intention of consumers.

The dimensions of perceived image discussed in previous discussion have been used in many researches to explore the credibility of the endorser. Each dimension consists of several variables, which interact independently to affect the purchase intention. The source credibility effects persuasion in terms of

behavioural responses. Thus, the perceived image possessed by the celebrity endorser is induced to uplift the purchase intention of the consumers.

The studies on the effectiveness of celebrity have been centred on the image or characters possessed by those celebrities. Considering the previous studies that the variables of perceived image are used as the factors to analyse the effectiveness of celebrity endorser, there is a need to further analyse the impact on different types of product. As some researches have found evidence on the effectiveness of celebrity endorser in certain products, all benefits of using celebrity endorser in general may lead to further concern when the application of celebrity endorsers vary in the type of product endorsed. There would be a consideration for managers to decide on which type of product they should utilize celebrity endorser.

The writer has chosen specialty product advertisement as the study case of this research and focused on the impact of the celebrity endorsement toward consumers' purchase intention in motorcycles advertising. This research, therefore, tries to examine the celebrities' perceived image on the endorsement on one type of product – the specialty product. The perimeter of the finding in one product type may be used as a comparative study to other researches with different types of product.

The following is the conceptual framework of celebrity's perceived image and celebrity's believability relationship on purchase intention:

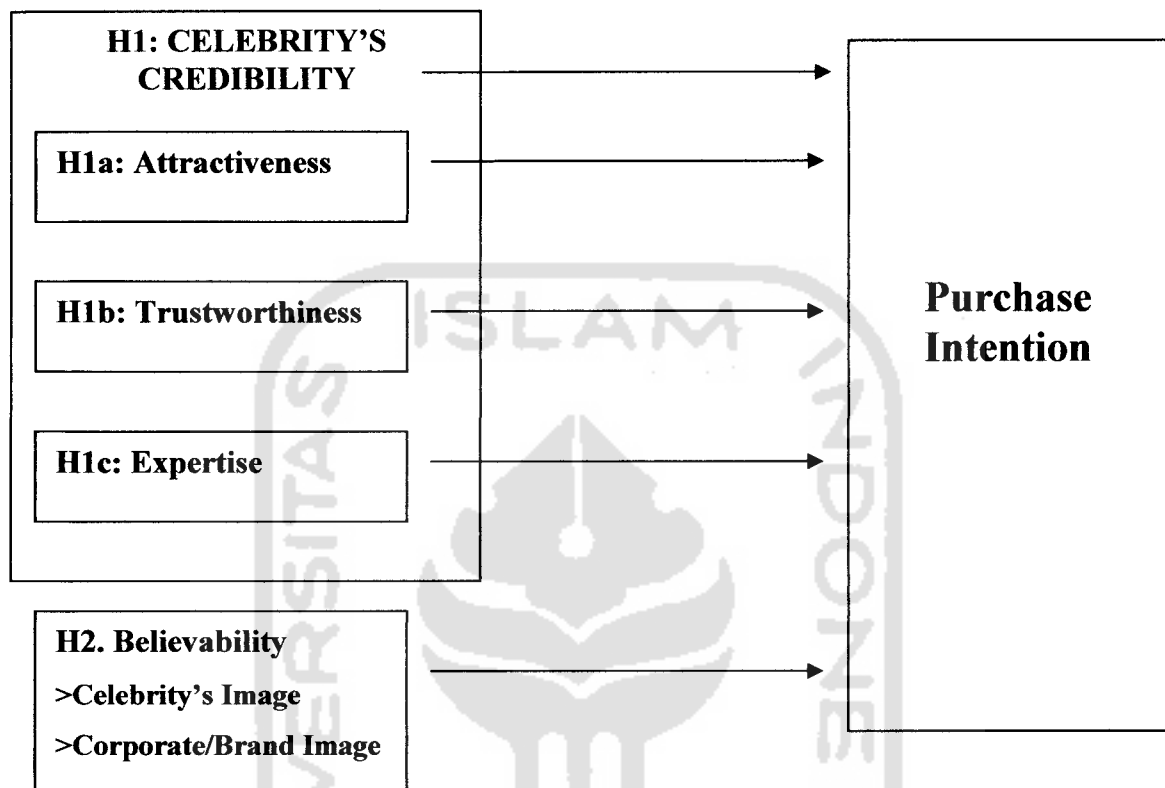


Figure 2.1: A Conceptual Framework of Perceived Images, Advertising Believability, and Purchase Intention

## **CHAPTER 3**

### **RESEARCH METHOD**

#### **3.1. Type of Study**

This research study can be classified as a causal study. It establishes a definitive cause and analyses its effect relationship (Sekaran, 2000). This study analyses the effects of several variables of celebrity endorser's perceived image on consumers' purchase intention. In addition, a quantitative research is employed to analyse the effects of perceived image and advertising believability by using itemized rating scale. The method used in this research is adopted from Ohanian's research (Ohanian 1990, Ohanian 1991) and Menon's research (Menon, 2003). Ohanian (1990, 1991) uses the construct of celebrity's perceived image in which she applies psychometric scale, and Menon adds the construct of advertising believability (2003) in which he uses semantic differential scale.

#### **3.2. Research Subject**

As this study is restricted on the application of celebrity endorser on specialty product advertising, this research uses the study case of Honda and Suzuki motorcycles on Indonesian television, in which both of these companies employ celebrity endorsers in their advertising campaigns. The chosen celebrity spokesperson for Honda motorcycle is a comedian Mandra, whereas the chosen spokesperson for Suzuki motorcycle is a comedian Mamik. Both spokespersons are well-known celebrities who are also popular in television programs. In

addition, both endorsers have the similar characteristics as the celebrity. Both Mamik and Mandra are considered to have the same physical attractiveness, figure, and social class. The differences between the celebrities probably occur between their credibility as endorsers and thus, the analysis can be focussed on the perceived image of the celebrity.

### **3.3. Sampling Method**

#### **3.3.1 Population**

The study case takes place in Indonesia which involves the participation of residents for the consumers' assessment. The research activities are conducted within the area of Sleman, Yogyakarta. In this case, the population of this study is anyone who possibly purchases Suzuki and Honda motorcycles.

#### **3.3.2. Sampling Design**

To make a disperse distribution, the samples are taken from two adult groups of individuals: the non-student population (households, professionals, other employees, and so forth) and the student population. The student population is taken in a campus; meanwhile the non-student population is taken outside campus area. The questionnaires are distributed randomly using non-probability sampling design of purposive sampling, which can be categorised into judgement sampling. In this study, the use of non-probability sampling explains that the elements in the population do not have a predetermined chance of being selected as subjects (Sekaran, 2000). In further, specific types of people are selected to



obtain the information required which involve the choice of subjects. The samples taken are limited between the ages of 17 – 55 years old. The range of age has been considered for the age of productive people, which also shows the ability to buy, own and operate motorcycles.

#### **3.4. Data Collection Method**

The survey method of data collection is adopted to obtain the primary data in this study. The survey is taken in order to derive consumers' opinion toward the spokesperson and the advertising using the dimensions of trustworthiness, attractiveness, expertise, and purchase intention.

All surveys are conducted from March 2004 until April 2004. The number of the sample obtained is 170 respondents. However, the number of samples is reduced automatically when the respondent fails to answer the questionnaire completely and it is considered void.

#### **3.5. Questionnaire Design**

The questionnaire is derived from both Ohanian's (1990, 1991) and Menon's (2001) research in which English language is used. However, the questionnaire used in this study is translated into Indonesian language to ensure the understanding of the respondents towards the questions, as presented in Appendix A. Furthermore, a pre-test is conducted prior the distribution of the questionnaire. The pre-test is aimed to identify the respondents' difficulty to understand the statements and the questions.

Upon selection respondents, each respondent is shown the pictures of the two printed advertisements as presented in Appendix B. Afterward, the respondent is given the questionnaire to evaluate both endorsers. The questionnaire contains four parts – spokesperson evaluation, advertising evaluation, consumers evaluation (including all items of purchase intention dimension), and demographic information.

The first section, all respondents are required to indicate the likeability of a particular celebrity and whether they are familiar with Mandra or Mamik. In addition, the itemized rating scale is applied to assess 15 items of spokesperson credibility. The 7-point scale is provided for each item in which 1 and 7 indicate the most influence of the adjective at both ends (Sekaran, 2000). The following are the illustration of the measurement of 7-point scale:

- 1 indicates strongly disagree
- 2 indicates disagree
- 3 indicates slightly disagree
- 4 indicates neither agree nor disagree
- 5 indicates slightly agree
- 6 indicates agree
- 7 indicates strongly agree

The second section, the respondents are asked to evaluate the advertising of the products. The itemized rating scale is also applied to assess the 15 items of advertising believability by using 7-point scale of measurement.

The third section of the questionnaire contains several items that measure the respondent's likelihood to inquire about, consider purchasing, and actually purchase for personal use. Ohanian (1991) stated that those dependent variables represent the increasing levels of commitment toward the product. In the fourth section, the respondents are required to supply some standard demographic information, without providing their name to insure the respondents' privacy.

### **3.6. Measurement of Variables**

All variables used to measure the effects of celebrity endorser's perceived image on purchase intention are adopted from Ohanian's (1990, 1991) and Menon's research (2001). The construct of source credibility, which consists of 3 dimensions namely attractiveness, trustworthiness, and expertise, and the construct of advertising believability are treated as the independent variables which may give influence on the dependent variable. Furthermore, the purchase intention items are treated as the dependent variable.

There is only one dependent variable tested in this study – purchase intention. The dependent variable takes effect of the influences of all independent variables tested. This study is examining the effects of the source credibility, the dimension of attractiveness, the dimension of trustworthiness, the dimension of expertise, and the advertising believability on purchase intention.

### 3.6.1. Source Credibility

According to Ohanian (1990, 1991), the source credibility can be identified by evaluating three dimensions as follows:

#### 1). Attractiveness

The dimension of attractiveness is the measure to assess the perceived image of attractiveness of the celebrity. This dimension weighs some characteristics of attractiveness and physical appearance possessed by the celebrity. The following are five variables used to measure the celebrity endorser's attractiveness.

- The endorser is attractive.
- The endorser is classy.
- The endorser is beautiful or handsome.
- The endorser is elegant.
- The endorser is sexy.

#### 2). Trustworthiness

The trustworthiness refers to the degree of confidence in the celebrity endorser's intent to communicate what he or she considers most valid (Hovlan, Janis, and Kelly in Ohanian, 1990). The dimension of trustworthiness measures the perceived images of celebrity's trustworthiness. The following are five variables used to measure the celebrity endorser's trustworthiness.

- The endorser is dependable.
- The endorser is honest.
- The endorser is reliable.
- The endorser is sincere.
- The endorser is trustworthy.

### 3). Expertise

The perceived expertise of the celebrity endorser can be assessed by analysing the dimension of expertise. It includes the following variables of celebrity endorser's characteristics.

- The endorser is expert.
- The endorser is experienced.
- The endorser is knowledgeable.
- The endorser is qualified.
- The endorser is skilled.

#### **3.6.2. Advertising Believability**

The believability of advertising discussed in this study may be influenced by the celebrity's credibility and the corporate or brand image. To evaluate the advertising believability, 15 items are asked to the respondents which indicate the fifteen variables. The variables of advertising believability are derived from Menon's (2001) research.

- The advertising looks believable.
- The advertising looks convincing.
- The advertising looks credible.
- The advertising looks honest.
- The advertising looks unquestionable.
- The advertising looks useful.
- The advertising looks likeable.
- The advertising looks good.
- The advertising looks tasteful.
- The advertising looks enjoyable.
- The advertising looks interesting.
- The advertising looks modern.
- The advertising looks sexy.
- The advertising looks strong.
- The advertising looks effective.

### **3.6.3. Purchase Intention**

Purchase Intention can be defined as the intention of the consumers which involves a decision making before actually purchase the product. The purchase intention variable consists of three items, which are explained in the following statements:

- I will inquire about the product.
- I will consider purchasing the product.
- I will actually purchase the product.

### **3.7. Techniques of Data Analysis**

To analyse the primary data of the two advertising samples, a quantitative research analysis is taken. The advertisings are examined according to the likeability and the believability of consumers, and the use of the celebrity endorser's perceived image to represent the product in consumers' perception. Furthermore, the results of the questionnaire survey are analysed by using statistical software such as SPSS. However, before analysing the data, the validity and reliability tests are conducted to ensure all variables are valid and reliable.

#### **3.7.1. Validity and Reliability Tests**

The validity ensures the ability of a scale to measure the intended concept (Sekaran, 2000). Each of the variables used in the measure is tested to know whether it fits with the theories. The variable is considered valid when the coefficient of the corrected item total correlation shows the value of 0.3 or greater.

The reliability of a measure indicates the extent to which the measure is without bias or error free, and hence offers consistent measurement across time and across the various items in the instrument (Sekaran, 2000). Thus, the reliability test indicates the consistency and accuracy in measurement. To test the reliability of each variable, the Cronbach's coefficient alpha is used as this study

uses the multipoint-scaled items for assessing data. The data is considered reliable when the alpha shows the value of 0.6 or greater, in which the most reliable value is 1.0.

### 3.7.2. Statistical Tools for Data Analyses

Analyses of both single and multiple regression models are developed to determine the impact and the effectiveness of the celebrity's perceived image and the advertising believability to promote the sale of a product. Furthermore, the impacts of the variables can be investigated through two ways of analyses, which are done by analysing their effects on purchase intention individually and by analysing their effects on purchase intention collectively. Firstly, the input variables are analysed by categorising them on each dimension to know its effect on purchase intention individually. One dimension may give greater influence than others, or even may not influence the purchase intention. Thus, it is necessary to know the effect of each dimension as it may influence the purchase intention differently. The equation of the single regression analysis is shown as below:

- The regression equation to assess the celebrity's credibility (H1):

$$Y = a + bX_0$$

Whereas,

Y is the purchase intention

X<sub>0</sub> is the credibility of the celebrity

a, b are the coefficient of the variable



- The regression equation to assess the celebrity's attractiveness (**H1a**):

$$Y = a + bX_1$$

Whereas,

Y is the purchase intention

X<sub>1</sub> is the attractiveness

a, b are the coefficient of the variable

- The regression equation to assess the celebrity's trustworthiness (**H1b**):

$$Y = a + bX_2$$

Whereas,

Y is the purchase intention

X<sub>2</sub> is the trustworthiness

a, b are the coefficient of the variable

- The regression equation to assess the celebrity's expertise (**H1c**):

$$Y = a + bX_3$$

Whereas,

Y is the purchase intention

X<sub>3</sub> is the expertise

a, b are the coefficient of the variable

- The regression equation to assess the advertising believability (**H2**):

$$Y = a + bX_4$$

Whereas,

Y is the purchase intention

X<sub>4</sub> is the advertising believability

a, b are the coefficient of the variable

In further, all independent variables such as attractiveness, trustworthiness, expertise and advertising believability are analysed collectively in order to know their simultaneous effects on the consumers' purchase intention. The purchase intention is considered as the dependent variable (Y), and the independent variables which may influence the purchase intention are expressed with X. The equation of the multiple regression analysis used to verify the hypothesis number three (**H3**) is shown as below:

$$Y = a + bX_1 + cX_2 + dX_3 + eX_4$$

Whereas,

Y is the purchase intention

X<sub>1</sub> is the attractiveness

X<sub>2</sub> is the trustworthiness

X<sub>3</sub> is the expertise

X<sub>4</sub> is the advertising believability

a, b, c, d, e is the coefficient of each dimension

## CHAPTER 4

### DATA ANALYSES AND DISCUSSIONS

#### 4.1. Research Description

This research tries to answer the questions as mentioned in the previous chapter. Firstly, it tries to analyse the dimensions of perceived image of celebrity endorser in relation to the qualities of the spokesperson himself to endorse a product. There are three dimensions discussed in this study, in which each dimension consists of five independent variables. Thus, there are fifteen independent variables used to evaluate the credibility of the endorser.

Secondly, this study tries to examine the believability of motorcycle advertisings. The use of celebrity endorser in motorcycle advertisings may enhance the advertising believability as the celebrity adds some positive images. It is noted, though, that the image of corporate or the brand may be greater than the image of the celebrity. Moreover, the believability of the advertising may also be influenced by other factors than the appearance of the celebrity, such as the message, appearance and mood of the advertising show. The advertising believability itself has independent variables which consist of fifteen items. Thus, the believability of advertising is included in the analysis to know its effect on consumers' purchase intention.

Thirdly, this study tries to measure the impact of the perceived image of the celebrity endorser and the believability of celebrity endorser to increase the

consumers' purchase intention. As it is discussed in the literary review, it is believed that the perceived images that represent the celebrity credibility and the celebrity believability may increase the purchase intention of consumers.

Lastly, this study tries to measure the impact of the advertising believability to significantly increase the consumers' intention to buy the motorcycle product. Both the dimension of perceived image and the advertising believability are used as the factors to analyse the effectiveness of celebrity endorser to increase the consumers' purchase intention.

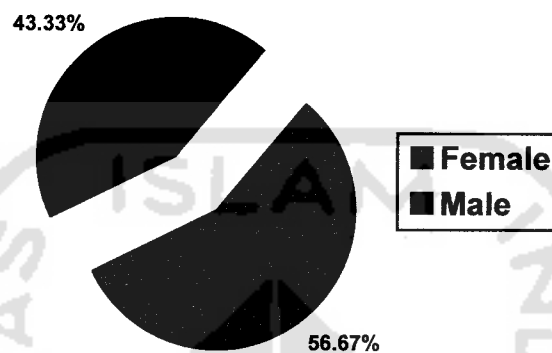
#### **4.2. Respondents' Demographic Characteristics**

The respondents' demographic characteristics in this research are depicted into five categories which are based on the respondents' gender, age, education, employment, and income. The demographic characteristics discussed may represent the residents of Sleman, Yogyakarta.

The impact of the respondents' demographic characteristics such as age and gender on the evaluation of celebrities' perceived image are not developed and investigated specifically in this study. The respondents' demographic characteristics are treated as additional information which may be used to support the effect of the celebrity's perceived image on consumers' purchase intention. The following shows the tables and graph figures of the respondents' demographic review.

#### 4.2.1. Respondents' Gender

**Graph 4.1**  
**The Respondents' Gender**



Source: the survey finding

**Table 4.1**  
**The Respondents' Gender**

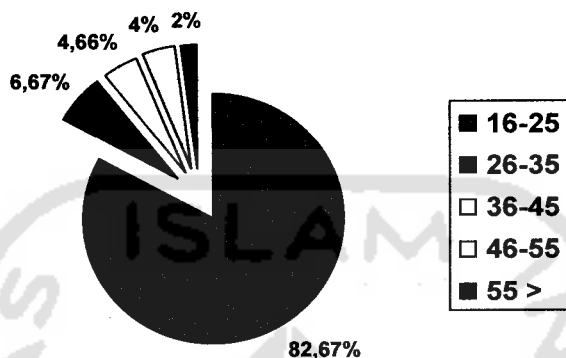
GENDER		
Female	85	56,66%
Male	65	43,33%
Total	150	100%

Source: the survey finding

The total respondents surveyed show nearly equal distribution among female and male respondents. Of the 150 respondents, the female respondents are 85 people or about 56.67 %, whereas the male respondents are 65 people or about 43.33 %.

#### 4.2.2. Respondents' Age

**Graph 4.2**  
**The Respondents' Age**



Source: the survey finding

**Table 4.2**  
**The Respondents' Age**

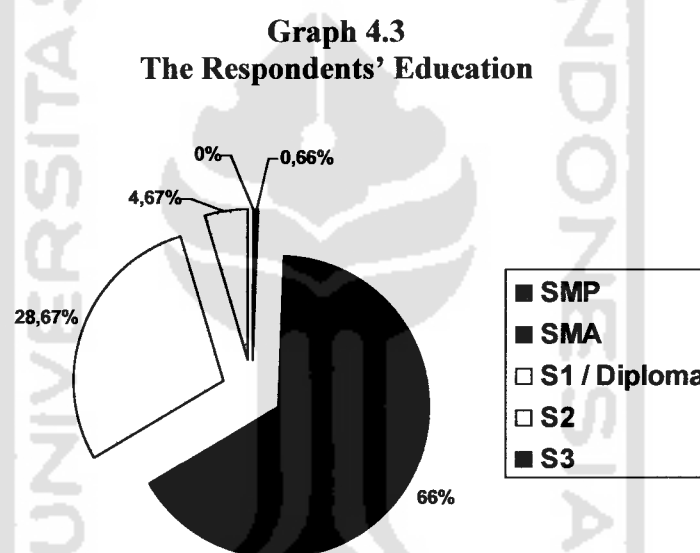
AGE		
16-25	124	82,67%
26-35	10	6,67%
36-45	7	4,66%
46-55	6	4%
55 >	3	2%
Total	150	100%

Source: the survey finding

People who participated in the survey were mostly ranging between the ages of 16 to 25 years old. This range of age usually shows the period of study from high school until college or university. It can be concluded that the respondents are mostly scholars. The rest of the respondents, which are classified by the age class of 26-35, 36-45, and 46-55, show nearly equal percentage among them, 6.6%, 4.6%, and 4% respectively. Those ranges of age are considered as

employed respondents. The smallest percentage is shown by respondents of above 55 years, which consist of 3 people or about 2%. This category is considered for senior citizens or retired people who no longer working. In conclusion, the respondents who dominantly took part in this survey are productive people, who are considered to be between 21 to 55 years old.

#### 4.2.3. Respondents' Education



Source: the survey finding

**Table 4.3**  
**The Respondents' Education**

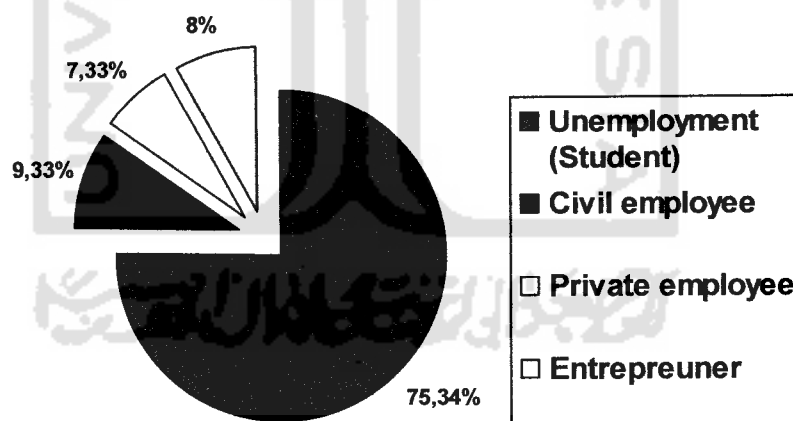
EDUCATION		
SMP	1	0,66%
SMA	99	66%
S1 / Diploma	43	28,67%
S2	7	4,67%
S3	0	0%
Total	150	100%

Source: the survey finding

Most of the respondents are students of secondary school and undergraduate degree. About 66 % of them have finished their high school, thus, most of them are now studying either in college or university. The rest of the respondents have already finished their undergraduate degree, and about 5 % of the respondents have the graduate degree. None of the respondents have the postgraduate degree, and less than 1 % of the respondents are in the junior secondary level. Therefore, it can be concluded that most of the respondents are well educated.

#### 4.2.4. Respondents' Employment

**Graph 4.4**  
**The Respondents' Employment**



Source: the survey finding



**Table 4.4**  
**The Respondents' Employment**

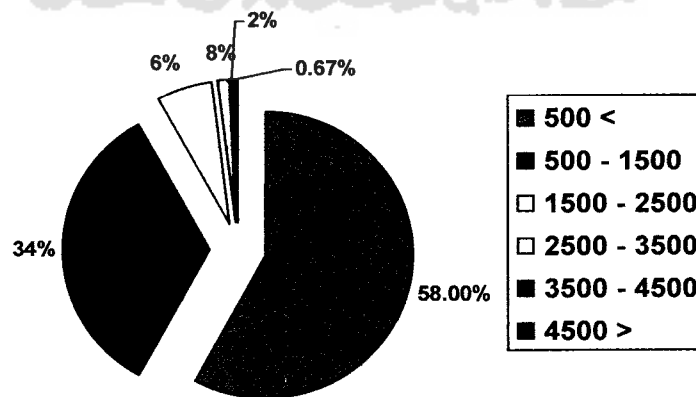
EMPLOYMENT		
	Number of Respondents	Percentage
Unemployment (Student)	113	75.34%
Civil employee	14	9,33%
Private employee	11	7,33%
Entrepreneur	12	8%
Total	150	100%

Source: the survey finding

More than 75 % of the respondents are unemployed. This figure can be explained by the respondent's age and education. About 70 % of those respondents have just finished high school and they are between the ages of 16 to 25 years old. Most of them are scholars and they are not working. The rest of the respondents are civil employees, private employees, and entrepreneur who share almost the same percentage of 9 %, 7 %, and 8 % consecutively.

#### 4.2.5. Respondents' Income

**Graph 4.5**  
**The Respondents' Income**



Source: the survey finding

**Table 4.5**  
**The Respondents' Income**

INCOME		
Cluster	Number of Respondents	Percentage
500 <	87	58%
500-1500	51	34%
1500-2500	9	6%
2500-3500	2	1,33%
3500-4500	0	0%
4500 >	1	0,67%
Total	150	100%

Source: the survey finding

The respondents are asked to provide their average monthly income. The income of the respondents as shown on the pie chart is in 1000 rupiahs. It is shown that 58% of the respondents have the income of less than 500,000 rupiahs. This figure can be explained by the employment of the respondents, in which most of them are in college or university. Thus, the student respondents are also considered as unemployed category.

About 34 % of the respondents have the income between 500,000 until 1500,000 rupiahs. The income of more than 1500,000 rupiahs is shown by the figure of 8 %. It can be concluded that the average income of the respondents is in the range between 500,000 and 1500,000 rupiahs.

#### **4.3. Respondents' Likeability towards the Celebrity's Endorsers**

All respondents included in the analysis are able to recognize the two celebrity endorsers. They are also able to mention the name of both celebrity endorsers. It is believed that the celebrity endorsers, Mamik and Mandra, are well

known and popular celebrities in the society's point of view. Furthermore, it is needed an analysis on how likely those celebrity endorsers are liked by the consumers.

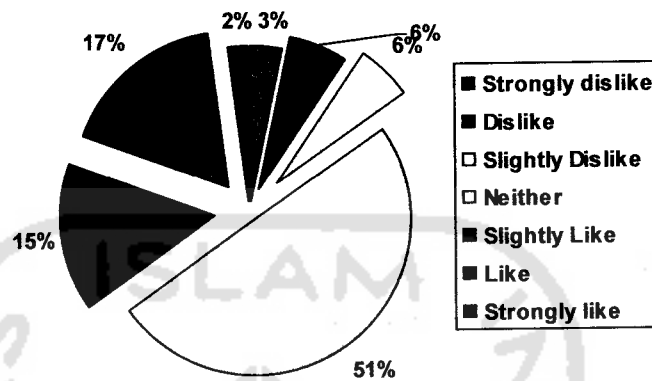
The consumers may recognize well the popularity of the celebrity, however, the consumers may perceive differently on the particular celebrity depending on the consumers likeability towards the celebrity himself. The respondents' likeability towards the celebrity endorsers are evaluated by applying a question to measure the respondents' likeability with seven scale measurement, in which 7 indicates the most likeable.

**Table 4.6**  
**The Respondent's Likeability towards the Celebrity Endorsers**

The Spokesperson of Suzuki (Mamik)		The Spokesperson of Honda (Mandra)	
1. Strongly dislike	5 (3.33 %)	1. Strongly dislike	3 (2 %)
2. Dislike	9 (6 %)	2. Dislike	12 (8 %)
3. Slightly dislike	9 (6 %)	3. Slightly dislike	10 (6.66 %)
4. Neither	75 (50 %)	4. Neither	69 (46 %)
5. Slightly like	23 (15.33 %)	5. Slightly like	25 (16.67 %)
6. Like	26 (17.34 %)	6. Like	28 (18.67 %)
7. Strongly like	3 (2 %)	7. Strongly like	3 (2 %)
TOTAL respondents =	150 (100%)	TOTAL respondents =	150 (100%)

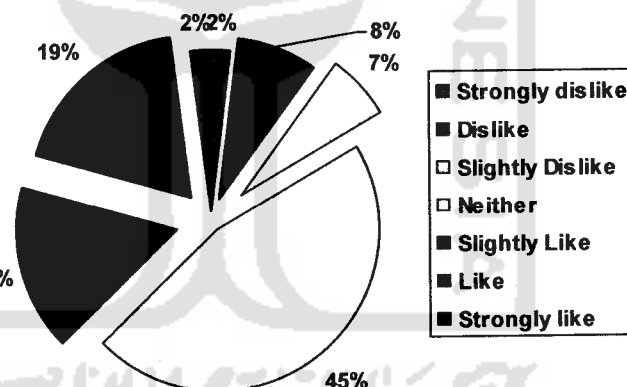
Source: the survey finding

**Graph 4.6**  
**The Respondents' Likeability towards Mamik**



Source: the survey finding

**Graph 4.7**  
**The Respondents' Likeability towards Mandra**



Source: the survey finding

The figures of the respondents' likeability on both endorsers show the same result. Both Mamik and Mandra are perceived to have the same characteristics, and thus the respondents answer almost equally on how they feel affection for the two endorsers. Mostly half of the respondents perceive neither like nor dislike towards Mamik and Mandra. It is about more than 35% of the

respondents show their likeability towards both endorsers, and about less than 15% of the rest of the respondents show their dislikeable.

#### **4.4. Validity Tests**

During the survey time, the questionnaires are distributed randomly to more than 170 respondents for both students and non-students population. The raw data is subsequently selected and screened to obtain the qualified data. Only 150 questionnaires meet the requirements and proceed for further evaluation. The rest of the unused questionnaires are discarded due to some missing data, the respondents' failure to recognize the spokespersons and the respondent's failure to answer the statements and questions.

The data of the survey is evaluated by using the software tool of SPSS, in which it can analyse the reliability and validity of all input variables. The following are the validity test for all data, including Mamik (the Suzuki spokesperson), Mandra (Honda spokesperson), and the purchase intention items.

##### **4.4.1. Validity Test of Perceived Image Variables of Celebrity Endorsers**

The validity test of each data input is acquired by applying the correlation matrix. The value of corrected item total correlation ( $r$ ) shows the value of the significance of the correlation of the data. The data is considered valid when  $r$ -value shows 0.3 or greater. Otherwise, the item will be deleted or discarded when the  $r$ -value is less than 0.3, and it is considered not valid. Only valid data is processed for further evaluation on its impact on purchase intention.

#### 4.4.1.1. Mamik – The Spokesperson of Suzuki Motorcycle

##### a). The Dimension of Attractiveness

**Table 4.7**  
**The Validity Test of Mamik's Attractiveness**

Variables	Mean	r	Validity
1a	4.38	0.592	valid
2a	3.99	0.654	valid
3a	2.65	0.674	valid
4a	3.43	0.676	valid
5a	2.09	0.548	valid

Source: the SPSS calculation

All variables of the dimension of attractiveness are valid. They show that the  $r$ -values are more than 0.3, and thus all variables can be used to measure the impacts of the dimension of perceived image towards consumers' purchase intention.

##### b). The Dimension of Trustworthiness

**Table 4.8**  
**The Validity Test of Mamik's Trustworthiness**

Variables	Mean	r	Validity
6t	4.5	0.4172	valid
7t	3.97	0.5083	valid
8t	4.71	0.5628	valid
9t	4.11	0.6236	valid
10t	4.27	0.6213	valid

Source: the SPSS calculation

All variables of the dimension of trustworthiness are valid. They show that the  $r$ -values are more than 0.3, and thus all variables can be used to measure the

impacts of the dimension of perceived image towards consumers' purchase intention.

c). The Dimension of Expertise

**Table 4.9**  
**The Validity Test of Mamik's Expertise**

Variables	Mean	r	Validity
11e	4.39	0.5094	valid
12e	5.11	0.6369	valid
13e	4.17	0.5146	valid
14e	4.57	0.6393	valid
15e	4.65	0.5855	valid

Source: the SPSS calculation

All variables of the dimension of attractiveness are valid. They show the *r*-value of more than 0.3, and thus all variables can be used to measure the impacts of the dimension of perceived image towards consumers' purchase intention.

**4.4.1.2. Mandra – The Spokesperson of Honda Motorcycle**

a). The Dimension of Attractiveness

**Table 4.10**  
**The Validity Test of Mandra's Attractiveness**

Variables	Mean	r	Validity
1a	4.15	0.5247	valid
2a	3.52	0.6355	valid
3a	2.52	0.5759	valid
4a	3.11	0.5584	valid
5a	2.01	0.5691	valid

Source: the SPSS calculation

All variables of the dimension of attractiveness are valid. They show that the  $r$ -values are more than 0.3. Therefore, all variables are used in the regression analysis to measure their impacts on purchase intention.

b). The Dimension of Trustworthiness

**Table 4.11**  
**The Validity Test of Mandra's Trustworthiness**

Variables	Mean	r	Validity
6t	4.57	0.3964	valid
7t	4.07	0.552	valid
8t	4.8	0.5672	valid
9t	4.16	0.5851	valid
10t	4.27	0.6258	valid

Source: the SPSS calculation

All variables of the dimension of attractiveness are valid. They show that the  $r$ -values are more than 0.3. Therefore, all variables are used in the regression analysis to measure their impacts on purchase intention.

c). The Dimension of Expertise

**Table 4.12**  
**The Validity Test of Mandra's Expertise**

Variables	Mean	r	Validity
11e	4.47	0.6078	valid
12e	5.09	0.6587	valid
13e	4.13	0.5707	valid
14e	4.61	0.6066	valid
15e	4.74	0.6589	valid

Source: the SPSS calculation



All variables of the dimension of expertise are valid. They show that the  $r$ -values are more than 0.3, and thus all variables can be used to measure the impact of the dimension of perceived image towards consumers' purchase intention.

#### 4.4.2. Validity Test of Advertising Believability Construct

##### 4.4.2.1. Suzuki Motorcycle Advertising

**Table 4.13**  
**The Validity Test of Suzuki Advertising Believability**

Variables	Mean	r	Validity
1	4.5	0.5076	valid
2	4.98	0.6383	valid
3	4.58	0.6161	valid
4	4.1	0.616	valid
5	4.01	0.6167	valid
6	4.77	0.5304	valid
7	4.73	0.6387	valid
8	4.83	0.708	valid
9	4.1	0.7093	valid
10	4.4	0.658	valid
11	4.05	0.6443	valid
12	4.47	0.5533	valid
13	2.77	0.3721	valid
14	4.72	0.5043	valid
15	4.68	0.6393	valid

Source: the SPSS calculation

All variables in the Suzuki's advertising believability construct are valid. They show the  $r$ -values are more than 0.3. Therefore, all variables are used to measure the impact of advertising believability on purchase intention.

#### 4.4.2.2. Honda Motorcycle Advertising

**Table 4.14**  
**The Validity Test of Honda Advertising Believability**

Variables	Mean	r	Validity
1	4.78	0.4605	valid
2	5.03	0.5939	valid
3	4.68	0.5333	valid
4	4.37	0.5653	valid
5	4.21	0.5777	valid
6	4.93	0.544	valid
7	4.69	0.5913	valid
8	4.79	0.7454	valid
9	3.97	0.6104	valid
10	4.33	0.6737	valid
11	4.03	0.6275	valid
12	3.99	0.5865	valid
13	2.65	0.3613	valid
14	4.76	0.602	valid
15	4.73	0.6955	valid

Source: the SPSS calculation

All variables in the Honda's advertising believability construct are valid. They show that the  $r$ -values are more than 0.3. Therefore, all variables are used to measure the impact of advertising believability on purchase intention.

#### 4.4.3. Validity Test of Purchase Intention Items

##### 4.4.3.1. Suzuki Motorcycle Advertising

**Table 4.15**  
**The Validity Test of the Purchase Intention on Suzuki**

Items	Mean	r	Validity
1	4.5	0.6167	valid
2	4.54	0.7619	valid
3	3.9	0.6358	valid

Source: the SPSS calculation

All items of purchase intention are valid as they show that the *r*-values are more than 0.3. Thus, all of the data is used as part of the purchase intention items of Suzuki.

##### 4.4.3.2. Honda Motorcycle Advertising

**Table 4.16**  
**The Validity Test of the Purchase Intention on Honda**

Items	Mean	r	Validity
1	4.53	0.7148	valid
2	4.73	0.752	valid
3	4.22	0.6774	valid

Source: the SPSS calculation

All items of purchase intention are valid as they show that the *r*-values are more than 0.3. Thus, all of the data is used as part of the purchase intention items of Honda.

#### 4.5. Reliability Tests

The alpha scale is used to test the reliability of the data. The reliability is showed by the value of alpha, in which the value of 0.600 above is considered reliable. When the data is reliable, it can be used for further analysis on its impact on purchase intention by using the linear regression.

##### 4.5.1. Reliability Test of Perceived Image Variables

##### 4.5.1.1. Mamik – The Spokesperson of Suzuki Motorcycle

##### a). The Dimension of Attractiveness

All variables of attractiveness are valid, thus, there is no variable deleted.

There are five variables used in the dimension of attractiveness.

The following is the reliability test using the alpha scale.

**Table 4.17**  
**The Reliability Test of Mamik's Attractiveness**

Variable ( 5 items)	Coefficient Alpha	Standardized item alpha	Reliability
Attractive	0.8300	0.8301	Reliable
Classy			
Beautiful			
Elegant			
Sexy			

Source: the SPSS calculation

The alpha of the variables of attractiveness is 0.8300, therefore, it is considered reliable.

b). The Dimension of Trustworthiness

All variables of trustworthiness are valid and thus, there is no variable deleted. There are five variables used in the dimension of trustworthiness. The following is the reliability test using the alpha scale.

**Table 4.18**  
**The Reliability Test of Mamik's Trustworthiness**

Variable (5 items)	Coefficient Alpha	Standardized item alpha	Reliability
Dependable	0.7706	0.7749	Reliable
Honest			
Reliable			
Sincere			
Trustworthy			

Source: the SPSS calculation

The alpha of the variables of trustworthiness is 0.7706, therefore, it is considered reliable.

c). The Dimension of Expertise

All variables of expertise are valid and thus, there is no variable deleted. There are five variables used for the dimension of expertise. The following is the reliability test using the alpha scale.

**Table 4.19**  
**The Reliability Test of Mamik's Expertise**

Variable (5 items)	Coefficient Alpha	Standardized item alpha	Reliability
Expert	0.7957	0.7959	Reliable
Experienced			
Knowledgeable			
Qualified			
Skilled			

Source: the SPSS calculation

The alpha of the variables of expertise is 0.7957, therefore, it is considered reliable.

#### 4.5.1.2. Mandra – The Spokesperson of Honda Motorcycle

##### a). The Dimension of Attractiveness

All variables of attractiveness are valid and thus, there is no variable deleted. There are five variables used for the dimension of attractiveness. The following is the reliability test using the alpha scale.

**Table 4.20**  
**The Reliability Test of Mandra's Attractiveness**

Variable (5 items)	Coefficient Alpha	Standardized item alpha	Reliability
Attractive	0.7911	0.7938	Reliable
Classy			
Beautiful			
Elegant			
Sexy			

Source: the SPSS calculation

The alpha of the variables of attractiveness is 0.7911, therefore, it is considered reliable.

b). The Dimension of Trustworthiness

All variables of trustworthiness are valid and thus, there is no variable deleted. There are five variables used for the dimension of trustworthiness. The following is the reliability test using the alpha scale.

**Table 4.21**  
**The Reliability Test of Mandra's Trustworthiness**

Variable (5 items)	Coefficient Alpha	Standardized item alpha	Reliability
Dependable	0.7675	0.7747	Reliable
Honest			
Reliable			
Sincere			
Trustworthy			

Source: the SPSS calculation

The alpha of the variables of trustworthiness is 0.7675, therefore, it is considered reliable.

c). The Dimension of Expertise

All variables of expertise are valid and thus, there is no variable deleted. There are five variables used for the dimension of expertise. The following is the reliability test using the alpha scale.

**Table 4.22**  
**The Reliability Test of Mandra's Expertise**

Variable (5 items)	Coefficient Alpha	Standardized item alpha	Reliability
Expert	0.8254	0.8256	Reliable
Experienced			
Knowledgeable			
Qualified			
Skilled			

Source: the SPSS calculation

The alpha of the variables of expertise is 0.8254, therefore, it is considered reliable.

#### **4.5.2. Reliability Test of Advertising Believability Construct**

##### **4.5.2.1. Suzuki Motorcycle Advertising**

All variables in the advertising believability of Suzuki advertising are valid, and thus, there is no variable deleted. There are fifteen variables used for the Suzuki advertising believability constructs. The following is the reliability test using the alpha scale.



**Table 4.23**  
**The Reliability Test of Suzuki Advertising Believability**

<b>Variable (15 items)</b>	<b>Coefficient Alpha</b>	<b>Standardized item alpha</b>	<b>Reliability</b>
Believable	0.9064	0.9072	Reliable
Convincing			
Credible			
Honest			
Unquestionable			
Useful			
Like			
Good			
Tasteful			
Enjoyable			
Interesting			
Modern			
Sexy			
Strong			
Effective			

Source: the SPSS calculation

The alpha of the variables of advertising believability is 0.9064, therefore, it is considered reliable.

#### **4.5.2.2. Honda Motorcycle Advertising**

All variables in the advertising believability of Honda advertising are valid, thus, there is no variable deleted. There are fifteen variables used for the Honda advertising believability construct. The following is the reliability test using the alpha scale.

**Table 4.24**  
**The Reliability Test of Honda Advertising Believability**

<b>Variable (15 items)</b>	<b>Coefficient Alpha</b>	<b>Standardized item alpha</b>	<b>Reliability</b>
Believable	0.9020	0.9020	Reliable
Convincing			
Credible			
Honest			
Unquestionable			
Useful			
Like			
Good			
Tasteful			
Enjoyable			
Interesting			
Modern			
Sexy			
Strong			
Effective			

Source: the SPSS calculation

The alpha of the variables of advertising believability is 0.9020, therefore, it is considered reliable.

### **4.5.3. Reliability Test of Purchase Intention Items**

#### **4.5.3.1. Suzuki Motorcycle Advertising**

All items in the purchase intention of Suzuki are valid, thus, there is no item deleted. The following is the reliability test using the alpha scale.

**Table 4.25**  
**The Reliability Test of the Purchase Intention on Suzuki**

<b>Variable (3 items)</b>	<b>Coefficient Alpha</b>	<b>Standardized item alpha</b>	<b>Reliability</b>
Inquire product	0.8165	0.8910	Reliable
Consider to buy			
Actually purchase			

Source: the SPSS calculation

The alpha of the purchase intention items of Suzuki is 0.8165, therefore, it is considered reliable.

#### 4.5.3.2. Honda Motorcycle Advertising

All items in the purchase intention of Honda are valid, thus, there is no item deleted. The following is the reliability test using the alpha scale.

**Table 4.26**  
**The Reliability Test of the Purchase Intention on Honda**

<b>Variable (3 items)</b>	<b>Coefficient Alpha</b>	<b>Standardized item alpha</b>	<b>Reliability</b>
Inquire product	0.8447	0.8483	Reliable
Consider to buy			
Actually purchase			

Source: the SPSS calculation

The alpha of the purchase intention items of Honda is 0.8447, therefore, it is considered reliable.

All independent variables including the endorser's perceived image and the advertising believability of both Suzuki and Honda are reliable. Therefore, all

items can be included for further evaluation to analyse their influences on consumers' purchase intention by using the regression analysis.

#### **4.6. Regression Analysis of Endorser's Perceived Image and Advertising Believability of Suzuki Advertising**

The regression analysis is used to measure the impact of the credibility of the celebrity to increase the purchase intention of consumers. Each variable of perceived image is considered as the independent variable which will influence the purchase intention as the dependent variable. In addition, the variables in advertising believability construct are also included as the independent variable that will influence the purchase intention.

The impacts of the variables on purchase intention are evaluated by using both single linear regression and multiple linear regression analysis. The single regression is applied to analyse the individual effect of each variable, whereas the multiple regression is applied to analyse the effects of all variables on purchase intention collectively.

##### **4.6.1. Effects of Celebrity's Perceived Image and Advertising Believability on Purchase Intention Individually**

The result of the linear regression calculation shows how significant is the effect of the variables tested on the purchase intention. The effect of those variables can be seen from the R-square table in which the value of the percentage figure shows how much the independent variables influence and give an effect to the dependent variable.

To know the significance of the variable to influence the purchase intention, it can be analysed its level of significance. The variable is considered positively and significantly influencing the purchase intention when the t-calculated is positive or greater than the t-table, and its level of significance is less than 5%. Otherwise, the variable is considered insignificant when the significance level is more than 5%. To put it in another word, the level of significance shows that the tolerance of error's occurrence is below 5%.

#### 4.6.1.1. The Partial Effect of Celebrity's Credibility on Purchase Intention

The effect of the celebrity's credibility on purchase intention is analysed by using single linear regression analysis, in which the celebrity's credibility becomes the only independent variable. The credibility of celebrity is represented by the perceived image of the celebrity (see the conceptual framework in figure 2.1). As the perceived image discussed in this study consists of three dimensions, the independent variable of celebrity's credibility is obtained from the computation of the variable means of attractiveness, trustworthiness, and expertise. The following is the model summary of Mamik's credibility to know the variable effect on purchase intention.

**Table 4.27**  
**Model Summary of Mamik's Credibility**

Variable	R square	F		B	t	
		Value	Significance		Value	Significance
Credibility	9.50%	15.529	0.000	0.507	3.941	0.000

Source: the SPSS calculation

The celebrity's credibility in Suzuki's advertising may influence the consumers' purchase intention by 9.5% only. Other factors than the endorser's credibility may influence the purchase intention more, as it is explained by the remaining figure of 80.5%.

It is derived from the SPSS calculation that the t-calculated of the celebrity's credibility is 3.941. The t-calculated is positive and greater than the value of t-table. Moreover, its significance level is 0% which is considered acceptable. Thus, the factor of celebrity's credibility in Suzuki advertising positively influences the consumers to purchase the advertised product, and it also significantly enhances the purchase intention.

#### 4.6.1.2. The Partial Effect of Perceived Attractiveness on Purchase Intention

As discussed previously, the partial effect of each variable is analysed by performing a single linear regression analysis. The following is the model summary of Mamik's attractiveness derived from the SPSS calculated data.

**Table 4.28**  
**Model Summary of Mamik's Attractiveness**

Variable	R square	F		B	t	
		Value	Significance		Value	Significance
Attractiveness	3.10%	4.782	0.030	0.213	2.187	0.030

Source: the SPSS calculation

The variable of perceived attractiveness gives an effect on purchase intention by 3.1%. The t-calculated of attractiveness is 2.187, which confirms that

it positively gives effect on the consumers' purchase intention. Moreover, the significance level is 0.030 or less than 5%, and it is considered acceptable. Therefore, the variable of attractiveness positively influences and significantly enhances the purchase intention.

#### 4.6.1.3. The Partial Effect of Perceived Trustworthiness on Purchase Intention

The following is the model summary of Mamik's trustworthiness derived from the SPSS calculated data.

**Table 4.29**  
**Model Summary of Mamik's Trustworthiness**

Variable	R square	F		B	t	
		Value	Significance		Value	Significance
Trustworthiness	11.30%	18.915	0.000	0.500	4.349	0.000

Source: the SPSS calculation

The variable of perceived trustworthiness gives an effect on purchase intention by 11.3%. The t-calculated of trustworthiness is 4.349, which confirms that it positively gives effect on the consumers' purchase intention. The significance level is also confirmed acceptable, which is 0.000 or less than 5%. Therefore, the variable of trustworthiness can also positively influences and significantly enhances the purchase intention.

#### 4.6.1.4. The Partial Effect of Perceived Expertise on Purchase Intention

The following is the model summary of Mamik's trustworthiness derived from the SPSS calculated data.

**Table 4.30**  
**Model Summary of Mamik's Expertise**

Variable	R square	F		B	t	
		Value	Significance		Value	Significance
Expertise	7.20%	11.487	0.001	0.382	3.389	0.001

Source: the SPSS calculation

The variable of perceived expertise gives an effect on purchase intention by 7.2%. The t-calculated of trustworthiness is 3.389, which confirms that it positively gives effect on the consumers' purchase intention. Moreover, the significance level is 0.001 which is also confirmed acceptable. Therefore, the variable of expertise can also positively influences and significantly enhances the purchase intention.

#### 4.6.1.5. The Partial Effect of Advertising Believability on Purchase Intention

The following is the model summary of Suzuki's advertising believability derived from the SPSS calculated data.



**Table 4.31**  
**Model Summary of Suzuki's Advertising Believability**

Variable	R square	F		B	t	
		Value	Significance		Value	Significance
Believability	12.20%	20.547	0.000	0.529	4.533	0.000

Source: the SPSS calculation

The variable of advertising believability gives an effect on purchase intention by 12.2%. The t-calculated of advertising believability is 4.533, which confirms that it positively gives effect on the consumers' purchase intention. The significance level is 0.000 which is also confirmed acceptable. Therefore, the variable of advertising believability can also positively influences and significantly enhances the purchase intention.

#### **4.6.2. Effects of Celebrity's Perceived Image and Advertising Believability on Purchase Intention Collectively**

To analyse the simultaneous effect of the variables on purchase intention, a multiple linear regression analysis is taken. Table 4.33 below is the model summary of the multiple regression analysis of the perceived image and advertising believability on the purchase intention of Suzuki motorcycle:

**Table 4.32**  
**Model Summary of Mamik's Perceived Image and Suzuki's Advertising Believability**

Variables	R square	F		B	t	
		Value	Significance		Value	Significance
Attractiveness	15.20%	6.513	0.000	-8.960	-0.779	0.437
Trustworthiness				0.298	1.901	0.059
Expertise				0.103	0.729	0.467
Believability				0.341	2.195	0.030

Source: the SPSS calculation

Based on table 4.24 above, it can be examined that the variables of attractiveness, trustworthiness, expertise, and advertising believability have the correlation of 15.2% on the dependent variable, and they cannot become the dominant factors to influence the purchase intention. The figure 0.152 explains how the factors discussed in this study influence the purchase intention. As this is a small percentage of influence, only 15.2%, the remaining percentage of 84.8 % is explained by other influential factors which are not discussed in this study. Therefore, the purchase intention of Suzuki is not directly influenced by the perceived image of the endorser, but it may be influenced by some other dominant factors such as the corporate image and the corporate credibility. It is needed a further investigation on the factors which become the respondents' reason to buy the specialty product.

As this study tries to analyse the effect of the perceived image of celebrity endorsers and focuses only on their effects on purchase intention, a deeper understanding on their influences are discussed. The following is further analysis on the influence of perceived image and advertising believability on purchase intention, in which it can be analysed the partial and simultaneous effects when they are applied collectively.

#### **4.6.2.1. The Simultaneous Effect of Celebrity's Perceived Image and Advertising Believability on Purchase Intention**

The simultaneous effect of the variables of purchase intention and advertising believability on purchase intention can be seen from the ANOVA calculation of the linear regression analysis. The result of the analysis is

considered significant when the value of F-calculated is greater than the value of F-table and the significance shows that the value is less than 0.05 or 5%.

It is derived from the SPSS calculation that the value of F-calculated is 6.513, which is greater than the value of F-table. The result of the regression analysis of the celebrity's perceived image and advertising believability also shows a positive influence. Therefore, the celebrity's perceived image and advertising believability collectively can influence the purchase intention. In further, the individual effect of each dimension is discussed to understand which variable may contribute positive influences in the simultaneous effect.

#### **4.6.2.2. The Partial Effect of Each Celebrity's Perceived Image and Advertising Believability on Purchase Intention Individually**

To analyse the partial effect of the perceived image in the collective application, the calculation of the coefficients of each variable is taken. The individual effect of each factor towards purchase intention is analysed according to the variable of attractiveness, trustworthiness, expertise, and advertising believability respectively. Each factor is considered positively influencing the purchase intention when the value of t-calculated is greater than the value of t-table. Moreover, the significance level should be below 0.05 or 5%.

It is derived from the SPSS calculation that the t-calculated of attractiveness is -0.779. The t-calculated is negative and less than the value of t-table. Thus, the dimension of attractiveness does not influence the consumers to purchase the advertised product, and it is considered insignificant. The significance value shows 0.437 which is more than 5%

The t-calculated of trustworthiness is 1.901. The t-calculated is positive and greater than the value of t-table. However, the variables of trustworthiness are less significant since the value of the significance level is 5.9%. Thus, the dimension of trustworthiness may positively influence the consumers to purchase the advertised product, but insignificantly supports the purchase intention.

The t-calculated of expertise is 0.729. The t-calculated is positive and slightly greater than the value of t-table. The perceived image of expertise is quite similar as the perceived image of trustworthiness as it does not show a significant result. Thus, the dimension of expertise is considered insignificant to increase the consumers' purchase intention, but it may play a role to positively influence the consumers.

The t-calculated of advertising believability is 2.195. The t-calculated is positive and greater than the value of t-table. Moreover, it shows a very significant result as the level is 0.000 or less than 5%. The variables of advertising believability positively influence the purchase intention and they significantly give effect on the increase of consumers' purchase intention.

Some variables may give effect on purchase intention, and others do not significantly influence the consumers' purchase intention. Therefore, it can be seen that the simultaneous effect of the variables on purchase intention is supported by the variable of advertising believability only. Other variables such as attractiveness, trustworthiness, and expertise do not significantly support the simultaneous effect on purchase intention items.

#### **4.7. Regression Analysis of Endorser's Perceived Image and Advertising Believability of Honda Advertising**

The result of the regression analysis of Honda's celebrity endorser is examined similarly to the Suzuki endorser previously. The individual effects of perceived image and advertising credibility are analysed by using single regression, whereas the collective effect of the variables is analysed by using multiple regression analysis.

##### **4.7.1. Effects of Celebrity's Perceived Image and Advertising Believability on Purchase Intention Individually**

It is needed an analysis on how significant the variables influence the purchase intention. The R-square value can show percentage of the influence of each variable. In further, the significance level is shown by the value of 5% or less, in which it indicates acceptable.

##### **4.7.1.1. The Partial Effect of Celebrity's Credibility on Purchase Intention**

The following is the model summary of Mandra's credibility derived from the SPSS calculated data.

**Table 4.33**  
**Model Summary of Mandra's Credibility**

Variable	R square	F		B	t	
		Value	Significance		Value	Significance
Credibility	2.40%	3.689	0.057	0.259	1.921	0.057

Source: the SPSS calculation

The effect of the celebrity's credibility on purchase intention in Honda Advertising is also analysed by using single linear regression analysis, in which the celebrity's credibility becomes the only independent variable. As mentioned previously, the credibility of celebrity is represented by the perceived image of the celebrity which consists of perceived attractiveness, trustworthiness, and expertise. The independent variable of celebrity's credibility is obtained from the means computation of the perceived image dimensions.

The celebrity's credibility in Honda's advertising may influence the consumers' purchase intention by 2.4%, which is less than the celebrity's credibility in Suzuki's advertising. The remaining figure of 98.6% may be explained by other factors not discussed in this study, which may persuade the consumers' buying decision strongly.

It is derived from the SPSS calculation that the t-calculated of the celebrity's credibility is 1.921. The t-calculated is positive and greater than the value of t-table. However, the credibility of Mandra does not show a significant influence towards the consumers' purchase intention. The significance level is above 0.057 or above 5%. Thus, the celebrity's credibility factor in Honda advertising does not influence significantly on purchase intention as the Suzuki advertising does.

#### **4.7.1.2. The Partial Effect of Perceived Attractiveness on Purchase Intention**

The following is the model summary of Mandra's attractiveness derived from the SPSS calculated data.

**Table 4.34**  
**Model Summary of Mandra's Attractiveness**

Variable	R square	F		B	t	
		Value	Significance		Value	Significance
Attractiveness	0.80%	1.259	0.264	0.121	1.122	0.264

Source: the SPSS calculation

The variable of perceived attractiveness gives an effect on purchase intention by 0.8%, which is considered very low. The t-calculated of attractiveness is 2.187, which confirms that it may positively play a role to influence the consumers' purchase intention. However, the significance level is 0.264 or more than 5%, which is considered very insignificant. Therefore, the variable of attractiveness does not significantly enhance the purchase intention.

#### 4.7.1.3. The Partial Effect of Perceived Trustworthiness on Purchase Intention

The following is the model summary of Mandra's trustworthiness derived from the SPSS calculated data.

**Table 4.35**  
**Model Summary of Mandra's Trustworthiness**

Variable	R square	F		B	t	
		Value	Significance		Value	Significance
Trustworthiness	2.90%	4.344	0.039	0.254	2.084	0.039

Source: the SPSS calculation

The variable of perceived trustworthiness gives an effect on purchase intention by 2.9%. The t-calculated of trustworthiness is 2.084, which confirms that it may positively play a role to influence the consumers' purchase intention.

Moreover, the significance level is 0.039 or below 5%. Therefore, the variable of trustworthiness significantly enhances the purchase intention.

#### 4.7.1.4. The Partial Effect of Perceived Expertise on Purchase Intention

The following is the model summary of Mandra's expertise derived from the SPSS calculated data.

**Table 4.36**  
**Model Summary of Mandra's Expertise**

Variable	R square	F		B	t	
		Value	Significance		Value	Significance
Expertise	1.80%	2.638	0.106	0.175	1.624	0.106

Source: the SPSS calculation

The variable of perceived expertise gives an effect on purchase intention by 1.8% only. The t-calculated of expertise is 1.624, which confirms that it positively gives effect on the consumers' purchase intention. However, the significance level is confirmed unacceptable as it shows 0.106 or above 5%. Therefore, the variable of expertise does not significantly enhance the purchase intention.

#### 4.7.1.5. The Partial Effect of Advertising Believability on Purchase Intention

The following is the model summary of Honda's advertising believability derived from the SPSS calculated data.



**Table 4.37**  
**Model Summary of Honda's Advertising Believability**

Variable	R square	F		B	t	
		Value	Significance		Value	Significance
Believability	19.10%	34.986	0.000	0.685	5.915	0.000

Source: the SPSS calculation

The variable of advertising believability gives an effect on purchase intention by 19.1%, which is greater than the Suzuki's advertising believability. The t-calculated of advertising believability is 5.915, which confirms that it positively gives effect on the consumers' purchase intention. Moreover, the significance level shows 0.000, which is also confirmed acceptable. Therefore, the variable of advertising believability can positively influence and significantly enhance the purchase intention.

#### **4.7.2. Effects of Celebrity's Perceived Image and Advertising Believability on Purchase Intention Collectively**

Table 4.25 below is the model summary of the multiple regression analysis of the perceived image and advertising believability on the purchase intention of Honda motorcycle:

**Table 4.38**  
**Model Summary of Mandra's Perceived Image and Honda's Advertising Believability**

Variables	R square	F		B	t	
		Value	Significance		Value	Significance
Attractiveness	20.70%	9.487	0.000	-7.270	-0.626	0.532
Trustworthiness				-4.260	-0.273	0.785
Expertise				-0.133	-0.990	0.324
Believability				0.826	5.704	0.000

Source: the SPSS calculation

It can be examined that the variables of attractiveness, trustworthiness, expertise, and advertising believability influence the purchase intention by 20.7%. The figure 0.207 explains how the factors discussed in this study influence the purchase intention less prominently. The remaining percentage of 79.3% is explained by other influential factors which are not discussed in this study. Hence, similarly to case of Suzuki, the purchase intention of Honda is not directly influenced by the perceived image of the endorser. It is, therefore, needed an analysis of other factors such as the corporate credibility, technological factors, brand image, and other possible factors which may influence dominantly on the purchase intention of the specialty product. Nevertheless, the influence of the celebrity's perceived image on the purchase intention may still be explained in the following discussion.

#### **4.7.2.1. The Simultaneous Effect of Celebrity's Perceived Image and Advertising Believability on Purchase Intention**

The simultaneous effect of the variables of purchase intention and advertising believability is examined by calculating the F-value as similar as the Suzuki case previously. The result of the analysis is considered significant by looking at the F-ratio and its significance value of 0.05 or less.

It is derived from the SPSS calculation that the value of F-ratio is 9.487, which is greater than the F-table. Therefore, the result of the regression analysis of the celebrity's perceived image and advertising believability is significant. The celebrity's perceived image and advertising believability collectively influence the purchase intention.

#### **4.7.2.2. The Partial Effects of Each Celebrity's Perceived Image and Advertising Believability on Purchase Intention Individually**

The calculation of the coefficients of each variable is taken in order to analyse the partial effects of the perceived image and the advertising believability on purchase intention when they applied collectively. The individual effect of each factor towards purchase intention is also analysed in the same way as the Suzuki case. It is analysed according to the dimension of attractiveness, trustworthiness, expertise, and advertising believability. Each factor is considered significant in influencing the purchase intention when the value of t-calculated is greater than the value of t-table, and the significance level is below 5%.

It is derived from the SPSS calculation that the t-calculated of attractiveness is -0.626. The t-calculated is negative and less than the value of t-table. The dimension of attractiveness does not influence the consumers to purchase the advertised product, and it is also considered as insignificant.

The t-calculated of trustworthiness is -0.273. The t-calculated is negative and less than the value of t-table. The dimension of trustworthiness does not influence the consumers to purchase the advertised product, and it is also considered insignificant.

The t-calculated of expertise is -0.999. The t-calculated is negative and less than the value of t-table. The dimension of expertise does not influence the consumers' purchase intention, and it is also considered insignificant.

The t-calculated of advertising believability is 5.704. The t-calculated is positive and greater than the value of t-table. Moreover, it shows that the

significance value is 0.000 or less than 0.05. Thus, the variables of advertising believability positively influence the purchase intention items and they are considered very significant to influence the consumers to purchase the advertised product.

The variables effects on purchase intention similarly show the same result as the Suzuki result. Only the variable of advertising believability influences significantly on the consumers' purchase intention. Other variables such as attractiveness, trustworthiness, and expertise do not significantly support the simultaneous effect on purchase intention items.

#### **4.8. Respondents' Reason to Purchase the Advertised Products**

The reason to influence the respondents to purchase the product is defined into five situations. The situation is based on two most influential factors, that are the celebrity image and the corporate or brand image. The respondents' are asked to provide the most influential reason from the preferences that suit them best.

The following are the five reasons:

- Reason 1 = Mostly influenced by the corporate or brand image.
- Reason 2 = More influenced by the corporate or brand image rather than the celebrity image.
- Reason 3 = Equally influenced by both celebrity image and the corporate or brand image.
- Reason 4 = More influenced by the celebrity image rather than the corporate or brand image.

- Reason 5 = Mostly influenced by the celebrity image.

The data is explained in a separate table for each product as the following:

**Table 4.2**  
**The Respondents' Reason to Purchase Suzuki Motorcycle**

Reason of Purchasing Suzuki		
Reason 1	70	46,67%
Reason 2	52	34,67%
Reason 3	14	9,33%
Reason 4	2	1,33%
Reason 5	0	0%
Do not give reason	12	8%
Total respondents	150	100%

Source: the survey finding

**Table 4.3**  
**The Respondents' Reason to Purchase Honda Motorcycle**

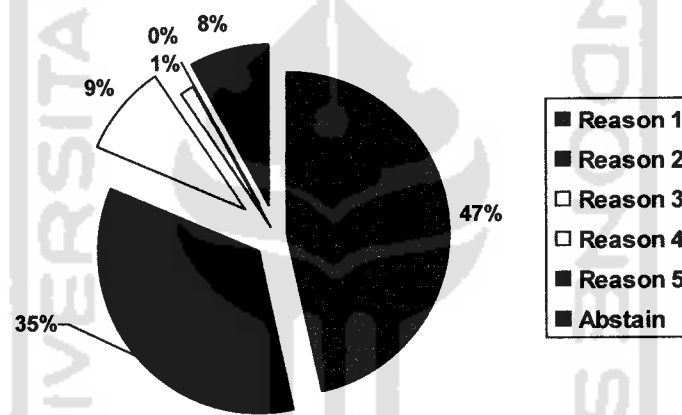
Reason of Purchasing Honda		
Reason 1	76	50,67%
Reason 2	46	30,67%
Reason 3	15	10%
Reason 4	3	2%
Reason 5	1	0,66%
Do not give reason	9	6%
Total respondents	150	100%

Source: the survey finding

Each of the percentage figures describes the proportion of the respondents' reason towards either the endorser or the corporate image. On the Suzuki table, it shows that most of the respondents believe in the corporate or brand image better than the celebrity image. It is also shown on the Honda table that the respondents prefer to buy the product due to the corporate credibility.

It is very interesting finding that the respondents prefer to rely on the corporate credibility while buying specialty products such as motorcycle. The celebrity's credibility seems to be less significant, and the corporate or brand image becomes the major concern on the respondents' purchase intention. A comprehensive result is described as the following:

**Graph 4.8**  
**The Respondents' Reason to Purchase Suzuki Motorcycle**

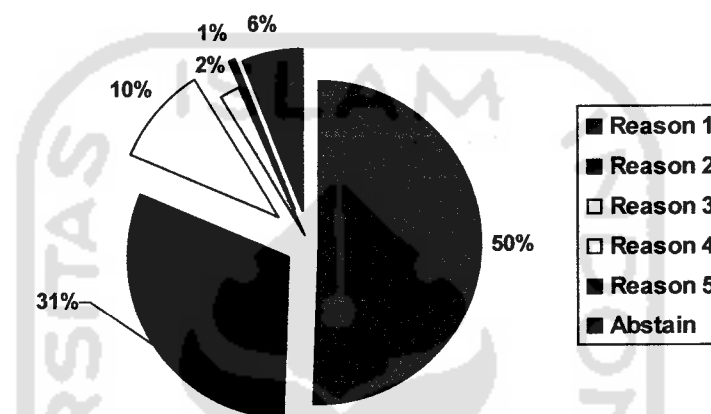


Source: the survey finding

The finding shows that most of the respondents' are likely to be influenced by the corporate or brand image of Suzuki. More than 80 % of the respondents answer that they are more influenced by the corporate image, whereas 47 % of them are mostly influenced by the corporate image only. The celebrity image is considered less attractive to influence the respondents. Less than 5 % of the respondents prefer rely their buying decision on the celebrity's credibility. Thus, it can be concluded that the factor of celebrity image does not significantly influence the consumers in the buying decision. The corporate or brand image is

greater to influence the respondents since the corporate credibility is more significant.

**Graph 4.9**  
**The Respondents' Reason to Purchase Honda Motorcycle**



Source: the survey finding

The finding of the respondent's reason to buy Honda motorcycle shows the same result as the Suzuki motorcycle case. Most of the respondents' are likely to be influenced by the corporate or brand image of Honda rather than the celebrity image. More than 80 % of the respondents agree that the corporate or brand image is more reliable. Moreover, 50 % of the respondents mention that they are solitary influenced by the corporate or the brand image. Thus, the respondents are likely to make their decision based on the credibility of the company.

The celebrity image is less popular to influence the respondents. There is only about 3% of the respondents, which are slightly less than the Suzuki case, prefer relying their buying decision on the celebrity's credibility. It can be

concluded that the factor of celebrity image also insignificantly influence the consumers' buying decision on Honda motorcycle.

#### **4.9. Discussion**

##### **4.9.1. Evaluation of Mamik as the Celebrity Endorser of Suzuki Motorcycle**

Firstly, the evaluation of Mamik as Suzuki spokesperson is begun by analysing the variables of the celebrity's perceived image and finding their validity and reliability. All variables are found to be valid and included for the reliability test. In further, the alpha scale used for the reliability analysis shows that all dimensions of the perceived image expose the value of alpha above 0.600. Hence, all variables are considered valid and reliable.

The perceived image possessed by Mamik as the celebrity endorser of Suzuki motorcycles can demonstrate the credibility of Mamik as the endorser. It can be seen from the model summary that the variables of perceived image along with the advertising believability may play a role to influence the consumers to purchase the product, but further analysis on their simultaneous effect shows insignificant result. The perceived image of the celebrity endorser and the advertising believability are indeed affecting the purchase intention by 15.2%. Nevertheless, only the variable of advertising believability influences the purchase intention significantly. The perceived image variables such as attractiveness, trustworthiness, and expertise do not significantly influence the purchase intention when they are applied collectively. This phenomenon, however, can be explained



by some other factors other than the endorser's perceived image which may influence the buying decision. Thus, the perceived image of the celebrity endorser in the case of Suzuki motorcycle does not prominently influence the purchase intention of consumers.

The consumers of Suzuki are very aware that buying specialty products may need some other influential factors as these products require other considerations, not just by relying on the endorser's credibility and the advertisement believability. Nevertheless, the ability of the celebrity endorser to create believability and advertising effectiveness is proven by examining the effect of the perceived image collectively on purchase intention. It is found that the variables are able to give simultaneous effect on purchase intention when they are applied collectively. Thus, Mamik as the endorser of Suzuki is still able to persuade the consumers although his credibility is considered low in capacity.

To further evaluate the credibility of Mamik in the context of his perceived image, an analysis of the effect of each dimension to purchase intention is taken. It is verified that Mamik's image of attractiveness, trustworthiness, and expertise influence differently on the consumers' purchase intention. The analysis shows that the variables of attractiveness are slightly less influencing than other variables as the significance value shows 0.030. Other variables such as trustworthiness and expertise show a very significant result, which is showed by the significance value of 0.000 and 0.001 respectively. Mamik is considered as a person who does not acquire the characteristic of physical attractiveness, and thus, the dimension of

attractiveness does not become the pertinent factor to increase the purchase intention on Suzuki motorcycle.

The variables of trustworthiness, on the other hand, can positively influence the buying decision and significantly enhance the consumers' purchase intention. Mamik is considered as trustworthy enough to endorse the Suzuki product. Therefore, the trustworthiness of Mamik as the Suzuki spokesperson plays a role to influence the purchase intention.

The variables of expertise can also influence the consumers' purchase intention on Suzuki. The perceived expertise of Mamik can be considered as important factor to support the credibility of Mamik as the endorser. Thus, all dimensions of perceived image namely attractiveness, trustworthiness, and expertise become the individual factor of Mamik's credibility to positively effect and enhance the purchase intention of Suzuki motorcycle, regardless of their insignificant effect when they are applied simultaneously.

#### **4.9.2. Evaluation of Mandra as the Celebrity Endorser of Honda Motorcycle**

The evaluation of Mandra as Honda spokesperson is also begun by analysing the variables of perceived image and finding their reliability. All the proceeded data is evaluated and analysed by using the same method as Mamik. The reliability analysis shows that all independent variables including the endorser's perceived image and the advertising believability are reliable. Therefore, all items can be included for further evaluation to analyse their influences on consumers' purchase intention of Honda motorcycle.

The credibility of Mandra is quite different with the credibility of Mamik in the perception of the respondents of Sleman, Yogyakarta. The perceived image possessed by Mandra as the celebrity endorser of Honda motorcycles does not significantly show the effectiveness of the celebrity spokesperson in increasing the purchase intention. The perceived trustworthiness, however, is still able to give effect on the consumers' purchase intention along with the collaboration of the factor of advertising believability. The analysis shows that those factors may collectively give effect on purchase intention.

The individual effect of each dimension of perceived image of Mandra, on the other hand, does not show a significant result. The perceived attractiveness and perceived expertise of Mandra cannot give an influence on the consumers' purchase intention towards Honda motorcycle. The variables of attractiveness do not verify a significant result to influence the purchase intention. Moreover, the variables of expertise also do not show a significant result to give effect on purchase intention. Thus, Mandra is not able to help increasing the purchase intention of consumers directly, but he may be able to create awareness due to his popularity. The purchase intention of Honda motorcycle may be influenced by other factors which are not comprehensively discussed in this study.

The effectiveness of Honda advertising in the context of increasing purchase intention is mainly supported by the advertising believability. The variables of advertising believability in Honda's advertising positively influence the purchase intention. In further, the advertising believability itself can be supported by the credibility of the endorser and/or the corporate image. As the

perceived image does not significantly play a role to influence the purchase intention, the corporate image has subsequently supported and influenced the consumers' decision to buy. Moreover, the analysis shows that the credibility of Mandra to increase the consumers' purchase intention is doubtful. Therefore, the perceived image of Mandra does not influence the purchase intention of Honda motorcycle.

#### **4.9.3. Effects of the Celebrity's Credibility on Purchase Intention**

The celebrity's credibility may affect the purchase intention of the consumers. It is confirmed by single linear regression analysis in Mamik's evaluation that the celebrity's credibility may become the pertinent factor to influence the purchase intention. However, the significant result can only be shown by the celebrity's credibility of Mamik in Suzuki motorcycle advertising. Mandra as Honda's spokesperson is not able to show his credibility to influence the consumers' purchase intention significantly. The endorser's credibility may influence the consumers' attitude towards the advertisement, but it cannot significantly initiate consumers' attitude towards the brand (Goldsmith et al, 2000). Therefore, the purchase intention towards the products is strongly explained by the corporate credibility.

Based on the analysis and the evaluation of the effect of the credibility of Mamik and Mandra as the spokespersons of motorcycle products towards the consumers' purchase intention, it can be derived a conclusion that the celebrities

as the source credibility may influence the purchase intention of the consumers differently. Therefore, the first hypothesis (**H1**) cannot be supported.

#### **4.9.4. Effects of Celebrity's Perceived Image of Attractiveness on Purchase Intention**

As other researches may show the significant result of attractiveness to increase the purchase intention, the dimension of attractiveness in this study does not influence much on the consumers' purchase intention of the specialty product advertising such as motorcycle. It is showed by the two advertisings, in which both of them use a celebrity endorser, that the endorser's attractiveness does not give effect in the purchase intention increase. Therefore, the hypothesis **H1a** in this study cannot be accepted.

The motorcycles are categorised as specialty products that need certain consideration while purchasing them. The attractiveness of the endorsers does not seem to be the pertinent factor to influence the purchase intention as this type of product is not attractive-related product. Hence, the need of congruency answers the problem of unmatched product characteristics with the endorser, such as attractive looking celebrity endorsing a fashionable outfit. As Kamins (1990) stated on his finding that the celebrity's physical attractiveness might enhance the product if the product characteristics match up with the image conveyed by the celebrity. Moreover, other researches suggest that a match between model attractiveness and a product type influenced advertising effectiveness (Bower & Landreth, 2001).

The respondents of Sleman, Yogyakarta, may evaluate that the perceived image of attractiveness of the endorsers does not play an important role as a factor to consider in buying the product. It is well understandable that the use of comedians as celebrity endorsers does not prioritize their physical attractiveness, but more on their popularity and trustworthiness. The writer believes that the specialty product advertising needs an endorser who is perceived to be expertise and trustworthy as those perceived images increase the consumers' believability.

#### **4.9.5. Effects of Celebrity's Perceived Image of Trustworthiness on Purchase Intention**

The trustworthiness of the celebrity endorser is significant to influence the consumers to purchase the product. Both celebrities are able to show the perceived trustworthiness as their capability to enhance the consumers' purchase intention. Therefore, the hypothesis **H1b** in this study is supported.

The perceived image of trustworthiness of Mamik is significant to persuade consumers to purchase Suzuki product. The perceived image of trustworthiness of Mandra also shows the same result as Mamik. It can be seen that the perceived image of Mandra can give effect on the purchase intention of Honda. However, another research does not support this finding as "trustworthiness of the source is not an important determinant of respondents' likelihood to purchase the product" (Ohanian, 1991). Nevertheless, the trustworthiness of the endorsers is still playing a role to influence the buying decision of both Suzuki and Honda motorcycle, although it is insignificant to give effect on other types of product.

#### **4.9.6. Effects of Celebrity's Perceived Image of Expertise on Purchase Intention**

The expertise of the celebrity endorser, similarly as the perceived image of attractiveness, does not give effect on purchase intention. The perceived images of expertise of both endorsers cannot support the intended result. Thus, the hypothesis **H1c** in this study is not supported. This result is contrary to Ohanian's finding (1991) that the perceived expertise of the celebrities is a significant factor explaining the respondents' intentions to purchase. The expertise of the celebrity endorsers used in this study is insignificant to explain the respondents' purchase intention. The writer believes that this unconditional situation may be caused by the corporate or the brand image which are more influencing than the celebrity image.

The simultaneous effects of perceived expertise along with the collaboration of other perceived images in this study do not show a significant influence toward purchase intention. It should be noted, however, that the perceived expertise of Mamik shows a positive effect on the single regression analysis. It is concluded that the perceived expertise may still positively influence the purchase intention in other possible ways.

#### **4.9.7. Effects of Advertising Believability on Purchase Intention**

The advertising believability may be supported by either the celebrity's credibility or the corporate image, or even both of them. It is confirmed from the regression analysis that the advertising believability is very significant to

encourage the buying intention. Both Suzuki and Honda are able to convince the consumers with their advertising believability. Honda's believability is slightly greater than Suzuki's believability to influence purchase intention as it is showed by bigger percentage of R square. This is probably due to Honda's corporate image which may influence the consumers' perspective towards the product.

The Advertising believability becomes the factor that almost dominantly plays a role to increase the purchase intention on both Suzuki and Honda advertisings. Of all variables tested in this study, the variable of advertising believability is the most influencing factors to enhance purchase intention. Thus, the hypothesis H2 in this study is supported.

#### **4.9.8. Simultaneous Effects of Perceived Attractiveness, Trustworthiness, Expertise, and Advertising Believability on Purchase Intention**

The simultaneous effect of the celebrity's perceived image and the advertising believability shows that the variables may influence the consumers' purchase intention collectively. When all the variables are collaborated as one collective factor, in fact, some variables can help achieving the effectiveness in celebrity advertising and others cannot. The multiple regression analyses on both Suzuki and Honda advertising confirm that the perceived attractiveness, perceived trustworthiness, perceived expertise do not give simultaneous effect to influence the purchase intention significantly. Only the advertising believability variable is able to give a significant effect to influence the consumers' purchase intention.



Therefore, the hypothesis **H3** in this study is partially supported due to some variables which do not significantly influence the purchase intention.

In addition, the R square of the multiple regression analyses of both advertisings show a very low result. The influences of the variables tested in this research do not prominently give effect of the consumers' purchase intention. In this study, the corporate or brand image of the products seems to be more influencing than the celebrity's credibility. The additional information on the questionnaire supports this argument by acquiring the respondents' reason to purchase the product. More than 88% of the respondents state that they are more influenced by the corporate or brand image rather than the celebrity image to purchase the Suzuki motorcycle. It is about 86.5% of the respondents who mention the same reason while buying the Honda motorcycle. Meanwhile, another finding also confirms that the corporate credibility can influence consumer reactions to advertising and shape brand attitudes (Goldsmith et al, 2000). In this case, the corporate credibility which supports the believability of the advertising helps increasing the consumers' purchase intention.

## **CHAPTER 5**

### **CONCLUSIONS, IMPLICATIONS, AND RECOMMENDATIONS**

#### **5.1. Conclusions**

This chapter clarifies the discussion of the finding in Chapter 4. Based on the research finding of the survey and the analysis, it can be derived several conclusion regarding on the effectiveness of the celebrity endorsers in advertising, especially on their effects to increase the purchase intention of consumers.

The variable of celebrity's perceived image which may represent the celebrity's credibility consists of three dimensions namely attractiveness, trustworthiness, and expertise. Each dimension influences differently on the purchase intention item. One dimension may positively affect the purchase intention, but the other may negatively affect it depending on the credibility of the celebrity to endorse the product.

The single regression analyses confirm that the perceived trustworthiness of celebrity endorsers may positively influence the purchase intention. However, this perceived image along with perceived attractiveness and perceived expertise cannot become the factors to explain the consumers' purchase intention. The finding shows that those perceived images insignificantly give impact on consumers' purchase intention simultaneously.

The celebrity's credibility, on the other hand, may significantly influence the consumers' purchase intention on certain circumstance. It is found the

celebrity's credibility in the Suzuki advertising supports the finding, but the celebrity's credibility in the Honda advertising does not. The celebrity's credibility may enhance the purchase intention only when the endorser is perceived to be expert enough (Ohanian, 1991).

The credibility of the endorser may become the pertinent factor of the advertising believability as it can support the effectiveness of the advertising. In further, the advertising believability is found to be very significant to influence the buying intention. Although the perceived image is insignificant to give simultaneous effect on purchase intention, the perceived image can correspond to the advertising believability. Therefore, the perceived image may help increasing the purchase intention indirectly by influencing the believability of the advertising. It is important to note, however, that the case of the motorcycles advertising cannot be generalised with other product types. It is found that the advertising believability in motorcycle advertisement is strongly influenced by the corporate or brand image rather than the celebrity image. The respondents have provided the reason of buying motorcycle during the survey, in which it shows the important role of corporate credibility to dominantly influence the consumers' decision.

The advertising believability factor is significant to initiate the consumers' to buy the advertised products. Nevertheless, the use of the combination of celebrity's images can positively influence the purchase intention which is only on small figure.

## **5.2. Implications of the Study**

### **5.2.1. Theoretical**

The result of this study may give some implications on both theoretical and concrete application. For theoretical use, this study may explain the variables of celebrity endorser's perceived image, such as attractiveness, trustworthiness, and expertise, and their correlation toward the purchase intention of the product. Some findings reveal the effectiveness of those perceived image in the advertising using celebrity, but there are no clear explanation on which type of products they are well applied. The finding of this study may open a wider discussion on the application of the celebrity's perceived image on different kinds of product type.

### **5.2.2. Practical**

The implication for practise can be seen from the need of the advertising practitioners and the marketing managers to implement an effective advertising method or strategy using celebrity endorsers. This study can provide an understanding on how the use of the celebrity endorser may vary in term of influencing the consumers' purchase intention. In addition, the impact of advertising believability can be very important to ensure the effectiveness of the advertising. Therefore, a systematic approach is needed before deciding which combination of perceived image of celebrity is absorbed and implemented into the advertising.

The results of this study suggest some important considerations for the advertising practitioners. As the credibility of celebrity endorser is related to the

consumers' believability on the celebrity to endorse a product, it is needed a thorough selection to exploit the celebrity's image. The celebrity's image should also represent the image of the product endorsed. Unmatched images between the celebrity and the product attributes may cause the consumers to be unable to catch the meaning of the advertising message. Consequently, the advertising will be less effective as the endorser cannot help the firm presenting the product.

A complex result of wrong decision when utilizing the celebrity's image may occur if there is no other leading factor to support the advertising believability such as the corporate credibility or brand image. Thus, it is very important to ensure celebrity's image fit with the endorsed products. Unsuitable characters of celebrity would deliberately create perplexity, as consumers cannot grasp the real meaning of the advertising message. The advertising practitioners should be careful to select the celebrity as well as to fulfil the need of congruency to match the endorsed product.

### **5.2.3. Direction for Future Research**

As the advertising believability on the specialty product advertisements is strongly influenced by the corporate or brand image, it is needed further investigation on this factor to influence the respondents' reason to buy the specialty product. This study reveals that the perceived images of celebrity endorser do not significantly give impact on the consumers' purchase intention. The respondents are strongly influenced by the corporate credibility and/or the brand image while they are making decision to buy motorcycle products.

Therefore, a further examination of the impact of corporate image on other types of product may create generalization of the factor that influences the buying intention of consumers.



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## APPENDIXES





**APPENDIX A:**

**Questionnaires**

# Spokesperson Evaluation

**Directions:** Please examine the advertisement shown and rate the advertising spokesperson by giving tick ( ✓ ) on the provided space.

- Do you know of the spokesperson featured in the advertisement?

1. **PRODUCT 1**                      \_\_\_\_\_ Yes      \_\_\_\_\_ No      \_\_\_\_\_ Not sure

2. **PRODUCT 2**                      \_\_\_\_\_ Yes      \_\_\_\_\_ No      \_\_\_\_\_ Not sure

- If "Yes," what is his name?

1. **PRODUCT 1** \_\_\_\_\_ 2. **PRODUCT 2** \_\_\_\_\_

- If you LIKE the person, how much do you like the person?

<b>PRODUCT 1</b>		<b>PRODUCT 2</b>
_____ 1. Strongly dislike		_____ 1. Strongly dislike
_____ 2. Dislike		_____ 2. Dislike
_____ 3. Slightly dislike		_____ 3. Slightly dislike
_____ 4. Neither like nor dislike		_____ 4. Neither like nor dislike
_____ 5. Slightly like		_____ 5. Slightly like
_____ 6. Like		_____ 6. Like
_____ 7. Strongly like		_____ 7. Strongly like

**Directions:** Please examine the advertisement shown and rate the advertising spokesperson by crossing the suitable number.

1. = Strongly Disagree (SD)	4. = Neither (N)	5. = Slightly Agree (SLA)
2. = Disagree (D)		6. = Agree (A)
3. = Slightly Disagree (SLD)		7. = Strongly Agree (SA)

Statements of the Spokesperson	PRODUCT 1							PRODUCT 2						
	SD	D	SLD	N	A	A	SA	SD	D	SLD	N	A	A	SA
The spokesperson is attractive	1	2	3	4	5	6	7	1	2	3	4	5	6	7
The spokesperson is classy	1	2	3	4	5	6	7	1	2	3	4	5	6	7
The spokesperson is beautiful/handsome	1	2	3	4	5	6	7	1	2	3	4	5	6	7
The spokesperson is elegant	1	2	3	4	5	6	7	1	2	3	4	5	6	7
The spokesperson is sexy	1	2	3	4	5	6	7	1	2	3	4	5	6	7
The spokesperson is dependable	1	2	3	4	5	6	7	1	2	3	4	5	6	7
The spokesperson is honest	1	2	3	4	5	6	7	1	2	3	4	5	6	7
The spokesperson is reliable	1	2	3	4	5	6	7	1	2	3	4	5	6	7
The spokesperson is sincere	1	2	3	4	5	6	7	1	2	3	4	5	6	7
The spokesperson is trustworthy	1	2	3	4	5	6	7	1	2	3	4	5	6	7
The spokesperson is expert	1	2	3	4	5	6	7	1	2	3	4	5	6	7
The spokesperson is experienced	1	2	3	4	5	6	7	1	2	3	4	5	6	7
The spokesperson is knowledgeable	1	2	3	4	5	6	7	1	2	3	4	5	6	7
The spokesperson is qualified	1	2	3	4	5	6	7	1	2	3	4	5	6	7
The spokesperson is competent	1	2	3	4	5	6	7	1	2	3	4	5	6	7

# Advertisement Evaluation

**Directions:** Please examine the advertisement shown and rate it by crossing the suitable number.

1. = Strongly Disagree (SD)

2. = Disagree (D)

3. = Slightly Disagree (SLD)

4. = Neither (N)

5. = Slightly Agree (SLA)

6. = Agree (A)

7. = Strongly Agree (SA)

Statements of the Advertising	PRODUCT 1							PRODUCT 2						
	SD	D	SL D	N	SL A	A	SA	SD	D	SL D	N	SL A	A	SA
1. The advertising is believable	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2. The advertising is convincing	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3. The advertising is credible	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4. The advertising is honest	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5. The advertising is unquestionable	1	2	3	4	5	6	7	1	2	3	4	5	6	7
6. The advertising is useful	1	2	3	4	5	6	7	1	2	3	4	5	6	7
7. The advertising is being like	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8. The advertising is good	1	2	3	4	5	6	7	1	2	3	4	5	6	7
9. The spokesperson is tasteful	1	2	3	4	5	6	7	1	2	3	4	5	6	7
10. The advertising is enjoyable	1	2	3	4	5	6	7	1	2	3	4	5	6	7
1. The advertising is interesting	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2. The advertising is modern	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3. The advertising is sexy	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4. The advertising is strong	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5. The advertising is effective	1	2	3	4	5	6	7	1	2	3	4	5	6	7

# Consumer Evaluation

**Directions:** Please ASSUME that you can AFFORD this product.

1. = Strongly Disagree (SD)

2. = Disagree (D)

3. = Slightly Disagree (SLD)

4. = Neither (N)

5. = Slightly Agree (SLA)

6. = Agree (A)

7. = Strongly Agree (SA)

- I. As a result of seeing this ad, on which the particular celebrity is used as the product endorser, please indicate your likelihood by crossing the suitable number.

Statements of Likelihood	PRODUCT 1							PRODUCT 2						
	SD	D	SL D	N	SL A	A	SA	SD	D	SL D	N	SL A	A	SA
1. I will inquire about the product	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2. I will consider to purchase the product	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3. I will actually purchase the product	1	2	3	4	5	6	7	1	2	3	4	5	6	7

II. If there is a likelihood to “consider purchasing (no.2)” and/or “actually purchase (no.3)”, please rate which factor is MOST likely to influence you by giving tick ( √ ) on the provided space.

**PRODUCT 1**

- 1. Mostly influenced by the corporate credibility or brand image
- 2. Influenced more by the corporate credibility or brand image than the celebrity image
- 3. Equally influenced by both corporate credibility or brand image and celebrity image
- 4. Influenced by the celebrity image than the corporate credibility or brand image
- 5. Mostly influenced by the celebrity image

**PRODUCT 2**

- 1. Mostly influenced by the corporate credibility or brand image
- 2. Influenced more by the corporate credibility or brand image than the celebrity image
- 3. Equally influenced by both corporate credibility or brand image and celebrity image
- 4. Influenced more by the celebrity image than the corporate credibility or brand image
- 5. Mostly influenced by the celebrity image

## Demographic Information

**Directions:** Please answer the following questions by giving tick ( √ ) on the provided space:

**How old are you?**

- 16-25 years old
- 26-35 years old
- 36-45 years old
- 46-55 years old
- 55 above

**What is your gender?**

- Female
- Male

**What is your last education?**

- Junior High School
- Senior High School
- Undergraduate degree
- Graduate degree
- Others, \_\_\_\_\_

**How much is your income/salary per month?**

- Less than 500,000 rupiahs
- 500,000 – 1500,000 rupiahs
- 1500,000 – 2500,000 rupiahs
- 2500,000 – 3500,000 rupiahs
- 3500,000 – 4500,000 rupiahs
- More than 4500,000 rupiahs

**What is your occupation?**

- Unemployed
- Civil employee (Government institution)
- Private employee
- Entrepreneur
- Retired

**THANK YOU FOR YOU TIME AND COOPERATION!**

# Evaluasi Bintang Iklan

**Petunjuk:** Berilah penilaian Bapak/Ibu/Saudara/i terhadap BINTANG iklan tersebut dengan memberi tanda ( √ ) pada pilihan yang sesuai:

- Apakah Anda mengenali tokoh/orang yang meng-iklan-kan produk tersebut?

1. **IKLAN 1**                      \_\_\_ Ya       \_\_\_ Tidak       \_\_\_ Tidak yakin  
 2. **IKLAN 2**                      \_\_\_ Ya       \_\_\_ Tidak       \_\_\_ Tidak yakin

- Jika “Ya,” siapakah namanya?

1. **IKLAN 1** \_\_\_\_\_ 2. **IKLAN 2** \_\_\_\_\_

- Jika Anda MENYUKAI bintang iklan tersebut, seberapa besar Anda menyukainya?

<b>IKLAN 1</b>	<b>IKLAN 2</b>
___ 1. Sangat tidak suka	___ 1. Sangat tidak suka
___ 2. Tidak suka	___ 2. Tidak suka
___ 3. Agak tidak suka	___ 3. Agak tidak suka
___ 4. Biasa saja (netral)	___ 4. Biasa saja (netral)
___ 5. Agak suka	___ 5. Agak suka
___ 6. Suka	___ 6. Suka
___ 7. Sangat suka	___ 7. Sangat suka

**Petunjuk:** Berilah penilaian Bapak/Ibu/Saudara/i terhadap BINTANG iklan tersebut dengan MENYILANG atau MELINGKARI angka yang sesuai:

- |                                |                                |                         |
|--------------------------------|--------------------------------|-------------------------|
| 1. = Sangat Tidak Setuju (STS) | 4. = Netral/Tidak keduanya (N) | 5. = Agak Setuju (AS)   |
| 2. = Tidak Setuju (TS)         |                                | 6. = Setuju (S)         |
| 3. = Agak Tidak Setuju (ATS)   |                                | 7. = Sangat Setuju (SS) |

Pernyataan tentang BINTANG iklan	IKLAN 1							IKLAN 2						
	STS	TS	ATS	N	AS	S	SS	STS	TS	ATS	N	AS	S	SS
Penampilan Bintang tersebut menarik	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Penampilan Bintang tersebut berkelas	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Bintang tersebut tampan	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Penampilan Bintang tersebut elegan	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Penampilan Bintang tersebut seksi	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Bintang tersebut dapat diandalkan	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Bintang tersebut jujur dalam menyampaikan pesan iklan	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Bintang tersebut konsisten dalam penyampaianya	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Bintang tersebut tulus dalam penyampaianya	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Bintang tersebut dapat dipercaya	1	2	3	4	5	6	7	1	2	3	4	5	6	7
1. Bintang tersebut seorang ahli	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2. Bintang tersebut berpengalaman	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3. Bintang tersebut berpengetahuan luas	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4. Bintang tersebut berkualitas	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5. Bintang tersebut terampil	1	2	3	4	5	6	7	1	2	3	4	5	6	7



## Evaluasi Iklan

**Petunjuk:** Berilah penilaian Bapak/Ibu/Saudara/i terhadap IKLAN produk tersebut dengan MENYILANG atau MELINGKARI angka yang sesuai:

1. = Sangat Tidak Setuju (STS)	4. = Netral/Tidak keduanya (N)	5. = Agak Setuju (AS)
2. = Tidak Setuju (TS)		6. = Setuju (S)
3. = Agak Tidak Setuju (ATS)		7. = Sangat Setuju (SS)

Pernyataan tentang IKLAN produk	IKLAN 1							IKLAN 2						
	STS	TS	ATS	N	AS	S	SS	STS	TS	ATS	N	AS	S	SS
1. Iklan tersebut dapat dipercaya	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2. Iklan tersebut nampak meyakinkan	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3. Iklan tersebut nampak kredibel	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4. Iklan tersebut nampak jujur	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5. Iklan tersebut tidak meragukan	1	2	3	4	5	6	7	1	2	3	4	5	6	7
6. Iklan tersebut bermanfaat	1	2	3	4	5	6	7	1	2	3	4	5	6	7
7. Iklan tersebut menarik	1	2	3	4	5	6	7	1	2	3	4	5	6	7
8. Iklan tersebut bagus (baik)	1	2	3	4	5	6	7	1	2	3	4	5	6	7
9. Iklan tersebut bercitarasa	1	2	3	4	5	6	7	1	2	3	4	5	6	7
10. Iklan tersebut dapat dinikmati	1	2	3	4	5	6	7	1	2	3	4	5	6	7
1. Iklan tersebut tidak membosankan	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2. Iklan tersebut berkesan moderen	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3. Iklan tersebut berkesan seksi	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4. Pesan Iklan tersebut kuat	1	2	3	4	5	6	7	1	2	3	4	5	6	7
5. Pesan Iklan tersebut efektif	1	2	3	4	5	6	7	1	2	3	4	5	6	7

## Evaluasi Konsumer

**Petunjuk:** ASUMSIKAN/ANGGAPLAH bahwa Saudara MAMPU membeli produk ini.

A. Setelah melihat kedua iklan dengan menggunakan tokoh-tokoh tersebut, berilah pendapat Saudara dengan MENYILANG atau MELINGKARI angka yang sesuai:

1. = Sangat Tidak Setuju (STS)	4. = Netral/Tidak keduanya (N)	5. = Agak Setuju (AS)
2. = Tidak Setuju (TS)		6. = Setuju (S)
3. = Agak Tidak Setuju (ATS)		7. = Sangat Setuju (SS)

PERNYATAAN	IKLAN 1							IKLAN 2						
	STS	TS	ATS	N	AS	S	SS	STS	TS	ATS	N	AS	S	SS
1. Saya akan mencari tahu lebih lanjut mengenai produk ini.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
2. Saya akan mempertimbangkan untuk membeli produk ini.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
3. Saya sungguh-sungguh ingin membeli produk ini.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

B. Jika Anda akan “mempertimbangkan untuk membeli” atau “sungguh – sungguh ingin membeli”, apa yang sangat mempengaruhi dalam keputusan membeli tersebut?

Pilihlah satu jawaban yang paling sesuai dengan memberi tanda (  ) untuk masing-masing produk!

**PRODUK 1**

- 1. CITRA MERK/PERUSAHAAN sangat mempengaruhi
- 2. CITRA MERK/PERUSAHAAN lebih mempengaruhi daripada BINTANG IKLAN
- 3. BINTANG IKLAN & CITRA MERK/PERUSAHAAN sama-sama mempengaruhi
- 4. BINTANG IKLAN lebih mempengaruhi daripada CITRA MERK/PERUSAHAAN
- 5. BINTANG IKLAN sangat mempengaruhi

**PRODUK 2**

- 1. CITRA MERK/PERUSAHAAN sangat mempengaruhi
- 2. CITRA MERK/PERUSAHAAN lebih mempengaruhi daripada BINTANG IKLAN
- 3. BINTANG IKLAN & CITRA MERK/PERUSAHAAN sama-sama mempengaruhi
- 4. BINTANG IKLAN lebih mempengaruhi daripada CITRA MERK/PERUSAHAAN
- 5. BINTANG IKLAN sangat mempengaruhi

## Jati Diri Saudara

**etunjuk:** Jawablah pertanyaan – pertanyaan berikut dengan memberi tanda (  ) pada pilihan yang sesuai:

berapa usia saudara pada ulangtahun terakhir?

- 16-25
- 26-35
- 36-45
- 46-55
- 55 lebih

Apa jenis kelamin saudara?

- Perempuan
- Lelaki

apa pendidikan terakhir saudara?

- SMP
- SMA
- Sarjana/Diploma
- Pasca sarjana
- Lain, yaitu \_\_\_\_\_

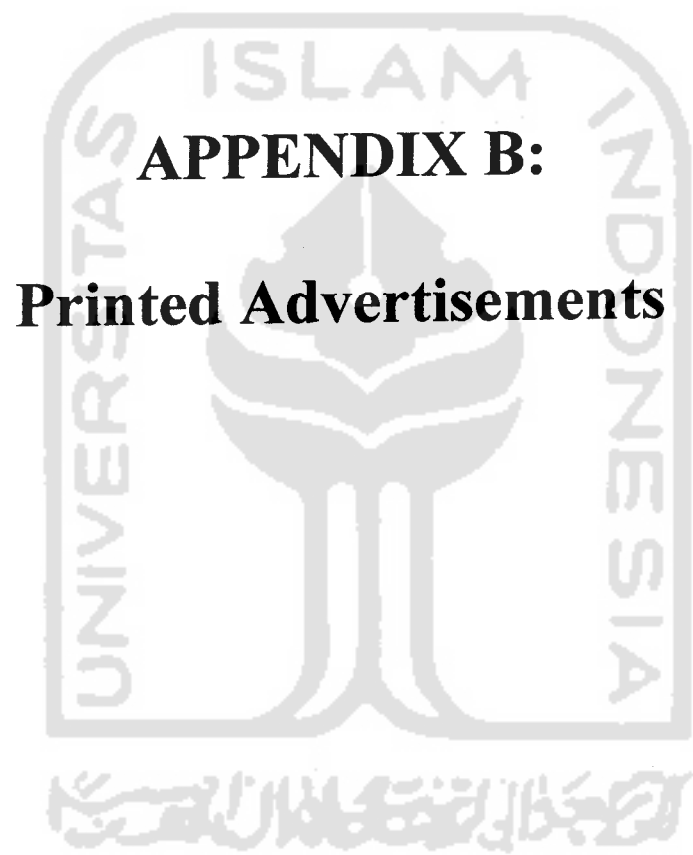
Berapa penghasilan saudara tiap bulan?

- kurang dari Rp. 500.000
- Rp. 500.000 – 1.500.000
- Rp. 1.500.000 – 2.500.000
- Rp. 2.500.000 – 3.500.000
- Rp. 3.500.000 – 4.500.000
- lebih dari Rp. 4.500.000

apakah pekerjaan saudara?

- Tidak bekerja
- PNS/TNI/POLRI/BUMN
- Pegawai swasta
- Wiraswasta
- Pensiunan

**TERIMAKASIH ATAS KESEDIAAN DAN WAKTU ANDA!**



**APPENDIX B:**

**Printed Advertisements**

**PERHATIKAN KEDUA GAMBAR IKLAN DI BAWAH INI SEBELUM  
BAPAK/IBU/SAUDARA/I MENJAWAB PERTANYAAN DAN  
PERNYATAAN PADA KUESIONER BERIKUT**

**"Untuk Mempermudah Dalam Pengisian, Silakan Melepas Halaman Ini"**

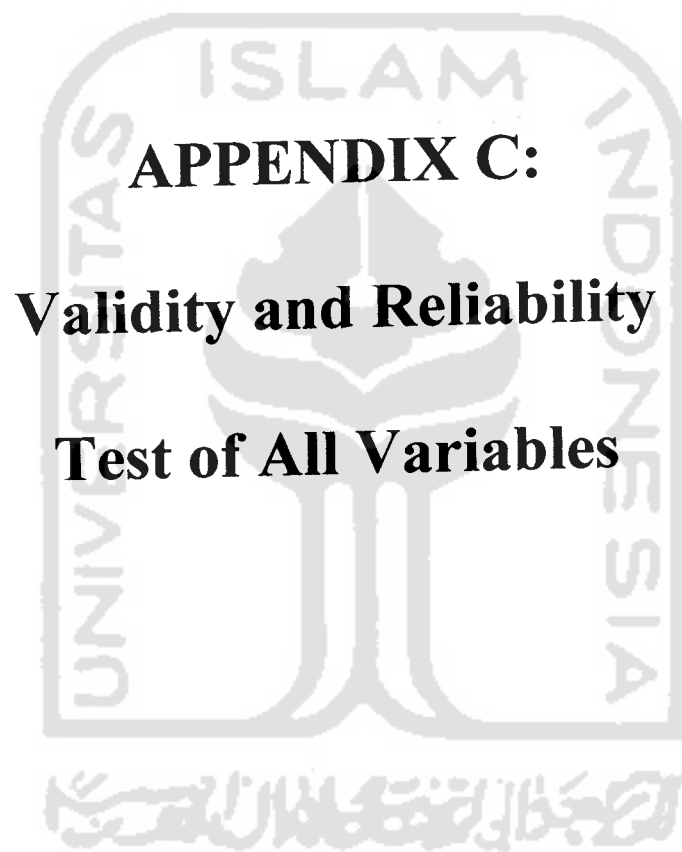
## **IKLAN 1/PRODUK 1**



## **IKLAN 2/PRODUK 2**

**Bagaimanapun HONDA  
Lebih unggul**





## **APPENDIX C:**

**Validity and Reliability**

**Test of All Variables**

## Reliability of Suzuki Advertising

\*\*\*\*\* Method 2 (covariance matrix) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	SUZUKI1	4.5000	1.3095	150.0
2.	SUZUKI2	4.9800	1.3132	150.0
3.	SUZUKI3	4.5800	1.2493	150.0
4.	SUZUKI4	4.1000	1.2572	150.0
5.	SUZUKI5	4.0067	1.3082	150.0
6.	SUZUKI6	4.7667	1.4303	150.0
7.	SUZUKI7	4.7333	1.3244	150.0
8.	SUZUKI8	4.8333	1.3026	150.0
9.	SUZUKI9	4.1000	1.4780	150.0
10.	SUZUKI10	4.4000	1.4331	150.0
11.	SUZUKI11	4.0533	1.4918	150.0
12.	SUZUKI12	4.4667	1.4685	150.0
13.	SUZUKI13	2.7733	1.4431	150.0
14.	SUZUKI14	4.7200	1.3812	150.0
15.	SUZUKI15	4.6867	1.4243	150.0

### Correlation Matrix

	SUZUKI1	SUZUKI2	SUZUKI3	SUZUKI4	SUZUKI5
SUZUKI1	1.0000				
SUZUKI2	.5679	1.0000			
SUZUKI3	.3877	.5635	1.0000		
SUZUKI4	.5035	.4687	.5739	1.0000	
SUZUKI5	.5544	.4376	.4165	.6035	1.0000
SUZUKI6	.4103	.5120	.4293	.4087	.4456
SUZUKI7	.1200	.4137	.4186	.3346	.3187
SUZUKI8	.2341	.4571	.4475	.3545	.3630
SUZUKI9	.3624	.3952	.3936	.4750	.4058
SUZUKI10	.2968	.4715	.4806	.3725	.3924
SUZUKI11	.2371	.3534	.3758	.3407	.3884
SUZUKI12	.2338	.3947	.3344	.3126	.2953
SUZUKI13	.1918	.1286	.2298	.3418	.3279
SUZUKI14	.2820	.3447	.2231	.2443	.3502
SUZUKI15	.4012	.4200	.4536	.3962	.4298

RELIABILITY ANALYSIS - SCALE (ALPHA)

Correlation Matrix

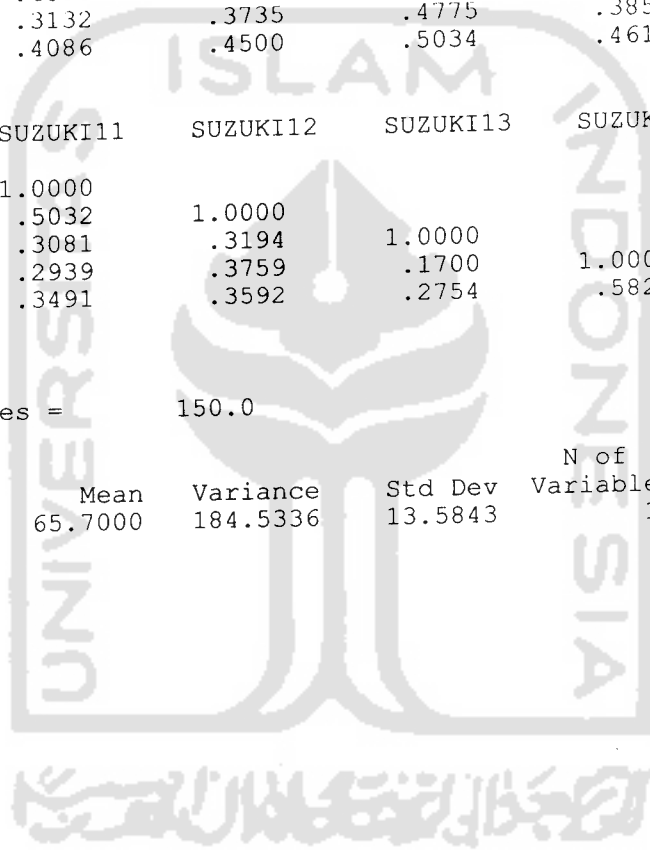
	SUZUKI6	SUZUKI7	SUZUKI8	SUZUKI9	SUZUKI10
SUZUKI6	1.0000				
SUZUKI7	.3425	1.0000			
SUZUKI8	.3464	.6354	1.0000		
SUZUKI9	.3889	.5417	.6013	1.0000	
SUZUKI10	.3471	.5587	.5680	.6717	1.0000
SUZUKI11	.3236	.6629	.5952	.5637	.6178
SUZUKI12	.1544	.4233	.5637	.4824	.3795
SUZUKI13	.1595	.2526	.2939	.3411	.1804
SUZUKI14	.3132	.3735	.4775	.3853	.2841
SUZUKI15	.4086	.4500	.5034	.4613	.4202

	SUZUKI11	SUZUKI12	SUZUKI13	SUZUKI14	SUZUKI15
SUZUKI11	1.0000				
SUZUKI12	.5032	1.0000			
SUZUKI13	.3081	.3194	1.0000		
SUZUKI14	.2939	.3759	.1700	1.0000	
SUZUKI15	.3491	.3592	.2754	.5828	1.0000

N of Cases = 150.0

Statistics for Scale	Mean	Variance	Std Dev	N of Variables
	65.7000	184.5336	13.5843	15



RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

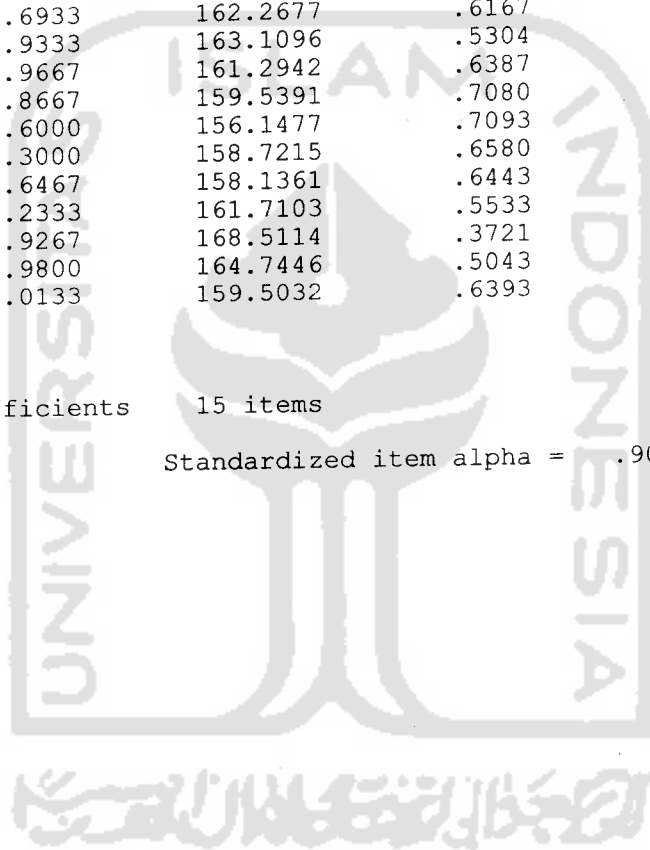
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
SUZUKI1	61.2000	165.7047	.5076	.5295	.9033
SUZUKI2	60.7200	161.5050	.6383	.5850	.8989
SUZUKI3	61.1200	163.3009	.6161	.5166	.8997
SUZUKI4	61.6000	163.1678	.6160	.5481	.8997
SUZUKI5	61.6933	162.2677	.6167	.5185	.8996
SUZUKI6	60.9333	163.1096	.5304	.3998	.9027
SUZUKI7	60.9667	161.2942	.6387	.5979	.8988
SUZUKI8	60.8667	159.5391	.7080	.6084	.8965
SUZUKI9	61.6000	156.1477	.7093	.6208	.8959
SUZUKI10	61.3000	158.7215	.6580	.6119	.8980
SUZUKI11	61.6467	158.1361	.6443	.6004	.8985
SUZUKI12	61.2333	161.7103	.5533	.4511	.9020
SUZUKI13	62.9267	168.5114	.3721	.2427	.9086
SUZUKI14	60.9800	164.7446	.5043	.4355	.9036
SUZUKI15	61.0133	159.5032	.6393	.5184	.8987

Reliability Coefficients

15 items

Alpha = .9064

Standardized item alpha = .9072





## Reliability of Mamik's Attractiveness

\*\*\*\*\* Method 2 (covariance matrix) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	MAMIK1A	4.3800	1.5399	150.0
2.	MAMIK2A	3.9933	1.5737	150.0
3.	MAMIK3A	2.6533	1.4470	150.0
4.	MAMIK4A	3.4333	1.4946	150.0
5.	MAMIK5A	2.0933	1.3125	150.0

#### Correlation Matrix

	MAMIK1A	MAMIK2A	MAMIK3A	MAMIK4A	MAMIK5A
MAMIK1A	1.0000				
MAMIK2A	.5300	1.0000			
MAMIK3A	.4962	.5207	1.0000		
MAMIK4A	.5083	.6147	.4982	1.0000	
MAMIK5A	.3343	.3675	.5967	.4753	1.0000

N of Cases = 150.0

Statistics for Scale	Mean	Variance	Std Dev	N of Variables
	16.5533	32.4367	5.6953	5

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
MAMIK1A	12.1733	21.5939	.5919	.3765	.8068
MAMIK2A	12.5600	20.6105	.6544	.4730	.7885
MAMIK3A	13.9000	21.3389	.6735	.4972	.7832
MAMIK4A	13.1200	20.9519	.6761	.4806	.7819
MAMIK5A	14.4600	23.7132	.5477	.4000	.8174

### RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients 5 items

Alpha = .8300

Standardized item alpha = .8301

## Reliability of Mamik's Trustworthiness

\*\*\*\*\* Method 2 (covariance matrix) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	MAMIK6T	4.5000	1.4178	150.0
2.	MAMIK7T	3.9733	1.2258	150.0
3.	MAMIK8T	4.7133	1.1947	150.0
4.	MAMIK9T	4.1067	1.3318	150.0
5.	MAMIK10T	4.2667	1.2077	150.0

#### Correlation Matrix

	MAMIK6T	MAMIK7T	MAMIK8T	MAMIK9T	MAMIK10T
MAMIK6T	1.0000				
MAMIK7T	.2549	1.0000			
MAMIK8T	.4141	.3522	1.0000		
MAMIK9T	.2488	.5156	.4833	1.0000	
MAMIK10T	.3841	.4128	.4115	.5997	1.0000

N of Cases = 150.0

Statistics for Scale	Mean	Variance	Std Dev	N of Variables
	21.5600	21.3085	4.6161	5

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
MAMIK6T	17.0600	14.7548	.4172	.2368	.7765
MAMIK7T	17.5867	14.9824	.5083	.2967	.7398
MAMIK8T	16.8467	14.7213	.5628	.3342	.7224
MAMIK9T	17.4533	13.4441	.6236	.4917	.6987
MAMIK10T	17.2933	14.1953	.6213	.4283	.7027

### RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients 5 items

Alpha = .7706 Standardized item alpha = .7749

## Reliability of Mamik's Expertise

\*\*\*\*\* Method 2 (covariance matrix) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	MAMIK11E	4.3867	1.3401	150.0
2.	MAMIK12E	5.1067	1.2909	150.0
3.	MAMIK13E	4.1733	1.2026	150.0
4.	MAMIK14E	4.5667	1.2975	150.0
5.	MAMIK15E	4.6533	1.3659	150.0

#### Correlation Matrix

	MAMIK11E	MAMIK12E	MAMIK13E	MAMIK14E	MAMIK15E
MAMIK11E	1.0000				
MAMIK12E	.5075	1.0000			
MAMIK13E	.3204	.5025	1.0000		
MAMIK14E	.4135	.4485	.4141	1.0000	
MAMIK15E	.3377	.4512	.3596	.6266	1.0000

N of Cases = 150.0

Statistics for Scale	Mean	Variance	Std Dev	N of Variables
	22.8867	23.2689	4.8238	5

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
MAMIK11E	18.5000	16.0101	.5094	.3016	.7785
MAMIK12E	17.7800	15.1929	.6369	.4310	.7373
MAMIK13E	18.7133	16.7562	.5146	.2995	.7754
MAMIK14E	18.3200	15.1318	.6393	.4663	.7364
MAMIK15E	18.2333	15.1734	.5855	.4306	.7541

### RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients 5 items

Alpha = .7957 Standardized item alpha = .7959

## Reliability of Honda Advertising

\*\*\*\*\* Method 2 (covariance matrix) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	HONDA1	4.7800	1.2737	150.0
2.	HONDA2	5.0333	1.2819	150.0
3.	HONDA3	4.6800	1.2814	150.0
4.	HONDA4	4.3667	1.2393	150.0
5.	HONDA5	4.2133	1.3441	150.0
6.	HONDA6	4.9267	1.2802	150.0
7.	HONDA7	4.6933	1.3657	150.0
8.	HONDA8	4.7867	1.2880	150.0
9.	HONDA9	3.9733	1.4561	150.0
10.	HONDA10	4.3333	1.4174	150.0
11.	HONDA11	4.0333	1.5432	150.0
12.	HONDA12	3.9867	1.4562	150.0
13.	HONDA13	2.6533	1.3757	150.0
14.	HONDA14	4.7600	1.4958	150.0
15.	HONDA15	4.7267	1.4558	150.0

#### Correlation Matrix

	HONDA1	HONDA2	HONDA3	HONDA4	HONDA5
HONDA1	1.0000				
HONDA2	.5183	1.0000			
HONDA3	.4377	.5745	1.0000		
HONDA4	.5021	.4401	.4463	1.0000	
HONDA5	.5176	.3971	.2932	.5249	1.0000
HONDA6	.2493	.4309	.3988	.3513	.3407
HONDA7	.1654	.3586	.2734	.2453	.2516
HONDA8	.2453	.4271	.5033	.4320	.3521
HONDA9	.1705	.3277	.2472	.3439	.4110
HONDA10	.2900	.4076	.3363	.3426	.3817
HONDA11	.2496	.3794	.3109	.3164	.4010
HONDA12	.2191	.2987	.3682	.2631	.3786
HONDA13	.0596	.0485	.0966	.2286	.3198
HONDA14	.2856	.3997	.3133	.3809	.3528
HONDA15	.4053	.4545	.3557	.3982	.3764

RELIABILITY ANALYSIS - SCALE (ALPHA)

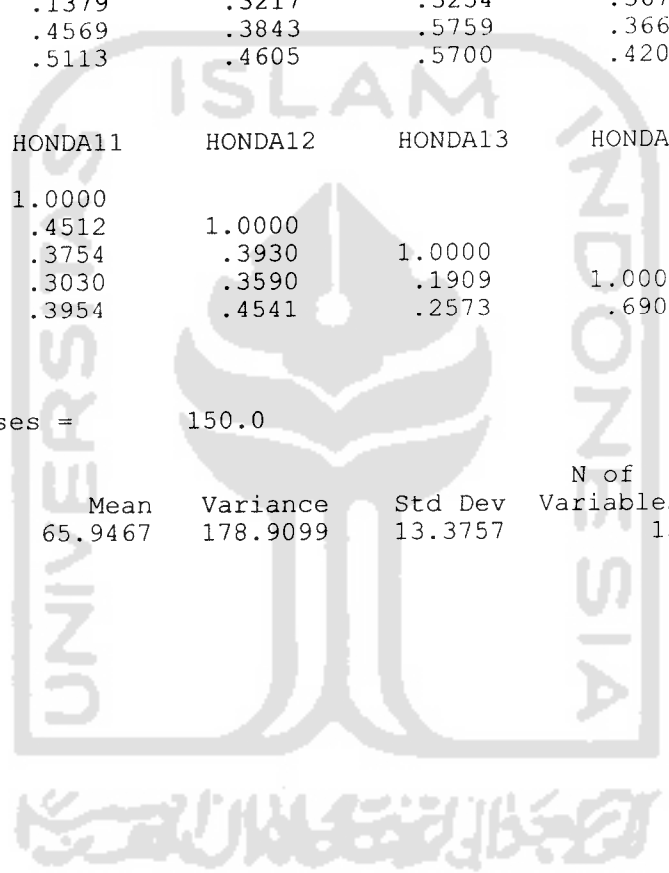
Correlation Matrix

	HONDA6	HONDA7	HONDA8	HONDA9	HONDA10
HONDA6	1.0000				
HONDA7	.2788	1.0000			
HONDA8	.4382	.6150	1.0000		
HONDA9	.3698	.4616	.5552	1.0000	
HONDA10	.3723	.5663	.5723	.5604	1.0000
HONDA11	.3342	.5335	.5304	.4962	.6024
HONDA12	.3127	.4164	.5102	.4208	.4736
HONDA13	.1379	.3217	.3254	.3673	.1939
HONDA14	.4569	.3843	.5759	.3668	.4305
HONDA15	.5113	.4605	.5700	.4208	.5128

	HONDA11	HONDA12	HONDA13	HONDA14	HONDA15
HONDA11	1.0000				
HONDA12	.4512	1.0000			
HONDA13	.3754	.3930	1.0000		
HONDA14	.3030	.3590	.1909	1.0000	
HONDA15	.3954	.4541	.2573	.6909	1.0000

N of Cases = 150.0

Statistics for Scale	Mean	Variance	Std Dev	N of Variables
	65.9467	178.9099	13.3757	15



RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

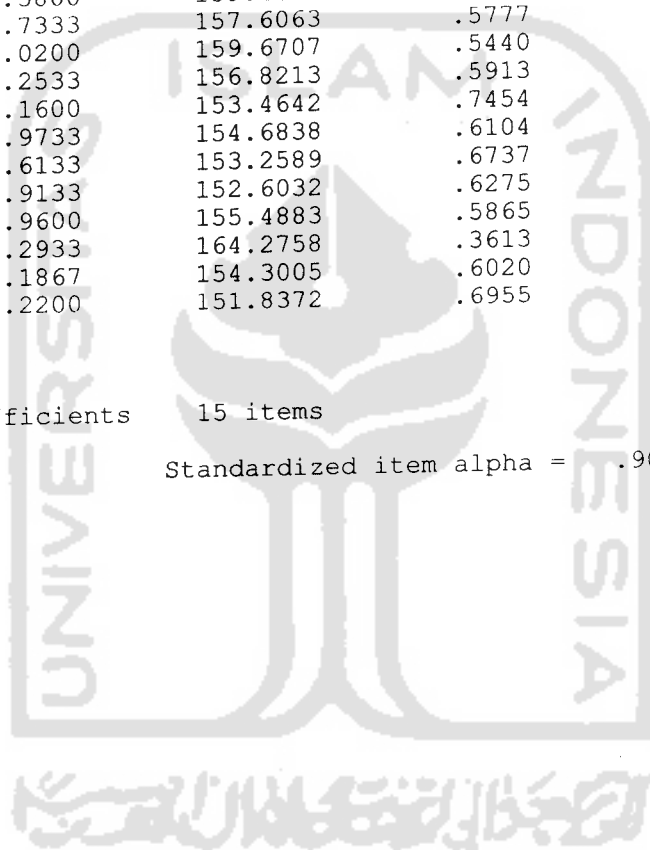
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
HONDA1	61.1667	162.3412	.4605	.4906	.9000
HONDA2	60.9133	158.1200	.5939	.5131	.8954
HONDA3	61.2667	159.9821	.5333	.4946	.8975
HONDA4	61.5800	159.6681	.5653	.4455	.8965
HONDA5	61.7333	157.6063	.5777	.4846	.8959
HONDA6	61.0200	159.6707	.5440	.3766	.8972
HONDA7	61.2533	156.8213	.5913	.5024	.8954
HONDA8	61.1600	153.4642	.7454	.6559	.8900
HONDA9	61.9733	154.6838	.6104	.4731	.8947
HONDA10	61.6133	153.2589	.6737	.5672	.8922
HONDA11	61.9133	152.6032	.6275	.5042	.8941
HONDA12	61.9600	155.4883	.5865	.4177	.8957
HONDA13	63.2933	164.2758	.3613	.3315	.9039
HONDA14	61.1867	154.3005	.6020	.5503	.8951
HONDA15	61.2200	151.8372	.6955	.6191	.8913

Reliability Coefficients

15 items

Alpha = .9020

Standardized item alpha = .9020



## Reliability of Mandra's Attractiveness

\*\*\*\*\* Method 2 (covariance matrix) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	MNDRA1A	4.1467	1.5944	150.0
2.	MNDRA2A	3.5200	1.5358	150.0
3.	MNDRA3A	2.5200	1.4129	150.0
4.	MNDRA4A	3.1133	1.3587	150.0
5.	MNDRA5A	2.0067	1.2665	150.0

### Correlation Matrix

	MNDRA1A	MNDRA2A	MNDRA3A	MNDRA4A	MNDRA5A
MNDRA1A	1.0000				
MNDRA2A	.5223	1.0000			
MNDRA3A	.3532	.5334	1.0000		
MNDRA4A	.3578	.4669	.3676	1.0000	
MNDRA5A	.3684	.3536	.5006	.5261	1.0000

N of Cases = 150.0

Statistics for Scale	Mean	Variance	Std Dev	N of Variables
	15.3067	28.1872	5.3092	5

### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
MNDRA1A	11.1600	18.4574	.5247	.3138	.7695
MNDRA2A	11.7867	17.6320	.6355	.4585	.7292
MNDRA3A	12.7867	19.0817	.5759	.3960	.7498
MNDRA4A	12.1933	19.6201	.5584	.3692	.7556
MNDRA5A	13.3000	20.1174	.5691	.4037	.7539

### RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients 5 items

Alpha = .7911 Standardized item alpha = .7938

## Reliability of Mandra's Expertise

\*\*\*\*\* Method 2 (covariance matrix) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	MNDRA11E	4.4667	1.4548	150.0
2.	MNDRA12E	5.0933	1.3823	150.0
3.	MNDRA13E	4.1267	1.3275	150.0
4.	MNDRA14E	4.6067	1.3406	150.0
5.	MNDRA15E	4.7400	1.3729	150.0

#### Correlation Matrix

	MNDRA11E	MNDRA12E	MNDRA13E	MNDRA14E	MNDRA15E
MNDRA11E	1.0000				
MNDRA12E	.5990	1.0000			
MNDRA13E	.4071	.4763	1.0000		
MNDRA14E	.4836	.4147	.4279	1.0000	
MNDRA15E	.4207	.5469	.5042	.5822	1.0000

N of Cases = 150.0

Statistics for Scale	Mean	Variance	Std Dev	N of Variables
	23.0333	27.8848	5.2806	5

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
MNDRA11E	18.5667	18.2204	.6078	.4308	.7951
MNDRA12E	17.9400	18.2044	.6587	.4837	.7796
MNDRA13E	18.9067	19.4409	.5707	.3352	.8046
MNDRA14E	18.4267	18.9979	.6066	.4178	.7947
MNDRA15E	18.2933	18.2624	.6594	.4819	.7794

### RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients 5 items

Alpha = .8254 Standardized item alpha = .8256



## Reliability of Purchase Intention of Suzuki

\*\*\*\*\* Method 2 (covariance matrix) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	INFORM	4.5000	1.6739	150.0
2.	CONSIDER	4.5400	1.5310	150.0
3.	BUY	3.9000	1.6043	150.0

#### Correlation Matrix

	INFORM	CONSIDER	BUY
INFORM	1.0000		
CONSIDER	.6429	1.0000	
BUY	.4886	.6724	1.0000

N of Cases = 150.0

Statistics for Scale	Mean	Variance	Std Dev	N of Variables
	12.9400	16.9427	4.1161	3

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
INFORM	8.4400	8.2212	.6167	.4191	.8036
CONSIDER	8.4000	8.0000	.7619	.5820	.6560
BUY	9.0400	8.4413	.6358	.4576	.7808

Reliability Coefficients 3 items

Alpha = .8165 Standardized item alpha = .8190

## Reliability of Purchase Intention of Honda

\*\*\*\*\* Method 2 (covariance matrix) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	INFORM	4.5333	1.6615	150.0
2.	CONSIDER	4.7333	1.4501	150.0
3.	BUY	4.2200	1.6784	150.0

#### Correlation Matrix

	INFORM	CONSIDER	BUY
INFORM	1.0000		
CONSIDER	.7001	1.0000	
BUY	.6050	.6474	1.0000

N of Cases = 150.0

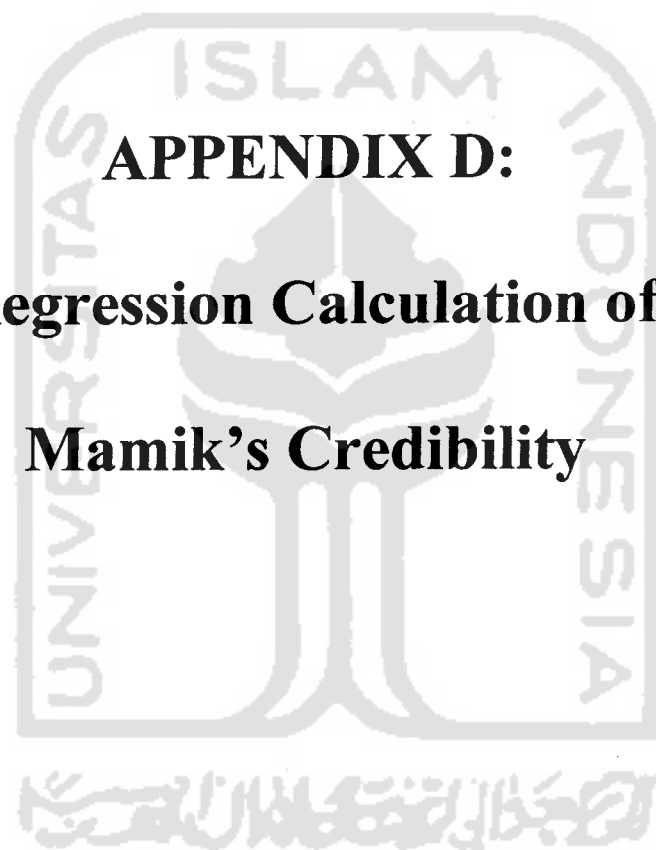
Statistics for Scale	Mean	Variance	Std Dev	N of Variables
	13.4867	17.5804	4.1929	3

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Alpha if Item Deleted
INFORM	8.9533	8.0716	.7148	.5298	.7809
CONSIDER	8.7533	8.9522	.7520	.5692	.7539
BUY	9.2667	8.2371	.6774	.4644	.8191

Reliability Coefficients 3 items

Alpha = .8447 Standardized item alpha = .8483



**APPENDIX D:**

**Regression Calculation of  
Mamik's Credibility**

## Regression - Mamik's Credibility

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	CREDIBLE <sup>a</sup>		Enter

- a. All requested variables entered.  
 b. Dependent Variable: PURCHASE

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.308 <sup>a</sup>	.095	.089	1.30968

- a. Predictors: (Constant), CREDIBLE

### ANOVA<sup>b</sup>

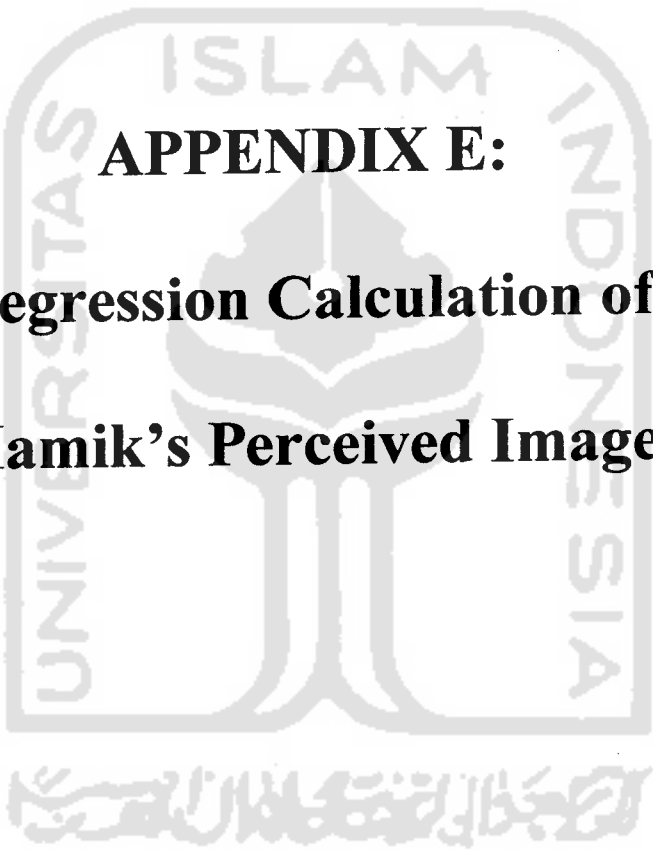
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.636	1	26.636	15.529	.000 <sup>a</sup>
	Residual	253.860	148	1.715		
	Total	280.496	149			

- a. Predictors: (Constant), CREDIBLE  
 b. Dependent Variable: PURCHASE

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.252	.534		4.219	.000
	CREDIBLE	.507	.129	.308	3.941	.000

- a. Dependent Variable: PURCHASE

The background features a large, light gray watermark of the Universitas Islam Indonesia logo. The logo is a shield-shaped emblem with a stylized tree or plant in the center. The word "ISLAM" is written in a semi-circle at the top, "UNIVERSITAS" on the left side, and "INDONESIA" on the right side. Below the shield is a line of Arabic calligraphy.

**APPENDIX E:**  
**Regression Calculation of**  
**Mamik's Perceived Image**

## Regression MAMIK

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	ADVERT, ATTRACT, EXPERTIS, TRUST <sup>a</sup>		Enter

- a. All requested variables entered.  
b. Dependent Variable: PURCHASE

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.390 <sup>a</sup>	.152	.129	1.28056

- a. Predictors: (Constant), ADVERT, ATTRACT, EXPERTIS, TRUST

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.719	4	10.680	6.513	.000 <sup>a</sup>
	Residual	237.776	145	1.640		
	Total	280.496	149			

- a. Predictors: (Constant), ADVERT, ATTRACT, EXPERTIS, TRUST  
b. Dependent Variable: PURCHASE

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.361	.604		2.255	.026
	ATTRACT	-8.963E-02	.115	-.074	-.779	.437
	TRUST	.298	.157	.200	1.901	.059
	EXPERTIS	.103	.141	.072	.729	.467
	ADVERT	.341	.155	.225	2.195	.030

- a. Dependent Variable: PURCHASE

## Regression MAMIK

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	EXPERTIS, ATTRACT, TRUST <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: ADVERT

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667 <sup>a</sup>	.445	.433	.68179

a. Predictors: (Constant), EXPERTIS, ATTRACT, TRUST

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.338	3	18.113	38.966	.000 <sup>a</sup>
	Residual	67.866	146	.465		
	Total	122.204	149			

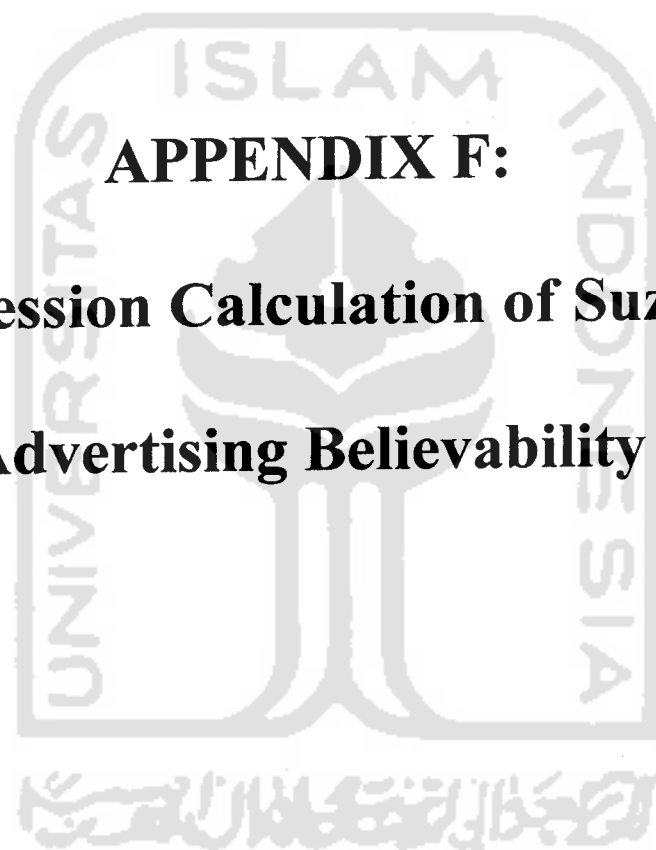
a. Predictors: (Constant), EXPERTIS, ATTRACT, TRUST

b. Dependent Variable: ADVERT

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.262	.304		4.150	.000
	ATTRACT	.127	.060	.159	2.101	.037
	TRUST	.370	.078	.377	4.771	.000
	EXPERTIS	.241	.072	.257	3.328	.001

a. Dependent Variable: ADVERT



**APPENDIX F:**

**Regression Calculation of Suzuki**

**Advertising Believability**



## Regression - Advertising Believability of Suzuki

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	ADVERT <sup>a</sup>	.	Enter

- a. All requested variables entered.  
 b. Dependent Variable: PURCHASE

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.349 <sup>a</sup>	.122	.116	1.29004

- a. Predictors: (Constant), ADVERT

### ANOVA<sup>b</sup>

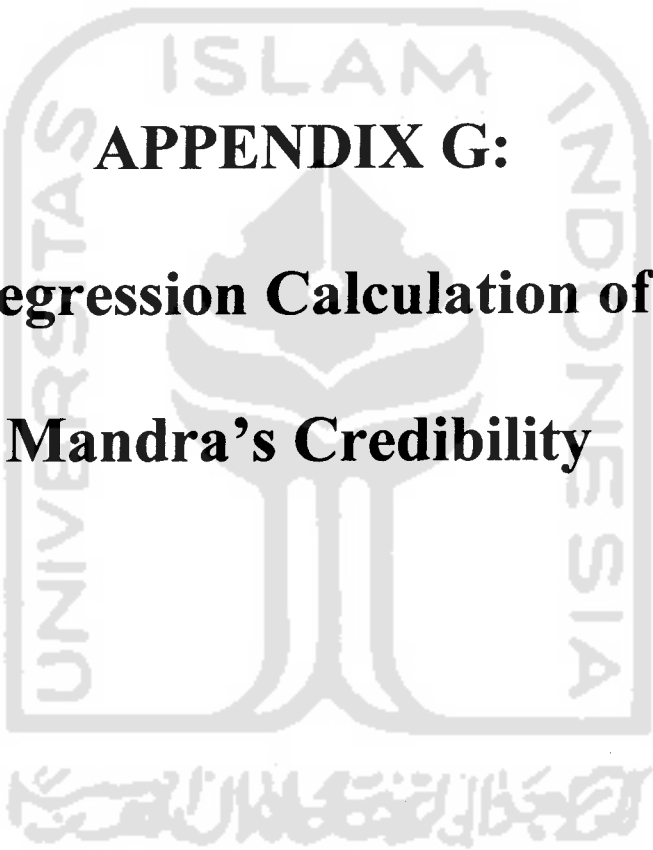
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.194	1	34.194	20.547	.000 <sup>a</sup>
	Residual	246.302	148	1.664		
	Total	280.496	149			

- a. Predictors: (Constant), ADVERT  
 b. Dependent Variable: PURCHASE

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.996	.522		3.825	.000
	ADVERT	.529	.117	.349	4.533	.000

- a. Dependent Variable: PURCHASE

The background features a large, light gray watermark of the Universitas Islam Indonesia logo. The logo is a shield-shaped emblem with a stylized tree or plant in the center. The text 'UNIVERSITAS ISLAM INDONESIA' is written around the perimeter of the shield, and there is Arabic calligraphy at the bottom.

**APPENDIX G:**  
**Regression Calculation of**  
**Mandra's Credibility**

## Regression - Mandra's Credibility

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	CREDIBLE <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: PURCHASE

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.156 <sup>a</sup>	.024	.018	1.38519

a. Predictors: (Constant), CREDIBLE

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.079	1	7.079	3.689	.057 <sup>a</sup>
	Residual	283.974	148	1.919		
	Total	291.053	149			

a. Predictors: (Constant), CREDIBLE

b. Dependent Variable: PURCHASE

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.457	.552		6.257	.000
	CREDIBLE	.259	.135	.156	1.921	.057

a. Dependent Variable: PURCHASE

The image features a large, light gray watermark of the Universitas Islam Indonesia logo. The logo is a shield-shaped emblem with a stylized tree or plant in the center. The word "ISLAM" is written in a semi-circle at the top, "UNIVERSITAS" on the left side, and "INDONESIA" on the right side. Below the shield is a line of Arabic calligraphy.

**APPENDIX H:**

**Regression Calculation of Mandra's  
Perceived Image**

## Regression MANDRA

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	ADVERT, ATTRACT, EXPERTIS, TRUST		Enter

a. All requested variables entered.

b. Dependent Variable: PURCHASE

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.455 <sup>a</sup>	.207	.186	1.26130

a. Predictors: (Constant), ADVERT, ATTRACT, EXPERTIS, TRUST

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.374	4	15.093	9.487	.000 <sup>a</sup>
	Residual	230.679	145	1.591		
	Total	291.053	149			

a. Predictors: (Constant), ADVERT, ATTRACT, EXPERTIS, TRUST

b. Dependent Variable: PURCHASE

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.883	.586		3.211	.002
	ATTRACT	-7.271E-02	.116	-.055	-.626	.532
	TRUST	-4.264E-02	.156	-.028	-.273	.785
	EXPERTIS	-.133	.134	-.100	-.990	.324
	ADVERT	.826	.145	.527	5.704	.000

a. Dependent Variable: PURCHASE

## Regression MANDRA

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	EXPERTIS, ATTRACT, TRUST		Enter

- a. All requested variables entered.  
 b. Dependent Variable: ADVERT

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600 <sup>a</sup>	.361	.347	.72038

- a. Predictors: (Constant), EXPERTIS, ATTRACT, TRUST

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.712	3	14.237	27.435	.000 <sup>a</sup>
	Residual	75.766	146	.519		
	Total	118.478	149			

- a. Predictors: (Constant), EXPERTIS, ATTRACT, TRUST  
 b. Dependent Variable: ADVERT

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.715	.303		5.654	.000
	ATTRACT	9.116E-02	.066	.109	1.383	.169
	TRUST	.309	.085	.322	3.612	.000
	EXPERTIS	.228	.074	.270	3.073	.003

- a. Dependent Variable: ADVERT

The background features a large, light gray watermark of the Universitas Islam Indonesia logo. The logo is a shield-shaped emblem with a stylized tree or plant in the center. The text 'UNIVERSITAS ISLAM INDONESIA' is written around the perimeter of the shield, and there is Arabic calligraphy at the bottom. The text 'APPENDIX I:' is centered over the logo.

**APPENDIX I:**

**Regression Calculation of Honda  
Advertising Believability**

## Regression - Advertising Believability of Honda

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	ADVERT <sup>a</sup>	.	Enter

- a. All requested variables entered.  
 b. Dependent Variable: PURCHASE

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.437 <sup>a</sup>	.191	.186	1.26118

- a. Predictors: (Constant), ADVERT

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.648	1	55.648	34.986	.000 <sup>a</sup>
	Residual	235.405	148	1.591		
	Total	291.053	149			

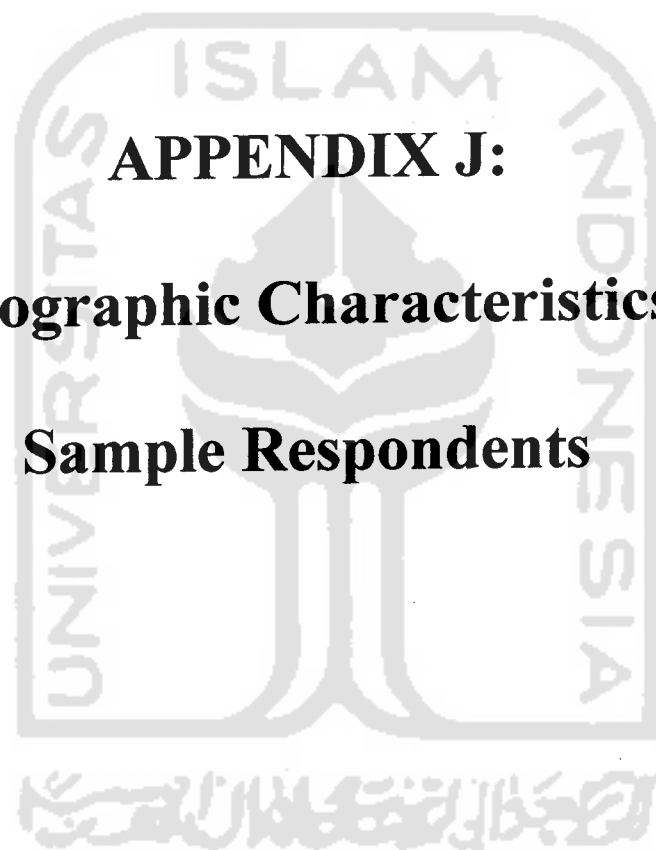
- a. Predictors: (Constant), ADVERT  
 b. Dependent Variable: PURCHASE

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.483	.520		2.853	.005
	ADVERT	.685	.116	.437	5.915	.000

- a. Dependent Variable: PURCHASE





**APPENDIX J:**  
**Demographic Characteristics of**  
**Sample Respondents**

## Frequencies

### Statistics

		GENDER	AGE	STUDY	JOB	INCOME
N	Valid	150	150	150	150	150
	Missing	0	0	0	0	0
Mean		1.43	1.36	2.37	1.48	1.53
Percentiles	25	1.00	1.00	2.00	1.00	1.00
	50	1.00	1.00	2.00	1.00	1.00
	75	2.00	1.00	3.00	1.25	2.00

## Frequency Table

### GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	85	56.7	56.7	56.7
	Male	65	43.3	43.3	100.0
	Total	150	100.0	100.0	

### AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 - 25	124	82.7	82.7	82.7
	26 - 35	10	6.7	6.7	89.3
	36 - 45	7	4.7	4.7	94.0
	46 - 55	6	4.0	4.0	98.0
	55 above	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

### EDUCATION

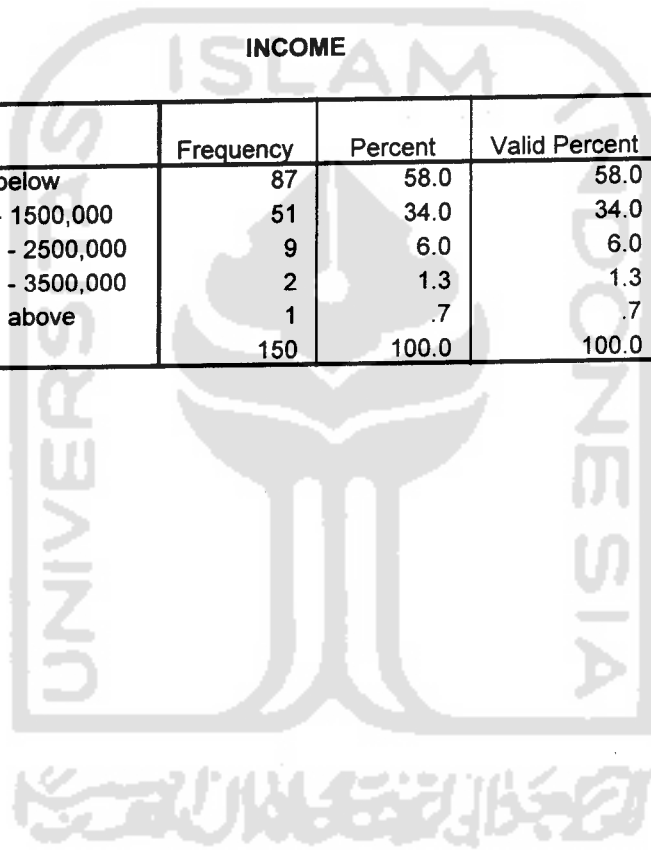
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	1	.7	.7	.7
	SMA	99	66.0	66.0	66.7
	S1/DIPLOMA	43	28.7	28.7	95.3
	S2	7	4.7	4.7	100.0
	Total	150	100.0	100.0	

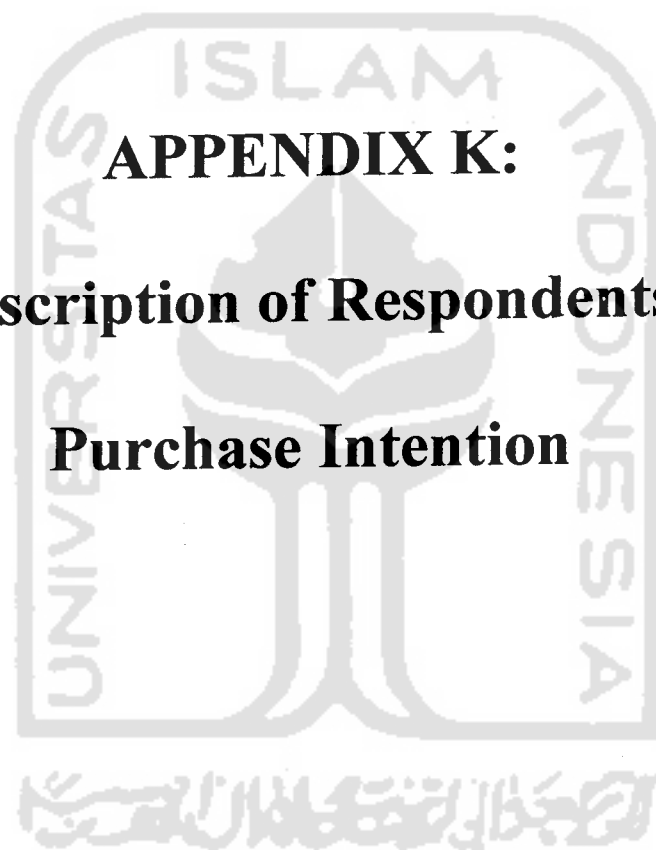
### EMPLOYMENT

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unemployed (students)	113	75.3	75.3	75.3
Civil Employee (Government Institution)	14	9.3	9.3	84.7
Private Employee	11	7.3	7.3	92.0
Entrepreneur	12	8.0	8.0	100.0
Total	150	100.0	100.0	

### INCOME

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 500,000 below	87	58.0	58.0	58.0
500,000 - 1500,000	51	34.0	34.0	92.0
1500,000 - 2500,000	9	6.0	6.0	98.0
2500,000 - 3500,000	2	1.3	1.3	99.3
4500,000 above	1	.7	.7	100.0
Total	150	100.0	100.0	





**APPENDIX K:**  
**Description of Respondents'**  
**Purchase Intention**

## Descriptives Statistics of Purchase Intention of Suzuki

### Descriptive Statistics

	N	Range	Minimum	Maximum	Mean
INQUIRY	150	6	1	7	4.50
CONSIDER	150	6	1	7	4.54
ACTUALLY BUY	150	6	1	7	3.90
Valid N (listwise)	150				

### Descriptive Statistics

	Std. Deviation	Variance
INQUIRY	1.674	2.802
CONSIDER	1.531	2.344
ACTUALLY BUY	1.604	2.574
Valid N (listwise)		

## Descriptives Statistics of Purchase Intention of Honda

### Descriptive Statistics

	N	Range	Minimum	Maximum	Mean
INQUIRY	150	6	1	7	4.53
CONSIDER	150	6	1	7	4.73
ACTUALLY BUY	150	6	1	7	4.22
Valid N (listwise)	150				

### Descriptive Statistics

	Std. Deviation	Variance
INQUIRY	1.662	2.761
CONSIDER	1.450	2.103
ACTUALLY BUY	1.678	2.817
Valid N (listwise)		



**APPENDIX L:**

**Respondents' Familiarity towards**

**Endorsers**

## Frequencies

### Statistics

		KNOW1	KNOW2
N	Valid	150	150
	Missing	0	0
Mean		1.00	1.00
Percentiles	25	1.00	1.00
	50	1.00	1.00
	75	1.00	1.00

## Frequency Table

### RESPONDENTS' RECOGNITION TOWARDS MAMIK AS SUZUKI'S ENDORSER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recognize Mamik	150	100.0	100.0	100.0

### RESPONDENTS' RECOGNITION TOWARDS MANDRA AS HONDA'S ENDORSER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recognize Mandra	150	100.0	100.0	100.0

## Frequencies

### Statistics

		MENTION1	MENTION2
N	Valid	150	150
	Missing	0	0
Mean		1.01	1.00
Percentiles	25	1.00	1.00
	50	1.00	1.00
	75	1.00	1.00

## Frequency Table

### RESPONDENTS' ABILITY TO MENTION THE NAME OF SUZUKI'S ENDORSER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Able to mention Suzuki's endorser's name	148	98.7	98.7	98.7
	Not able to mention Suzuki's endorser's name	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

### RESPONDENTS' ABILITY TO MENTION THE NAME OF HONDA'S ENDORSER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Able to mention Honda's endorser's name	150	100.0	100.0	100.0





**APPENDIX M:**

**Respondents' Likeability towards**

**Endorsers**

## Frequencies

### Statistics

		LIKE1	LIKE2
N	Valid	150	150
	Missing	0	0
Mean		4.28	4.31
Percentiles	25	4.00	4.00
	50	4.00	4.00
	75	5.00	5.00

## Frequency Table

### RESPONDENTS' LIKEABILITY TOWARDS SUZUKI'S ENDORSER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly do not like Mamik	5	3.3	3.3	3.3
	Do not like Mamik	9	6.0	6.0	9.3
	Slightly do not like Mamik	9	6.0	6.0	15.3
	Neither like nor dislike	75	50.0	50.0	65.3
	Slightly like Mamik	23	15.3	15.3	80.7
	Like Mamik	26	17.3	17.3	98.0
	Strongly like Mamik	3	2.0	2.0	100.0
	Total	150	100.0	100.0	

### RESPONDENTS' LIKEABILITY TOWARDS HONDA'S ENDORSER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly do not like Mandra	3	2.0	2.0	2.0
	Do not like Mandra	12	8.0	8.0	10.0
	Slightly do not like Mandra	10	6.7	6.7	16.7
	Neither like nor dislike	69	46.0	46.0	62.7
	Slightly like Mandra	25	16.7	16.7	79.3
	Like Mandra	28	18.7	18.7	98.0
	Strongly like Mandra	3	2.0	2.0	100.0
	Total	150	100.0	100.0	



**APPENDIX N:**

**Respondents' Likelihood towards  
Purchase Intention**

## Frequencies

### Statistics

		INFORM	CONSIDER	BUY
N	Valid	150	150	150
	Missing	0	0	0
Mean		4.50	4.54	3.90
Percentiles	25	3.75	4.00	2.00
	50	5.00	5.00	4.00
	75	6.00	6.00	5.00

## Frequency Table

### INQUIRY INFORMATION ABOUT SUZUKI MOTORCYCLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	6.0	6.0	6.0
	Disagree	17	11.3	11.3	17.3
	Slightly disagree	11	7.3	7.3	24.7
	Neither agree nor disagree	29	19.3	19.3	44.0
	Slightly agree	32	21.3	21.3	65.3
	Agree	41	27.3	27.3	92.7
	Strongly agree	11	7.3	7.3	100.0
	Total	150	100.0	100.0	

### CONSIDER TO BUY SUZUKI MOTORCYCLE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	6.0	6.0	6.0
	Disagree	12	8.0	8.0	14.0
	Slightly disagree	6	4.0	4.0	18.0
	Neither agree nor disagree	39	26.0	26.0	44.0
	Slightly agree	36	24.0	24.0	68.0
	Agree	42	28.0	28.0	96.0
	Strongly agree	6	4.0	4.0	100.0
	Total	150	100.0	100.0	

**ACTUALLY PURCHASE SUZUKI MOTORCYCLE**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	12	8.0	8.0	8.0
Disagree	29	19.3	19.3	27.3
Slightly disagree	8	5.3	5.3	32.7
Neither agree nor disagree	45	30.0	30.0	62.7
Slightly agree	27	18.0	18.0	80.7
Agree	27	18.0	18.0	98.7
Strongly agree	2	1.3	1.3	100.0
Total	150	100.0	100.0	

**Frequencies**

**Statistics**

	INFORM	CONSIDER	BUY
N Valid	150	150	150
Missing	0	0	0

**Frequency Table**

**INQUIRY INFORMATION ABOUT HONDA MOTORCYCLE**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	9	6.0	6.0	6.0
Disagree	16	10.7	10.7	16.7
Slightly disagree	10	6.7	6.7	23.3
Neither agree nor disagree	30	20.0	20.0	43.3
Slightly agree	32	21.3	21.3	64.7
Agree	42	28.0	28.0	92.7
Strongly agree	11	7.3	7.3	100.0
Total	150	100.0	100.0	

**CONSIDER TO BUY HONDA MOTORCYCLE**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	4	2.7	2.7	2.7
Disagree	9	6.0	6.0	8.7
Slightly disagree	12	8.0	8.0	16.7
Neither agree nor disagree	39	26.0	26.0	42.7
Slightly agree	33	22.0	22.0	64.7
Agree	40	26.7	26.7	91.3
Strongly agree	13	8.7	8.7	100.0
Total	150	100.0	100.0	

**ACTUALLY PURCHASE HONDA MOTORCYCLE**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	6.0	6.0	6.0
	Disagree	23	15.3	15.3	21.3
	Slightly disagree	9	6.0	6.0	27.3
	Neither agree nor disagree	48	32.0	32.0	59.3
	Slightly agree	18	12.0	12.0	71.3
	Agree	32	21.3	21.3	92.7
	Strongly agree	11	7.3	7.3	100.0
	Total	150	100.0	100.0	

