THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER ATTITUDES IN YOGYAKARTA

A THESIS

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DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, March 8th, 2016

Lukman Al Hakim

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There are some mistakes in the process of writing this thesis and it is far from perfect. The last but not least, the researcher hopes that this research will be helpful to give any inspiration in improving the knowledge in the future. Aamiin.

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Lukman Al Hakim

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Abstract

The use of celebrity endorsement on e-commerce advertisement is a new implementation of marketing strategy in Indonesia. Therefore, it is important to know the factors that influenced the consumer attitude toward e-commerce advertisement is necessary. This research paper aimed to examine the relationship among celebrity's physical attractiveness, their credibility and their congruency with the brand, and consumer's attitudes toward advertising and brand.

This research was conducted in special region of Yogyakarta, Indonesia. Data had been collected from 230 respondents in questionnaire form by using three e-commerce advertisements. The data were analyzed by using AMOS 21 and hypothesis testing by Structural Equation Modeling (SEM) analysis. The dependent variables of attitude toward the advertising and attitude toward the brand were measured against the independent variables of physical attractiveness, source credibility, and celebrity/brand congruency. The result of this research indicated that celebrity endorsements positively influenced consumer's attitudes toward the advertising and brand. Moreover, the findings suggested the elements of celebrity endorsement that should be taken into consideration for e-commerce's advertisers to hire the best celebrity in their advertisement.

Keyword: *Celebrity Endorsement, Physical Attractiveness, Source Credibility, Celebrity/Brand Congruency, Consumer Attitude.*

Abstrak

Penggunaan dukungan selebriti pada iklan *e-commerce* merupakan implementasi strategi pemasaran yang baru di Indonesia. Oleh karena itu, penting untuk mengetahui factor-faktor yang mempengaruhi sikap konsumen terhadap iklan e-commerce. Penelitian ini bertujuan untuk menguji hubungan antara daya tarik selebriti, kredibilitas, keserasian dengan merek, dan sikap konsumen terhadap iklan dan merek.

Penelitian ini dilakukan di Daerah Istimewa Yogyakarta, Indonesia. Data diambil dari 230 reponden dengan bentuk kuesioner menggunakan tiga iklan produk *e-commerce* yang berbeda. Data dianalisis menggunakan AMOS 21 dan pengujian hipotesa dengan menggunakan analisa Structural Equation Modeling (SEM). Variabel independen yakni sikap konsumen terhadap iklan dan sikap konsumen terhadap merek diuji dengan variabel independen yakni daya tarik, kredibilitas, keserasian selebriti/merek. Hasil penelitian ini menunjukkan bahwa dukungan selebriti mempunyai pengaruh positif pada sikap konsumen terhadap iklan dan merek. Bahkan penemuan ini menyarankan beberapa elemen dukungan selebriti yang seharusnya menjadi pertimbangan para pengiklan *e-commerce* untuk merekrut selebriti terbaik yang serasi dengan iklan mereka.

Keyword: *Dukungan Selebriti, Daya Tarik, Kredibilitas, Keserasian Selebriti dan Merek, Sikap Konsumen*

CHAPTER I
INTRODUCTION

1.1 Introduction

Every day consumers are exposed to thousands of advertisements (Thornson, 1990) and this will become big effort for companies to create unique advertisements in receiving attention from consumers. Celebrities can help companies to create unique advertisement and engender a positive effect on the attitude and sales intention towards the brand (Ranjbarian, Shekarchizade & Momeni, 2010). Beside that, they have the ability to attract attention, make the copy more memorable, refine the company's image, add charm to the product, and make it more wanted, reliable and trusted (Spielman, 1981). Celebrity is well known and popular locally or globally, while a celebrity endorser is someone who enjoys public recognition and who uses that recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989). Celebrities can make people take notice of what they are endorsing and create an immediate identity or persona for a product (Cooper, 1984).

Celebrity endorsement is not something new in advertising. Since 1979 one in every six commercials used celebrity and in 2001 the percentage grew to 25% (Erdogan *et al*., 2001). Endorsement of celebrities is not likely to change because people especially in Indonesia have been obsessed with celebrities. This is emanated from the fact that media overloads society with news and illustrations about celebrities and gives them an entertainment function (Choi & Rifon, 2007).

The use of celebrity endorsement in advertisement has been implemented into many market places of products. In order to increase product market-share, celebrities currently endorse most of the popular brands. In Indonesia, celebrity endorsement is chosen not only for certain products in common, it is also implemented for online products such as Tokopedia that used Chelsea Ishlan and Elevenia that used Cinta Laura in their ads. The use of celebrity endorsements for online service products is new implementation in Indonesia and it is becoming research opportunity for author to study about the impact of celebrity endorsement.

While selecting a celebrity as endorser, the company has to decide the promotional objective of the brand and how far the celebrity image matches with it (Zafar and Rafique, 2010). The selection is in fact a collaboration, between the company and the celebrity gains (Zafar and Rafique, 2010). The three variables that have been identified in celebrity endorsements are physical attractiveness, source credibility (trustworthiness and expertise), and celebrity/brand congruency (Renton, 2006). Studies had proved that celebrities endorsing a company or brand can greatly increase consumers' awareness of an advertisement, capture their attention and make the advertisement more memorable (Zafar and Rafique, 2010). The goal of this research is to examine the wide use of celebrity endorsements in online service products; to find out how people view these advertisements by measuring their attitudes toward the advertising and the brand by using the above three variables.

1.2 Research Identification

In today's competitive world, many advertising strategies have been implemented to receive companies' target audiences. The challenge of the marketer is to find a hook that will hold the consumer's attention, and the hooks that can hold the consumer's attention are the celebrities (Anjum, Dhanda, & Nagra, 2012). Celebrities are able to make consumers notice what they are endorsing, therefore consumers immediately create an identity for the product (Cooper, 1984). Beside that, Celebrities have the ability to attract attention, make the copy more memorable, refine the company's image, add charm to the product, and make it more wanted, reliable and trusted (Spielman, 1981).

While hiring celebrities to endorse companies' products has a lot of considerations, through the endorsement process an associative link is built between the celebrity and the brand; this is how celebrities add meaning, or equity to the product they are endorsing (Till, 1998). It becomes advertisers' challenge in making decision to choose the right celebrity that match the brand and product, and it has also been suggested that celebrity endorsements in advertisements seems to be more congruent with the collectivistic cultures (Praet, 2001).

In Asia, advertisement of the product is linked with concept of "face", orientation towards status, celebrity, beauty, modernity which leads the roots of noticeable consumption (Schutte and Ciarlante, 1998). While in Indonesia, many companies have implemented celebrity endorsement in ads. This is because every company has an image, by making a celebrity spokesman for the company, they put a significant part of the company's image in the hands of a celebrity

(Hoekman, 2009). Over the last decade, the use of celebrity is also implemented into e-commerce or online service product categories. There have not been any studies conducted on the exact topic of this study which is, whether or not celebrity endorsed advertisements for e-commerce online service product that has the relationship with consumer attitude toward advertising and brand, and also purchase intention. What is the impact of using celebrities and how can celebrities effectively change the attitude of the consumers toward advertising and brand?

In previous studies, it had been found the measurement of consumers' response toward celebrity endorsement in ads. Findings showed that celebrities make advertisements more believable (Kamins *et al.*, 1989 cited in Renton, 2006), enhance message recall (Friedman & Friedman, 1979), create a positive attitude toward the brand (Kamins *et al*., 1989 cited in Renton, 2006), and create a distinct personality for the endorsed brand (McCracken, 1989).

1.3 Research Formulation

According to the background and the research identification's explanation above, the writer formulates the main problems as follow:

1. Does the physical attractiveness of the endorser, source credibility and celebrity/brand congruency positively influence consumer attitudes toward advertising?
2. Does the physical attractiveness of the endorser, source credibility and celebrity/brand congruency positively influence consumer attitudes toward brand?

1.4 Research Objectives

The objectives of this study are focused on the relationship of celebrity endorsement to consumer responses. This research is intended to examine the effect of celebrity's physical attractiveness, source credibility, and celebrity/brand congruency on consumer attitude toward advertising and brand, in the context of Indonesian e-commerce/online product' consumers.

1.5 Research Limitation

The problem in this research is limited to:

1. Indonesian celebrities in advertisement those who endorsed e-commerce product.
2. The use of all female in advertisement.
3. Responders are differentiated based on demographic characteristics, which is based on: gender, age, educational level, and personal income.

1.6 Research Contribution

1. Researchers

This research result will support and broad the researcher's knowledge on marketing, especially the relationship of celebrity advertisement to consumer response, which is focused on endorsed e-commerce product. The result of this research will also be a reference for future research in the same topic.

2. Academicians

For academicians, the result of this thesis may contribute to a literature work to expand the study of marketing especially celebrity's endorsement relationship to consumer response. It may also be used as a reference for further research and the outcome of this study can be used as a reference and knowledge in the educational institution such as the writer adopted theories from previous research.

3. The Marketers and Advertisers

The use of celebrity on e-commerce product advertisement has been implemented over the last years in Indonesia. This result of study may contribute marketers and advertisers to seek congruent celebrity for endorsement. Celebrity in advertisement is chosen not only based on popularity but also accessing the several dimensions of celebrity for good that match with product they are endorsing. In addition, this study will support marketer to decide the strategy of advertisement especially the use of celebrity for endorsements.

CHAPTER II
LITERATURE REVIEW

2.1 Theoretical Review

Friedman and Friedman (1979, p. 63) stated that a celebrity endorser is an individual who is known to the public for his or her achievement in other areas than of the product class endorsed. According to Melissa St. James as cited in Zafar and Rafique (2010), a doctoral fellow and marketing instructor at The George Washington University, "the use of celebrities can increase consumers' awareness of the ad, capture their attention and make advertisements more memorable". By making a celebrity spokesman for the company, they put a significant part of the company's image in the hands of a celebrity (Hoekman, 2009). However, seeking celebrity for advertisement is not quiet simple based on well-known and popularity. There are several dimensions of celebrity that should be considered. It becomes a challenge for advertisers to find association between celebrity and product/company for the best match product they are going to endorse.

This chapter provide an overview of literature review on the topics of celebrity's dimensions in ads. The three variables that had been identified in celebrity endorsement by previous studied are physical attractiveness, source credibility, and celebrity/brand congruency. It also provide information about the relationship of celebrity endorsement on consumer attitude which focused on e-commerce product. The Fishbein theory will be used to examine how attitudes

and purchase intentions are formed and measured in advertising, how consumers are informed about product through advertising, how adding celebrity to an advertisement adds equity, or added "value" to it, and how the variables of physical attractiveness, source credibility and celebrity/brand congruency will affect consumer attitudes (Renton, 2006).

2.2 Celebrities in advertising

Celebrity endorser is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989, p. 310). They have the ability to attract attention, make the copy more memorable, refine the company's image, add charm to the product, and make it more wanted, reliable and trusted (Spielman, 1981).

However, using celebrity in advertising is important to consider. Cooper (1984) indicated that the key to using a celebrity in an advertisement is to ensure that the celebrity is well-known enough to get attention, but also will not upstage the product; the product and not the personality has to be the star. The celebrity has many roles when endorsing a product; he/she can act as an expert, a spokesperson, a promoter, or "just be a pretty face" (Erogan *et. al.*, 2001 cited in Renton, 2006), adding equity (value) to the brand and enhancing the brand's competitive position (Till, 1998).

McCracken (1989) described the Transfer Meaning Model as one way in which celebrities attract the attention of consumers is by meaning the celebrity

brings to the brand he or she is endorsing. Distinctions of status, class, gender, age, lifestyle types, and personality types are examples of meanings represented by the vast pool celebrities' advertisers have at their disposal (McCracken, 1989). Kelman (1956) indicated that the three documented ways that consumers relate to the meanings that the celebrities can occupy are compliance, identification, and internalization, while consumers perceive these meaning in different ways (Renton, 2006).

Compliance can occur when an individual accepts influence from another person or from a group because he hopes to achieve a favorable reaction from them (Kelman, 1956). Identification can occur when an individual adopts behavior derived from another person or group because this behavior is associated with a satisfying self-defining relationship to this person or group (Kelman, 1956; Cohen & Golden, 1972). Internalization can occur when an individual accepts influence because the induced behavior is congruent with his value system (Kelman, 1956). All the three processes are relevant to the way consumer buy products, how the consumer relates to the celebrity, to the ad, and to the product itself that will determine which product they will purchase.

Based on previous analysis, most of studies it is supported that celebrity endorsers have positive influence on consumers' behaviors (Hassan & Jamil, 2014). There are several dimensions and determinants of celebrity endorsers will describe which factors a celebrity should have to be a solid endorser (Hoekman, 2009). The three dimensions of celebrity endorsers have been identified in past studies are physical attractiveness, source credibility, and celebrity/brand

congruency. While several determinants credibility, expertise, trustworthiness, attractiveness, similarity, liking, familiarity and the match-up congruence with the product. In the following chapter the cohesion between all these dimensions and determinants will be further explained.

2.3 Physical Attractiveness

According to Patzer (1985), physical attractiveness is an informational cue which involves effects that are subtle, pervasive, and inescapable; produces a definite pattern of verifiable differences; and transcends culture in its effects. Celebrity endorser's physical attractiveness got great social appraisal and acceptability (Hassan & Jamil, 2014). It is a source to capture the attention of audience both in print and electronic media. Physical attractiveness has positive effect on consumer's behavior toward the product and service while making comparison of product with the person who is unattractive (Ohanian, 1991). The consumer believes if they buy something a celebrity wears then they will look like or be like the celebrity. During this process physical attractiveness is considered to be one of the main factors (Kelman, 1956). Beside that, in this process consumers want to identify the endorser so that they are influenced by attractable/likeable endorsers (Kamins & Gupta, 1994). Physically attractive celebrities are also useful for the principle of matching up the theory at the time of selecting celebrity where attractiveness is more influential (Kamins, 1990). Physical attractiveness is a tool to change the attitude (Menon et al., 2001).

2.4 Source of Credibility/Expertise

The credibility of a celebrity is described as the total amount of positive features that create and increase the acceptation of the message (Erdogan, 1999). Credibility is one of the most important determinants of celebrity endorsement (Hoekman, 2009), and it is particularly important when people have a negative attitude towards the brand and powerful arguments that are needed to inhibit the counter arguing and positively influence the attitude towards the brand. Consequently, when celebrities are credible it affects the acceptance of the message and the persuasion (Belch & Belch, 2001).

According to Renton (2006) this variable has two side: trustworthiness and expertise. Both of them are the most important aspects of credibility (Hovland *et al.*, 1953).

Trustworthiness

Trustworthiness refers to the honesty, integrity and believability of an endorser (Erdogan *et al.*, 2001, p.40). Trustworthiness is the most important factor regarding to the source credibility and influences credibility (Hoekman, 2009). Trust in communication is considered to be how confidence and acceptance the listener has in accepting the message (Ohanian, 1990). Moreover, if consumers believe what the endorser is telling and they trust him or her, trustworthiness on ad will be higher and attitude of the consumers will increase as well (Hoekman, 2009). Therefore, advertisers should focus on trustworthiness and choose

endorsers who are highly viewed as honest, believable and dependable (Shimp, 1997).

Expertise

Expertise is referred to as the extent to which a communicator is perceived to be the source of valid assertions (Erdogan *et al.*, 2001, p. 40). Expertise is the level of knowledge, experience or skills the endorser possesses (Hovland, Janis, and Kelley, 1953). In order to persuade recipients of information, endorser's expertise has encouraged effect on receivers (Ohanian, 1990). Belch and Belch (1994) said that information receivers have strong belief upon the person who has a related knowledge and expertise in advocating area. Endorser with high knowledge and skills has strong power of recommendation as compare to the endorsers with low expertise (Ohanian, 1990). Celebrity expertise is one of the reasons in order to find out its influence on recipients of information (Amos, Holmes and Strutton, 2008). With regard to expertise, it is unimportant that the celebrity is really an expert in the field (Hoekman, 2009), but it is important that consumers think and believe a celebrity has expertise (Ohanian, 1990).

2.5 Celebrity/Brand Congruency

The "Match-Up" hypothesis, generally suggested that the message conveyed by the image of the celebrity and the image of the product should converge in effective advertisements and implies a need for congruency between product image and celebrity image on an attractiveness basis (Kamins, 1990, p. 5). According to Kahle and Homer (1985), when a celebrity's physical

attractiveness is congruent with the product they are endorsing, the "match-up" hypothesis would predict a positive impact on the product and the advertisement evaluations. If there is incongruence, those evaluations would decline. The match-up consists of two central terms: the perceived fit and the image of the celebrity (Misra, 1990 cited in Worthen, 2014). When a celebrity has a good image and fit to the product and company, this will lead to greater trustworthiness and effectiveness. By uniting those aspects, it will create two advantages working together for the product (Erdogan, 1999). According to Hoekman (2009) the great importance for an endorser, is the match up of the celebrity with the image and message a company wants to propagate. According to Cooper (1984) and Forkan (1980), showed that the match-up congruence between celebrity endorser and the product or company is the major importance because the desire of people to identify the product with source and congruity of source with product is much important (Kamins and Gupta, 1994). Kamins and Gupta (1994) found that the higher the degree of congruency between the types of endorsers and the product advertised, the greater the trustworthiness of the endorser. The linkage between congruence and endorser/advertiser trustworthiness was only presented for the celebrity endorser (Kamins & Gupta, 1994). Overall, the study implied that the congruence between the product and the celebrity endorser has the potential to be one of the important factors in advertising (Renton, 2006).

2.6 The Background of Attitude

Fishbein Attitude Theory

The Fishbein Attitude Theory presents the clearest theoretical explanation of the term "attitude" (Renton, 2006). According to Fishbein (1967), a person's attitude is a function of his salient beliefs (beliefs that are activated from memory and "considered" by the person in a given situation) at a given point of time. The definition of the attitude concept has generated a multitude of definitions, but the most widely used one is by Fishbein (1967, p. 8) that stated an attitude is a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related. Attitude can be either positive or negative, depending on how people form them (Renton, 2006). One of the more famous and popular scales to measure attitudes is the Fishbein Attitude Model (Renton, 2006). This model implies that a consumer's attitude (evaluation) toward an attitude object (Ao) will depend on his or her belief that has about several or many attributes of the object (Solomon, 2004 cited in Renton, 2006). The Fishbein Attitude Model has been used extensively by consumer researchers since its conception nearly forty years ago (Blackwell, Miniard, & Engel, 2001 cited in Renton, 2006). The use of this model may identify these specific beliefs and combining them to derive a measurement of the consumers' overall attitude that can predict an attitude toward a product or brand (Solomon, 2004 cited in Renton, 2006).

Studies had shown that attitude accessibility and confidence can be increased by advertising; it has also been found that if the relationship between

attitude accessibility and attitude confidence are positive, the accessibility and confidence will increase (Berger & Mitchell 1989 cited in Renton 2006). According to Renton (2006), the attitude concept can be categorized into attitude toward the advertisement (Aad) and attitude toward the brand choice (AB). Aad includes the entire content of the ad, not just the pictorial information, as found by Mitchell & Olson (1981) cited in Renton (2006).

2.7 Attitude toward Advertising

Attitude toward the advertisement is defined as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure situation (Mackenzie, Lutz, & Belch, 1986, p. 130-131). The attitude toward the advertisement has the ability to create affective reactions and evaluations. The affective reactions consist of the advertisement creating a feeling of happiness and the evaluations consist of the advertisements credibility (Baker & Lutz, 1988). The attitude toward the advertisement is both cognitive and emotional (Shimp, 1981). The attitude toward the advertisement is cognitive because consumers' will form attitudes by consciously thinking about specific executional parts of the advertisement such as the endorser, copy, presentation style, etc. (Shimp, 1981 cited in Worthen, 2014). The attitude toward the brand is emotional because consumers' form attitudes by consciously thinking about executional parts of the advertisements this includes the parts which are found within the advertisement, such as the endorser, color, and text (Shimp, 1981). The attitude toward the advertisement may happen because the advertisement

provokes an emotional response such as love, joy, longing or sorrow this happens without consciously processing any executional elements (Shimp, 1981).

2.8 Attitude toward Brand

According to Shimp (1981), attitude toward the brand attempts to influence brand choice by engendering favorable consumer attitudes toward the advertised brand. This concept is achieved by structuring advertisements to influence consumers' beliefs and evaluations regarding the favorable consequences of consuming the brand (Shimp, 1981). Attitude toward the brand (AB) includes beliefs formed from the ad brand attribute information and inferences based on ad picture content (Gardner, 1985; Mitchell & Olson 1981 cited in Renton, 2006). Attitude toward the brand (AB) mediates the impact of the attitude toward the advertising (Aad) on intentions in two ways, indirectly or directly (Biehal *et al.* 1992 cited in Renton, 2006). Indirectly attitude toward the advertising (Aad) has an impact on AB, therefore, AB affects the consumers' intentions. Thus, AB, which includes beliefs formed from a brand attribute information and inferences based on ad picture content (Mitchell & Olson, 1992 cited in Renton, 2006) mediates the impact of Aad on intention' there is no direct Aad-intention link (Biehal *et al*., 1992 cited in Renton, 2006).

2.9 Theoretical Framework

This research was aimed to examine the relationship between celebrity endorsement and consumer attitudes which focused on e-commerce advertisements. The three determinants of celebrity endorsements which were

used as independent variables; physical attractiveness, source credibility, and celebrity/brand congruency. Therefore, this conceptual framework will help to describe the complexity of process on how the above dependent variables might have significant relationship on consumer attitudes toward both the advertising and brand as dependent variables.

H-1a: Celebrity physical attractiveness positively influences consumer attitudes toward advertising.

H-1b: Celebrity source credibility positively influences consumer attitudes toward advertising.

H-1c: Celebrity/brand congruency positively influences consumer attitudes toward advertising.

H-2a: Celebrity physical attractiveness positively influences consumer attitudes toward brand.

H-2b: Celebrity source credibility positively influences consumer attitudes toward brand.

H-2c: Celebrity/brand congruency positively influences consumer attitudes toward brand.

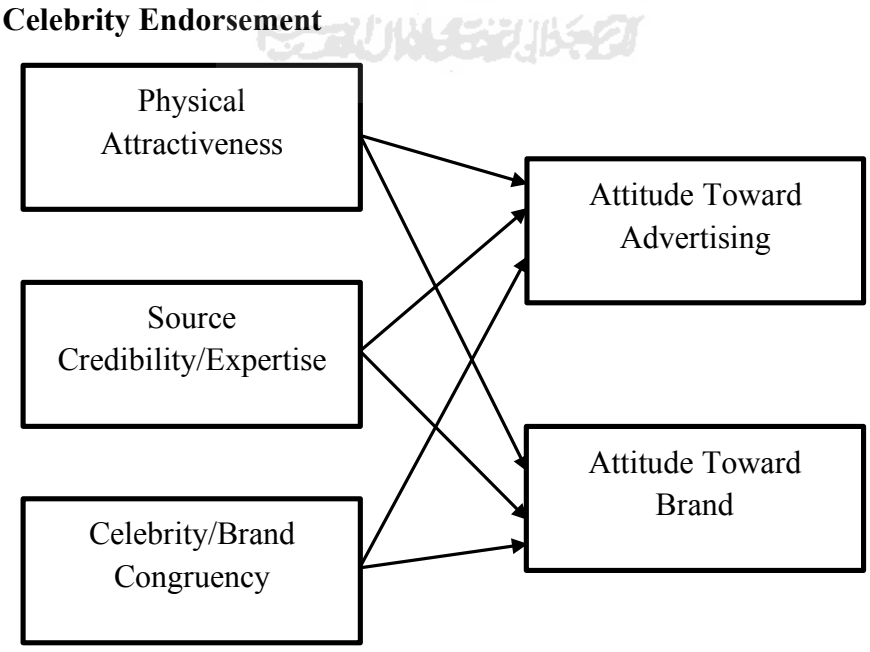

Figure 1. Conceptual Framework

CHAPTER III
RESEARCH METHOD

3.1 Type of Study

This research was a quantitative research which used applied empirical research. The methodology used survey method by distributing questionnaire to research subjects. The research instrument used questionnaire and also using itemized rating scale to assess the data from 230 questionnaires that was spread out. This research examined the relationship between celebrity endorsements and consumer attitudes toward advertising and brand.

3.2 Research Subject

In this research, Indonesian e-commerce consumer was the research subject used to analyze the relationship between celebrity physical attractiveness, source credibility, celebrity congruency, and consumer attitude toward advertising and brand.

3.2.1 Population

The population of this study was "Generation Y", it is defined as those individuals that were born between 1977 and 1994 (Bush, Martin, & Bush, 2004). This generation was chosen by the researcher, because they had the most spending power and spent an estimated $153 billion a year on everything from computers to apparel (Brand, 2000). This generation was very trend conscious, knowledgeable in accessing the media, as well as advertising and they had grown up in a consumer orientated society

(Brand, 2000). This research used the population of "Generation Y" in the special region of Yogyakarta.

3.2.2 Sampling Method

The sample used in this research was undergraduate and postgraduate students currently taking classes in the Faculty of Economics at Universitas Islam Indonesia. The subject was asked to assess the item on different construct about correspondents' perception toward celebrity endorsement on e-commerce product. Beside that, the subject was asked to assess the item on different construct such as factors viewed as customer perceived celebrity physical attractiveness, source of credibility, and celebrity/brand congruency on their attitude toward advertising and brand.

3.3 Data Collection Method

The data used in this research was primary data. The primary data was the information that had not been collected and summarized before; thus, the data had to be collected by the researcher. The data was collected by using questionnaire, which was passed out containing questions that the respondents answered by using a Likert scale. Then, three different advertisements showing three different celebrity's endorsements were shown. The first advertisement shown was Chealsea Ishlan endorsing Tokopedia; next Cinta Laura endorsing Elevenia; and finally Dewi Lestari endorsing Zalora. All the three advertisements were shown in order that undergraduate and post graduate students took various classes at a large faculty of economic at Universitas Islam Indonesia. The students were then asked to answer the corresponding questions for advertisements. Celebrity

endorsements, the advertisement, the consumer's attitude toward the advertising and attitude toward the brand were measured.

3.4 Questioner Design

Since this research was the replication research from the previous research, the questionnaire used or developed was the same as previous research done by Zafar & Rafique (2010) which had been modified by adding several item construct and had been translated into Bahasa Indonesia. The previous researcher stated that the questions used in this survey were developed to understand consumer's view on celebrity endorsements, measuring their attractiveness, expertise and trustworthiness. In addition, separate questionnaire was used to examine consumers' attitudes toward this form of advertising and their attitude toward the advertised brand.

The items were tested for clarity and meaning on a group of 80 representative students of the target population. Based on the results of this test, the items were revised and the final questionnaire was developed. The questionnaire containing six parts, the following items were included in the survey:

1. **Demographic**

   This section was concerned with gathering information such as gender and age for classification purposes.

2. Physical Attractiveness, Trustworthiness, Expertise

Subjects were asked to assess celebrity physical attractiveness, trustworthiness, and expertise about advertisement. Seven points Likert scale to measure variable were asked to show which best reflect their feelings toward celebrity endorsements' questions.

3. Product/Brand Congruency

This part was concerned in measuring the congruency between celebrity and brand. Seven points Likert scale to measure variable were asked to show which best reflect their feelings toward the congruency between celebrity and brand. The celebrity/ brand congruency was measured by asking how congruent (how well they fit together) was the image of the celebrity with that of the brand advertised, along with questions that asked how believable that celebrity was. This question had been asked in the past research (Kamins & Gupta, 1994; Kamins, 1990; Till & Busler, 1992; Renton, 2006; Zafar & Rafique, 2012).

4. Attitude toward the Advertisement

The respondents were asked to indicate their attitude toward advertisement by using seven points scale used as benchmark.

5. Attitude toward the Brand

The variable of attitude toward the brand was measured by using 7-point Likert scale by determining respondents which best reflect their attitude toward the brand in advertisement.

6. Advertising Attributes

This part, the respondents were asked to indicate their beliefs towards questions pertaining to the advertisement. However, the 10 questions were asked, using a 7-point Likert scale with poles of being "very likely" (7) and "very unlikely" (1) used as the benchmark research.

3.5 Research Variable and Operational

3.5.1 Independent Variables

An independent variable is a variable that influences the dependent variable in either a positive or a negative direction (Sekaran, 2000). In this research three variables were considered as independent variable such as, celebrity physical attractiveness, source of credibility, and celebrity/brand congruency.

1. Physical Attractiveness

According to Patzer (1985), physical attractiveness is an informational cue which involves effects that are subtle, pervasive, and inescapable; produces a definite pattern of verifiable differences; and transcends culture in its effects. To investigate celebrity physical attractiveness, valid reliable scale instrument was developed for a research on celebrity endorsement by Ohanian (1990), which had a reliability of .904 and .903. The following is a list of items used to measure attractiveness:

1) Attractive-Unattractive
2) Classy-Not Classy
3) Beautiful-Ugly
4) Elegant-Plain
5) Sexy-Not sexy

2. Source Credibility/Expertise

According to Renton (2006) this variable has two side: trustworthiness and expertise, both are the most important aspects of credibility (Hovland *et al.*, 1953). Ohanian (1990) had measured this variable with valid and reliable scale. The instrument had reliability of .895 and .896 for trustworthiness, and .885 and 892 for expertise. The indicators used to measure of this variable are:

Trustworthiness

1) Dependable-Undependable
2) Honest-Dishonest
3) Reliable-Unreliable
4) Sincere-Insincere
5) Trustworthy-Untrustworthy

Expertise

1) Expert-Not an expert
2) Experienced-Inexperienced
3) Knowledgeable-Unknowledgeable

4) Qualified-Unqualified

5) Skilled-Unskilled

3. Celebrity/Brand Congruency

The "Match-Up" hypothesis that stated general suggests that the message conveyed by the image of the celebrity and the image of the product should converge in effective advertisements and implies a need for congruency between product image and celebrity image on an attractiveness basis (Kamins, 1990, p. 5). When a celebrity has a good image and fit to the product and company, this will lead to greater believability and so effectiveness. In past studies, the researcher measured this variable by asking how congruent (how well they fit together) was the image of the celebrity with that of the brand advertised, along with questions that ask how believable the celebrity was (Kamins & Gupta, 1994; Kamins, 1990; Till & Busler, 1992; Renton, 2006; Zafar & Rafique, 2010). The items to measure this variable are:

1) Familiarity of celebrity who appeared in the ad

2) Congruency of celebrity image with the brand endorsed

3) Good fit of brand for celebrity

4) Believability of celebrity endorsing the brand

5) Believability of celebrity wearing the product

3.5.2 Dependent Variables

A dependent variable is the primary interest variable of the researcher (Sekaran, 2000). The dependent variable analyzed in this research was attitude toward the advertising and brand derived from previous study conducted by Renton, (2006) and Zafar & Rafique, (2012).

1. Attitude toward Advertising

Attitude toward the advertisement is defined as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure situation (Mackenzie, Lutz, & Belch, 1986, p. 130-131). According to Osgood, Suci, & Tannenbaum, (1957) cited in Renton (2006), to measure attitude toward the advertising scales were taken which include both affective and evaluative content, and were selected based on a review of existing research (Gardner, 1985; Mackenzie, Lutz, & Belch, 1986; Mitchell & Olson, 1981; Kamins & Gupta, 1994; Kamins, 1990; Kahle & Homer, 1985; Baker & Churchill, 1977; Petroshius & Crocker, 1989; Biehal, Stephens, Curlo, 1992; cited in Renton, 2006; Zafar & Rafique, 2010). The list of Items regarding attitude toward advertising are:

1) Good-Bad
2) Interesting-Uninteresting
3) Like-Dislike
4) Creative-Uncreative

5) Informative-Uninformative

2. Attitude toward Brand

According to Shimp (1981), attitude toward the brand attempted to influence brand choice by engendering favorable consumer attitudes toward the advertised brand. According to Osgood, Suci, & Tannenbaum's (1957), to measure attitude toward the brand, scales from were constructed and were selected based on existing research (Gardner, 1985; Kamins & Gupta, 1994; Till & Busler, 1998; Kahle & Homer, 1985; Petroshius & Crocker, 1989; Biehal, Stephens, Curlo, 1992; cited in Renton, 2006; Zafar & Rafique, 2010). The list of Items regarding attitude toward advertising are:

1) Good-Bad
2) Pleasant-Unpleasant
3) Like-Dislike
4) Good Quality-Poor Quality
5) Satisfactory-Unsatisfactory

3.6 Research Instrument Validity and Reliability

According to Zikmund *et al.* (2010), validity test showed how an indicator can measure the variable. Validity is a measurement showing the level of validity or truth of an instrument. An instrument is considered valid to the extent that it correlates with some other phenomenon on which one is interested. An indicator will be considered as valid if it has corrected-item-total-correlation score above

0,30 (>_0,30), below that score the indicator is considered invalid and will not be used for further research, in other word it had to be deleted. While reliability is the level of how reliable the questionnaire is. Reliability test showed the consistency of the variable measurement, which was done repeatedly (Zikmund *et al*., 2010). The variable considered as reliable when the tested variable had the score of Cronbach-alpha above 0,60, while below that score the variable was considered unreliable and would not be used for further research.

Therefore, the researcher spread the questioner to a small number of respondent before the real data collection in order to test the validity and reliability of the questionnaire. For that objective, the questionnaire was spread was to 80 (eighty) respondents. The data that had been gathered analyzed to determine validity and reliability of the questionnaire by considering the limit or the terms.

3.7 Technique of Data Analysis

To analyse the primary data, a quantitative research analysis is taken and this research is going to use SEM (Structural Equation Modeling) analysis as the analytical tool for testing the hypothesis and generate the result from the data. In addition, AMOS software analysis had been used to carry out the investigation of the relationship among the variables, which can influence the customer attitude toward advertising and brand. To analyze that relation, SEM analysis uses several steps in the analysis, they are:

1. Model Development Based on Theory

SEM is based on causality relationship. When one variable changes it is assumed as a result of other variable changes. Strong causality relationship between two variables which was assumed by the researcher is not because of the analysis method chosen, but theoretical justification to support the analysis (Ghozali, 2004).

2. Path Diagram and Structural Equation

According to Spirtes, P. *et al.* (1998) a SEM (without free parameters) has two parts: a probability distribution (in the normal case specified by a set of linear structural equations and a covariance matrix among the "error" or "disturbance" terms) and an associated path diagram corresponding to the causal relations among variables specified by the structural equations and the correlations among the error terms. It is often thought that the path diagram is nothing more than a heuristic device for illustrating the assumptions of the model. Spirtes, P. *et al.* (1998) stated that path diagrams can be used to solve a number of important problems in structural equation modelling.

3. Choosing Input Matrix and Estimation Model

Model in structural equation is different from other multivariate analysis techniques, SEM only uses data input which is variance/covariance matrix or correlation matrix. Therefore, rough data from questionnaire will be changed into variance/covariance matrix or correlation matrix, so that the equation also stated as *covariance structural*

analysis. Covariance matrix has more advantage than correlation matrix in giving comparison validity between different population and different sample. The use of correlation is best suited if the research objectives are simply to understand the pattern of construct relationship, but do not describe the total variance of the construct (Ghozali, 2004).

4. Structural Equation Model (SEM) Identification

Identification problem is incapability of the proposed model to result the estimation model. The identification problem could be seen through the estimation result, which are: big value of standard error for one or more coefficients, incapability of program to invert information matrix, impossible estimation value (negative error variance), and high correlation (>0.90). If identification problems are found, there are 3 things that must be considered, (1) coefficient number estimated toward its covariance or identified correlation with small values of degree of freedom (df), (2) using reciprocal correlation among constructs, and (3) failures in determining fix value on construct scale (Ghozali, 2004).

5. Goodness of Fit Criteria

If offending estimate happened; which determined by: negative variance error or non-significant error variance of construct, standardized coefficient close to value of 1.0, and high standard error; the cause of offending estimates must be eliminated first. In SEM analysis, there is no single statistical test tool to measure or test the model (Ferdinand, 2002).

The Fit Index and cut of value that is used to test whether the model can be accepted or not is as follows:

a. **Absolute Fit Measurement**

1) Likelihood Ratio Chi-Square Statistic

An analytical tool to measure overall fit is likelihood ratio chi-square statistic, with a sample of 200 respondents. A model tested will be considered good or satisfied if the chi-square (χ^2) value is small. Small value of χ^2 means that the model is good (χ^2= 0, meaning that there is no difference, Ho is accepted) and accepted based on probability with the cut of value of $p>0.05$ or $p>0.10$ (Hulland, *et al.,* 1996, cited in Ghozali, 2004).

As this analysis objective is to develop and test a model which is suited and fit based on the data, it requires insignificant value of χ^2 that tests null hypotheses (estimated population covariance is not equal to sample covariance). The value of χ^2 can be compared with the degree of freedom (df) to get a relative value of χ^2 and it is used to make conclusion that high relative value of χ^2 means that significant difference between covariance matrix observed and covariance matrix estimated.

Small value of χ^2 as results in the significant level of more than 0.05 that indicates that there is no significant difference between

covariance matrix data and covariance matrix estimated (Hair, *et al.*, 1995 as cited in Ghozali, 2004).

2) CMIN/DF (The minimum Sample Discrepancy Function)

The minimum Sample Discrepancy Function (CMIN) divided by its degree of freedom (df) will result in CMIN/DF. It is used for the researcher as the indicator to measure fit level of model. CMIN/DF is also as chi-square statistic; χ^2 divided by its degree of freedom (df) is relative χ^2. Value of χ^2 is relatively less than 2.0 or even less than 3.0 as an indicator of acceptable fit between the model and the data (Arbuckle, 1997 as cited in Ghozali, 2004).

3) GFI (Goodness of Fit Index)

Fit Index can measure proportion of variance in covariance matrix sample stated by estimated matrix covariance population (Bentler, 1983; Tanaka & Huba, 1989 as cited in Ghozali, 2004). GFI is non-statistical measurement tool that has the value range from 0 (poor fit) until 1.0 (perfect fit). High value in this index shows "better fit".

4) MSEA (The Root Mean Square Error of Approximation)

RMSEA is an index that can be used to compensate chi-square statistics in a big sample (Baumgartner & Homburg in Ghozali, 2004). RMSEA value shows expected Goodness of Fit Index if it is

in estimated model in the population and the accepted value of RMSEA is between 0.05 to 0.08 (Ghozali, 2004).

b. **Incremental Fit Measurement**

1) AGFI (Adjusted Goodness of Fit Index)

Ghozali (2004) stated that GFI is an analogue of R^2 in multiple regressions. This *Fit Index* can be adjusted toward available *degree of freedom (df)* to test whether the model can be accepted or not (Arbuckle, 1997 as cited in Ghozali, 2004, p. 20). The index is gained from the equation below:

$$AGFI = 1 - (1 - GFI)\frac{d_b}{d}$$

Whereas,

$$d_b = \sum_{g=1}^{G} p^{\bullet(g)} = \text{Sample } moments$$

d = degrees of freedom

An acceptance level is recommended if AGFI has equal value with more than 0.90 (Hair, *et al.,* 1995 as cited in Ghozali, 2004). GFI and AGFI are the criteria that measure the proportion of variance in a covariance matrix sample. Value of 0.95 can be interpreted as *good overall fit* level and range value 0.090-0.95 shows *adequate fit level* (Hulland, *et al.,* 1996 as cited in Ghozali, 2004).

2) TLI (Tucker Lewis Index)

TLI is *incremental fit index* alternative that compares tested model with baseline model (Baugartner & Homburg, 1996 as cited in Gozhali, 2004). The recommended value as the base of model is ≥ 0, 90 (Hair, *et. al*., 1995 as cited in Ghozali, 2004), and the value that is close to 1 (one) shows a very supported value (Arbuckle, 1997 as cited in Ghozali, 2004). The index is as follows:

$$TLI = \frac{\left(\chi^2_{null} / df_{null}\right) - \left(\chi^2_{proposed} / df_{proposed}\right)}{\left(\chi^2_{null} / df_{null}\right) - 1}$$

Or:

$$TLI = \frac{\frac{C_b}{d_b} - \frac{C}{d}}{\frac{C_b}{d_b} - 1}$$

C is discrepancy of model that is evaluated and d is degree of freedom, meanwhile C_b and d_b is discrepancy and *degrees of freedom* from the *baseline model* that has comparison.

c. **Parsimonious Fit Measures**

1) PNFI (Parsimonious Normal Fit Index)

PNFI is the modification of NFI and it put the number of degree of freedom (df) in order to reach fit level. The use of PNFI is to compare the model with different degree of freedom (df).

2) PGFI (Parsimonious Goodness of Fit Index)

PGFI modifies GFI based on parsimony-estimated model. The value of PGFI is ranged between 0 – 1.0, the higher the value, the more parsimony the model is.

6. Model Interpretation

According to Ghozali (2004), when a model is good and acceptable, the researcher can conduct a model modification to recover the theoretical explanation or its goodness of fit. It requires a lot of consideration before the researcher can modify the first model. The first model need to be estimated separately (cross-validated), and then the modified model can be accepted. A model can be stated as good fit model if probability level of chi-square relatively is smaller than in significant probability level ($p > 0.05$).

CHAPTER IV
DATA ANALYSIS AND DISCUSSION

The data of this research was taken from 230 respondents of undergraduate and postgraduate students of the Faculty of Economics, Universitas Islam Indonesia. This research was aimed to observe and analyze the impact of the physical attractiveness of celebrity endorser, source of credibility/expertise, and celebrity brand congruency on consumer attitudes toward advertising and brand. In this chapter, the researcher divided this data analysis into five parts; 1) the results of data collection that describe the amount of data that are ready to be analyzed, 2) validity and reliability tests, 3) descriptive statistic, 4) good and measurement of fit model, and hypothesis testing and 5) the analysis of the result to answer the hypothesis.

4.1 Data Collection Result

Questionnaires method was used for data collection method in this research. As described in chapter three, the sampling method in this research were the undergraduate and postgraduate students of the Faculty of Economic, Universitas Islam Indonesia. Same as the previous researcher, the population of this research were taken from "Generation Y" which is defined as those individuals that were born between 1977 and 1994 (Bush, Martin, & Bush, 2004). This generation was chosen by researcher, because they had the most spending power, and spend an estimated $153 billion a year on everything from computers to apparel (Brand, 2000). College students in general were the target group of a

large number of academic studies on impact celebrity endorsement on consumer attitude for the present study. In this last decade, some of students are still categorized as "Generation Y" which were familiar with internet activities especially e-commerce. These were the reasons for researcher to take them as a sample for this research by taking 230 questionnaires.

4.2 Research Instrument Test

4.2.1 Validity Test

The validity test in this study used AMOS 21 software in order to highly support SEM data analysis. Validity test was used to determine the unobserved variable that could be measured by using each construct of observed variable, Loading Factor of AMOS method. If the value of critical ratio from every construct was more than two multiple times of standard error with the assumption of standard loading criteria (λ) > 0,5, it could be stated as Valid. To construct this validity test, 80 respondents were taken. The results of validity test that were analyzed with AMOS 21 software could be shown in the table below:

Table 4.1 Validity Test

No	Variable	Item	(λ)	(ε)	Summary
1	Physical Attractiveness	PA1	0.689	0.438	Valid
		PA2	0.921	0.117	Valid
		PA3	0.865	0.186	Valid
		PA4	0.650	0.469	Valid
		PA5	0.571	0.442	Valid

No	Variable	Item	(λ)	(ε)	Summary
2	Trustworthiness	TR1	0.914	0.128	Valid
		TR2	0.916	0.145	Valid
		TR3	0.788	0.382	Valid
		TR4	0.048	3.018	Invalid
		TR5	0.641	0.416	Valid
	Expertise	EX1	0.834	0.266	Valid
		EX2	0.912	0.151	Valid
		EX3	0.133	1.803	Invalid
		EX4	0.577	0.560	Valid
		EX5	0.515	0.852	Valid
3	Celebrity/Brand Congruency	CBC1	0.877	0.089	Valid
		CBC2	0.300	0.518	Invalid
		CBC3	0.794	0.111	Valid
		CBC4	0.625	0.295	Valid
		CBC5	0.729	0.186	Valid
4	Attitude Toward Advertising	ATA1	0.831	0.227	Valid
		ATA2	0.880	0.242	Valid
		ATA3	0.859	0.247	Valid
		ATA4	0.805	0.258	Valid
		ATA5	0.801	0.366	Valid
5	Attitude Toward Brand	ATB1	0.839	0.219	Valid
		ATB2	0.856	0.154	Valid
		ATB3	0.829	0.188	Valid
		ATB4	0.820	0.196	Valid
		ATB5	0.669	0.389	Valid

No	Variable	Item	(λ)	(ε)	Summary
6	Advertising Attributes	AA1	0.785	0.386	Valid
		AA2	0.868	0.233	Valid
		AA3	0.871	0.173	Valid
		AA4	0.857	0.285	Valid
		AA5	-0.263	1.204	Invalid
		AA6	0.909	0.155	Valid
		AA7	0.879	0.147	Valid
		AA8	0.197	1.405	Invalid
		AA9	0.902	0.177	Valid
		AA10	0.903	0.129	Valid

Source: primary data processed, 2015

Based on the summary of the validity test results as compiled in the table above, it could be seen that the value of loading factor on most indicators was greater than 0.5. According to the table above, observed variables were those higher than 0.5 of standard loading factor which were valid, and several variables were less than 0.5 which were invalid or the instrument would be deleted for the next step of data analysis.

4.2.2 Reliability Test

Reliability test is a degree of the internal consistency from the indicators of a construct that indicates the degree to where each indicator indicates a construct / latent common factor. In other words, how specific things support each other in explaining the general phenomenon (Ferdinand, 2002, p. 61-62). Researchers conducted a reliability test by

calculating Reliability Construct of each item in a variable. In this research, Construct Reliability was examined by calculating the index reliability instruments used from SEM model. Fornell and Laker's (1981) used the following formula to find Construct Reliability:

$$\text{Construct Reliability} = \frac{(\Sigma\lambda_i)^2}{(\Sigma\lambda_i)^2 + \Sigma\varepsilon_i}$$

Whereas, λ_i = Standard loading factor for each indicators (observed variable)

ε_i = Standard error for each indicator (1 – indicator reliability).

Reliability test was only done to all the questions that already had passed the validity test. The criteria used to determine the level of reliability is the value of Construct Reliability in AMOS software. When Construct Reliability value is getting close to 1, it indicated that the instruments had higher reliability. Construct Reliability values between 0.70 up to 1.0 was considered reliable and Construct Reliability value less than 0.60 was considered as poor reliability. For the calculations, the researcher used AMOS software version 21 to analyze the data which highly support SEM model. The results of reliability test of research variables are presented in table below:

Table 4.2 Reliability Test

No	Variable	Σλ	Σε	Construct Reliability	Summary
1	Physical Attractiveness	3.696	1.652	0.892	Reliable
2	Trustworthiness	3.307	4.089	0.728	Reliable
	Expertise	2.971	3.632	0.708	Reliable
3	Celebrity / Brand Congruency	3.325	1.199	0.902	Reliable
4	Attitude Toward Advertising	4.176	1.340	0.929	Reliable
5	Attitude Toward Brand	4.013	1.146	0.934	Reliable
6	Advertising Attributes	6.908	4.294	0.917	Reliable

Source: primary data processed, 2015

Based on the summary of the reliability test results as compiled in the table above, it could be seen that the value of Construct Reliability on each variable was greater than the weak value (> 0.7). That means all the questions for all variables were reliable. Consequently, those questions in the study could be used for further research.

4.3 Descriptive Analysis

Descriptive analysis is the way in which researchers do their research by explaining and elaborating the data in the form of sentences. This part would like to explain about the result of descriptive analysis based on the demographic of respondents and advertising attributes which supported the variables in this research.

4.3.1 Gender

Based on gender, the respondents of this research was classified into the following:

Table 4.3 Gender

No.	Gender	Frequency	Percentage
1	Male	73	31.7%
2	Female	157	68.3%
	Total	230	100.0%

Source: primary data processed, 2015

Based on table 4.3 above, it could be concluded that most of the respondents in this research were women with the amount of 157 or 68.3%. On the other hand, men took the second place with 72 respondents or 31.7%. This result showed that most students really paid attention to the advertising of online shop inside the environment of Universitas Islam Indonesia are women.

4.3.2 Age

Based on age, the respondents could be classified into:

Table 4.4 Age

No.	Age	Frequency	Percentage
1	21 - 25 years old	110	47.8%
2	26 - 30 years old	90	39.1%
3	> 30 years old	30	13.0%
	Total	230	100.0%

Source: primary data processed, 2015

Based on table 4.4 most respondents in this research were the students between 21-25 years old of 47.8%. That range of age were included as young age. It showed that the emerge of e-commerce/online shop could be accepted by the young consumer to facilitate the whole activity such as: lecturing, working etc.

4.3.3 Background of Education

The distribution of table 4.5 showed the characteristic of respondents based on their education.

Table 4.5 Background of Education

No.	Education	Frequency	Percentage
1	Elementary School	0	0%
2	Junior High School	0	0%
3	Senior High School	0	0%

No.	Education	Frequency	Percentage
4	University or similar degree	230	100%
	Total	230	100.0%

Source: primary data processed, 2015

The data showed that the respondents were all university students with the amount of 230 or 100%. The respondents were undergraduate and postgraduate students of the Faculty of Economics of Universitas Islam Indonesia.

4.3.4 Allowance Per Month

The distribution of table 4.6 showed respondents' characteristics based on their allowance per month.

Table 4.6 Allowance Per Month

No.	Income	Frequency	Percentage
1	< Rp.1,000,000	60	26.1%
2	Rp.1,100,000 – Rp.2,000,000	97	42.2%
3	Rp.2,100,000 – Rp.3,000,000	65	28.3%
4	> Rp.3,000,000	8	3.5%
	Total	230	100.0%

Source: primary data processed, 2015

Table 4.6 showed that most of the respondents had the allowance per month of between Rp. 1,000,000 – Rp. 2,000,000 or 42.2% and it was the biggest percentage. While another frequency distribution were those who had the allowance of less than Rp. 1,000,000 was 26,1%, between Rp.

2,100,000 – Rp. 3,000,000 was 28,3%, and those who had greater than Rp. 3,000,000 was 3.5%. This data analysis showed that the average allowance of respondent was low because most of them were college students.

4.3.5 Marital Status

The distribution of table 4.7 showed the respondents` characteristics based on marital status.

Table 4.7 Allowance Per Month

No.	Marital Status	Frequency	Percentage
1	Unmarried	166	72.2%
2	Married	64	27.8%
3	Widow	0	0.0%
	Total	230	100.0%

` Source: primary data processed, 2015

The data above showed the majority of respondents' marital status was unmarried of 72.2%. While another distribution, married, was 27.8%, and 0% for widow status.

4.3.6 Advertising Attributes

In this part, the researcher described descriptive analysis of advertising attribute which was not the main variable in this research but it was the way to conduct analyzing celebrity endorser in advertisement. The advertising attribute highly supported this research as advertising in general. The measurement of each variable could be determined by

calculating the average of score 1 - 7 of point scale divided into four categories; 1.0 - 2.5 as strongly disagree, 2.5 - 4.0 as disagree, 4.0-5.5 as agree, and 5.5 – 7.0 as strongly agree. The distribution of each indicator of advertising attribute was shown in the following table:

Table 4.8 Descriptive Analysis of Advertising Attributes

No.	Advertising Attributes	Means	Category
1	These advertisements are misleading	2.33	Strongly disagree
2	These advertisements are entertaining	5.16	Agree
3	These advertisements are persuasive	5.13	Agree
4	These advertisements taught me about e-commerce/online shop	5.06	Agree
5	These advertisements tell me where I buy online product	5.01	Agree
6	These advertisements represent a true picture of the product advertised	5.02	Agree
7	These advertisements are better than a commercial	4.98	Agree
8	These advertisements are better than a commercial	4.98	Agree
	Means	4.71	Agree

Source: primary data processed, 2015

Based on the descriptive analysis in the table above, the result showed average mean of each indicator of 4.71. This score determined

consumer perception toward advertising in general had good result. In another word, analysing the celebrity endorsement relationship on consumer behaviour was likely supported. The highest score of indicators was “these advertisements are interesting” was 5.16. While the lowest score was 2.33 on “these advertisements are misleading” because it was the contrary question which had high score on “very disagree”.

4.4 Descriptive Analysis Respondent Toward Research Variable

This section described the respondent’s perception or perspective toward research variables; physical attractiveness, source of credibility, celebrity/brand congruency, attitude toward advertising, and attitude toward brand. Subjects were asked to assess attitude toward advertising and brand based on celebrity endorsement which focused on e-commerce product. The measurement of each variable could be determined by calculating the average of the score below:

Lowest score: 1

Highest score: 7

$$\text{Interval} = \frac{7 - 1}{4} = 1{,}5$$

Therefore, the value of perception could be seen in table 4.6 below:

Table 4.9 Criteria of Consumer Perception

Interval	physical attractiveness, source credibility/expertise, celebrity / brand congruency, attitude toward advertising and attitude toward brand
1 – 2.5	Very Bad
>2.5 – 4.0	Bad
>4.0 – 5.5	Good
>5.5 - 7	Very good

4.4.1 Physical Attractiveness of Celebrity Endorser

The result of descriptive analysis on variable physical attractiveness of celebrity endorser was shown in the table below:

Table 4.10 Descriptive Analysis Result of Physical Attractiveness

No.	Indicator	Means	Category
1	Interesting	4.48	Good
2	Classy	4.81	Good
3	Beauty	4.85	Good
4	Elegant	4.60	Good
5	Sexy	4.78	Good
	Means	**4.70**	**Good**

Source: primary data processed, 2015

Based on the result of descriptive analysis on the table above, respondents' perceptions toward physical attractiveness was 4.70. This result could be categorized as "good" with the interval of >4.0 – 5.5. The highest score of physical attractiveness indicators was "Classy" with the mean value of 4.85, while the lowest score is "Elegant" with mean value 4.60. In this case, consumers rated a good result about their perception toward celebrity physical attractiveness on e-commerce/online shop advertisements.

4.4.2 Source of Credibility/Expertise

According to Renton (2006), this variable had two sides: trustworthiness and expertise, which are the most important aspects of credibility (Hovland *et al.,* 1953). The result of descriptive analysis on variable source of credibility could be seen in the table below:

Table 4.11 Descriptive Analysis Result of Source Credibility/Expertise

No.	Indicator	Means	Category
1	Dependable	4.82	Good
2	Honest	4.88	Good
3	Reliable	4.71	Good
4	Trustworthy	4.87	Good
5	An Expert	5.13	Good
6	Experienced	4.99	Good

No.	Indicator	Means	Category
7	Qualified	4.97	Good
8	Skilled	4.90	Good
	Means	**4.82**	**Good**

Source: primary data processed, 2015

Based on the table above, overall descriptive analysis showed that the mean value of source credibility / expertise was 4.80. This result could be categorized as good result with the interval of >4.0 – 5.5. The highest score in the item of celebrity endorser was "An Expert" which wash categorized as expertise determinant of 5.13 as the mean value. While the lowest result was "Reliable" which was categorized as credibility determinant of 4.71 as the mean value. Therefore, consumer perception about this variable could be categorized as good result.

4.4.3 Celebrity/Brand Congruency

Based on the respondents` data that had been collected, descriptive analysis of variable; celebrity and brand congruency could be seen in the table below:

Table 4.12 Descriptive Analysis Result of Celebrity/Brand Congruency

No.	Indicator	Means	Category
1	How familiar are you with the celebrity who appeared in the ad?	5.15	Good
2	Do you think this brand is a good fit for this celebrity to endorse?	5.23	Good
3	How believable is this celebrity endorsing this brand?	5.15	Good
4	Do you believe this celebrity would wear this product?	5.31	Good
	Means	**5.21**	**Good**

Source: primary data processed, 2015

The result on celebrity / brand congruency indicator could be seen in the table above. Consumer perception about this variable had good result of the average of 5.21. The best result was in the indicator of "Do you believe this celebrity would wear this product?" that had the mean value of 5.31 and the lowest result was in the indicator of "How believable is this celebrity endorsing this brand?" that had the mean value of 5.15.

4.4.4 Consumer Attitude Toward Advertising

The result of descriptive analysis on the variable of attitude toward advertising could be seen in the table below:

Table 4.13 Descriptive Analysis Result of Attitude Toward Advertising

No.	Indicator	Means	Category
1	Good (What is your felling about this celebrity on ads?)	4.92	Good
2	Interesting (Is that celebrity endorsement on Advertisements interesting?)	4.80	Good
3	Like (Do you like an Advertisements using celebrity endorsement?)	4.80	Good
4	Creative (Is that using celebrity endorsement on Advertisements look creative?	4.85	Good
5	Informative (Is that using celebrity endorsement on Advertisements informative?)	4.77	Good
	Means	**4.83**	**Good**

Source: primary data processed, 2015

Based on the descriptive analysis on the table above, the result showed that consumer attitude toward advertising on e-commerce advertisements which was using celebrity endorser had good result. The

average mean of each indicator which was located between the interval of 4.0 – 5.5 had the mean value of 4.83. The highest mean value was 4.92 as the indicator of "Good (consumer perception toward ads)", and the lowest mean value was 4.77 as the indicator of "Informative".

4.4.5 Consumer Attitude Toward Brand

The result of descriptive analysis on variable attitude toward advertising could be seen in table below:

Table 4.14 Descriptive Analysis Result of Attitude Toward Brand

No.	Indicator	Means	Category
1	Good (Consumer perception toward brand advertised using celebrity endorsement)	5.11	Good
2	Pleasant (Brand advertised using celebrity endorsement is interesting)	5.16	Good
3	Like (Feeling about the brand advertised using celebrity endorsement)	5.21	Good
4	Good Quality (Quality of brand endorsed by celebrity)	5.21	Good
5	Satisfactory (Product/brand endorsed by celebrity will meet consumer expectation)	5.19	Good
	Means	**5.18**	**Good**

Source: primary data processed, 2015

Based on the above table, descriptive analysis of variable; attitude toward brand that has been collected from respondents showed the average of consumer attitude toward brand had the mean value of 5.18. It means that consumer had good attitude toward e-commerce brand which was endorsed by celebrity. The highest mean value was 5.21 with the indicator of "Like" and "Good Quality. The lowest mean value was 5.11 with the indicator of "Good (Consumer perception toward brand advertised using celebrity endorsement)".

4.5 Structural Equation Model Analysis

The tool of the quantitative analysis was Structural Equation Model (SEM). The path analysis model was SEM (Structural Equation Model) analysis which was the collection of statistical techniques that allowed the testing or series of complex relationships simultaneously. This tool of analysis was used to examine how far the dependent variable was influenced by the independent variable.

4.5.1 Validity and Reliability Testing Result

Validity test showed how an indicator can measure the variable (Zikmund, *et al.,* 2010). The researcher tested the validity of the construct indicator (item), which was included in the research, before testing the construct reliability.

Researcher conducted validity test for each observed variable or indicator by approaching convergent validity. Convergent validity was

showed by the measurement model and it determined how the estimated variable measured as valid variable. An indicator showed as significant convergent validity if the variable was higher than twice the standard error (Anderson and Gebing, 1988) or had higher critical ratio than twice the standard error (Ferdinand, 2002). AMOS program version 2.1 also provided testing validity with standard loading of (λ) > 0.5 and it determined as reliable if >0.7 of Construct Reliability.

In this research, Construct Reliability was examined by calculating the index of reliability instrument from SEM model. Fornell and Laker's (1981) used the following formula to find Construct Reliability:

$$\text{Construct Reliability} = \frac{(\Sigma\lambda_i)^2}{(\Sigma\lambda_i)^2 + \Sigma\varepsilon_i}$$

whereas, λ_i = Standard loading factor for each indicators (observed variable)

ε_i = Standard error for each indicator (1 – indicator reliability).

Table 4.15 Validity and Reliability Testing Result

Variable	Indicator	(λ)	(ε)	Σλ	Σε	C.R	Summary
Physical Attractiveness				3.696	1.652	0.892	Reliable
	PA1	0.689	0.438				Valid
	PA2	0.921	0.117				Valid
	PA3	0.865	0.186				Valid
	PA4	0.650	0.469				Valid
	PA5	0.571	0.442				Valid
Trustworthiness				3.307	4.089	0.728	Reliable
	TR1	0.914	0.128				Valid
	TR2	0.916	0.145				Valid
	TR3	0.788	0.382				Valid
	TR4	0.048	3.018				Valid
	TR5	0.641	0.416				Valid
Expertise				2.971	3.632	0.708	Reliable
	EX1	0.834	0.266				Valid
	EX2	0.912	0.151				Valid
	EX3	0.133	1.803				Valid
	EX4	0.577	0.560				Valid
	EX5	0.515	0.852				Valid
Celebrity / Brand Congruency				3.325	1.199	0.902	Reliable
	CBC1	0.877	0.089				Valid
	CBC2	0.300	0.518				Valid
	CBC3	0.794	0.111				Valid
	CBC4	0.625	0.295				Valid
	CBC5	0.729	0.186				Valid

Variable	Indicator	(λ)	(ε)	Σλ	Σε	C.R	Summary
Attitude Toward Advertising				4.176	1.340	0.929	Reliable
	ATA1	0.831	0.227				Valid
	ATA2	0.880	0.242				Valid
	ATA3	0.859	0.247				Valid
	ATA4	0.805	0.258				Valid
	ATA5	0.801	0.366				Valid
Attitude Toward Brand				4.013	1.146	0.934	Reliable
	ATB1	0.839	0.219				Valid
	ATB2	0.856	0.154				Valid
	ATB3	0.829	0.188				Valid
	ATB4	0.820	0.196				Valid
	ATB5	0.669	0.389				Valid
Advertising Attributes				6.908	4.294	0.917	Reliable
	AA1	0.785	0.386				Valid
	AA2	0.868	0.233				Valid
	AA3	0.871	0.173				Valid
	AA4	0.857	0.285				Valid
	AA5	-0.263	1.204				Valid
	AA6	0.909	0.155				Valid
	AA7	0.879	0.147				Valid
	AA8	0.197	1.405				Valid
	AA9	0.902	0.177				Valid
	AA10	0.903	0.129				Valid

Source: Primary Data (Computed 2015)

Based on Table 4.15 above, all variables had loading factor of (λ) > 0.50, It means that the instruments of Physical Attractiveness, Source of Credibility/Expertise, Celebrity/Brand Congruency, Attitude Toward Advertising, Attitude Toward Brand, and Advertising Attribute were valid. While reliability test taken by coefficient Construct Reliability > 0.7; thus all instruments of each item of variable Physical Attractiveness, Source of Credibility/Expertise, Celebrity/Brand Congruency, Attitude Toward Advertising, Attitude Toward Brand, and Advertising Attribute were reliable.

4.5.2 Goodness of Fit Index

To find out the criteria of Goodness of Fit, some factors were used: Absolute Fit Measured, Incremental Fit Measured and Parsimonious Fit Measured. The Goodness of fit index used Amos software version 2.1. with the following result:

Table 4.16 Goodness of Fit Index

Goodness of Fit	Cut off Value	Result	Summary
Chi square	Small Expected	315.480	Good
Probability	>0.05	0.104	Good
CMIN/DF	<2.0	1.107	Good
RMSEA	≤0.08	0.050	Good
GFI	≥0.9	0.881	Poor
AGFI	≥0.9	0.842	Poor
TLI	>0.9	0.968	Good
CFI	>0.9	0.974	Good

Source: primary data processed, 2015

From table 4.16, the result of analysis showed that all construct created research model (full model), and this process of SEM full model analysis had met the criteria of goodness of fit that had been assigned. The goodness of fit measurement in this research had good summary such as TLI (0.968>0.9); CFI (0.974>0.9); CMIN/DF (1.107<2); RMSEA (0,050<0.08), Probability (0.104>0.05). While the parameter of GFI (0,881>0,9) and AGFI (0.842<0.9) were summarized as poor. Therefore, goodness of fit measurement was mostly summarized as good in this research. It means that this research model had already met goodness of fit criteria.

4.5.3 Hypotheses Testing Result

The analysis tool of this research was *Structural Equation Model* (SEM). This tool was used to determine significant relationship between independent variable and dependent variable. To determine whether the hypotheses were supported by the data or not, the probability value of Critical Ratio (CR) was compared with α = 5%. If the standardized coefficient parameter was positive and the probability values of Critical Ratio (CR) was less than α = 5%, it could be concluded that the hypotheses were supported by the data (significantly proven). The test results on research model could can be described as follow:

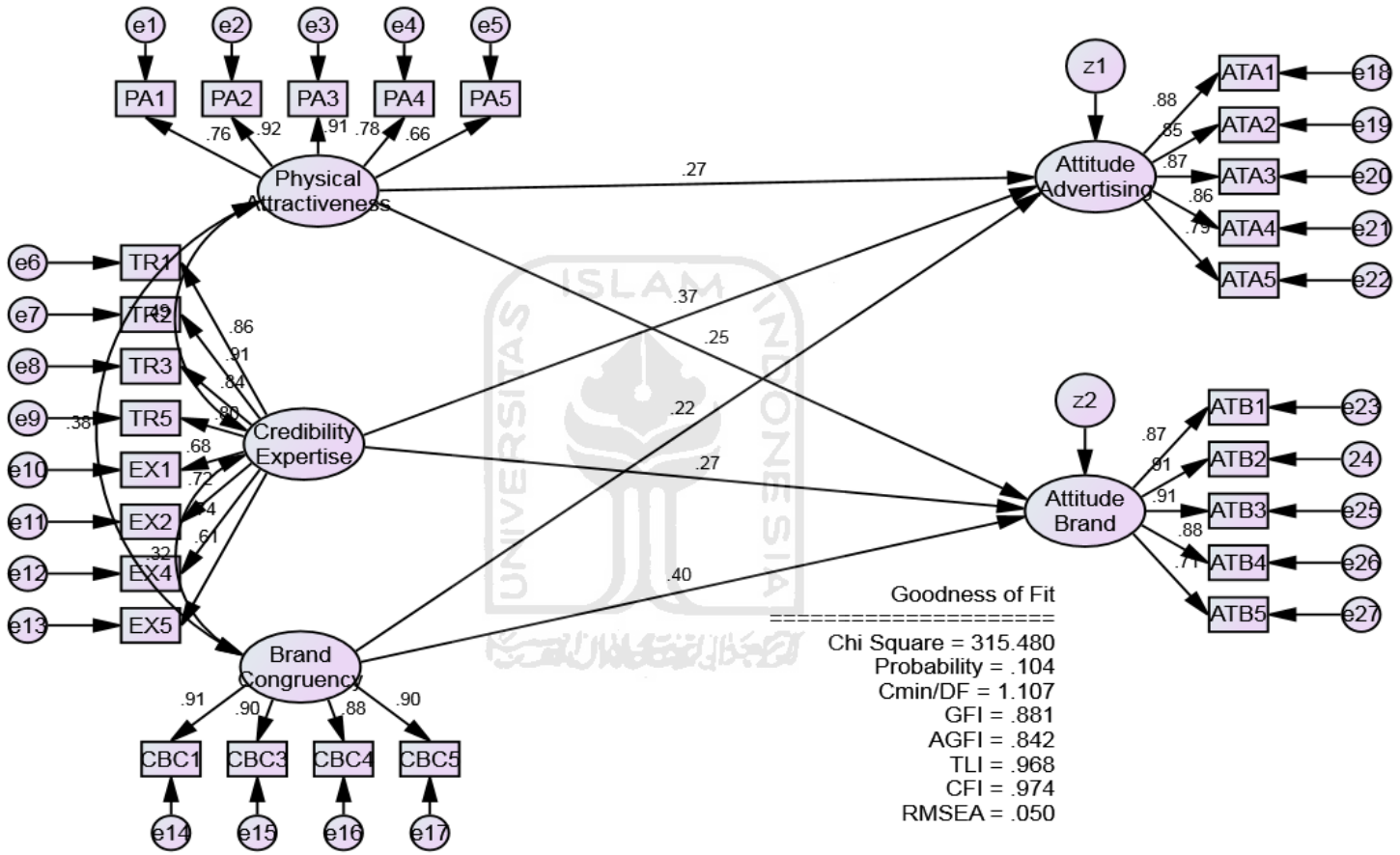

Figure 2. Hypotheses Testing Result on Research Model

Table 4.17 Hypotheses Testing Result

Hypotheses			Coefficient Standardized	CR	Sig	Summary
Att. Ads	<---	Physical Attract.	0.366	6.260	0.000	H1a Supported
Att. Ads	<---	Credibility/Exp.	0.269	4.547	0.000	H1b Supported
Att. Ads	<---	Brand Congruent.	0.221	4.348	0.000	H1c Supported
Att. Brand	<---	Physical Attract.	0.252	3.877	0.000	H2a Supported
Att. Brand	<---	Credibility/Exp.	0.265	4.054	0.000	H2b Supported
Att. Brand	<---	Brand Congruent.	0.400	4.547	0.000	H2c Supported

Source: primary data processed, 2015

From the above table, an equation could be made as follow:

ATA = 0.366 PA + 0.269 SCE + 0.221 CBC

ATB = 0.252PA + 0.265SCE + 0.400

Based on the statistical analysis by using equation model, celebrity physical attractiveness had significant influence on consumer attitude toward advertising. Whereas the value of coefficient standardized was 0.366 and probability as greater as 0.000<0.05. This means that this significance stands on 5% significant or in other words, H1a is supported. The estimated value of celebrity physical attractiveness on consumer attitude toward advertising had a results that in line coefficient (standardized regression weight estimate) = 0.366. This means that physical attractiveness had positive and significant effect on consumer attitude toward advertising.

The result of statistical analysis by using equation model showed that celebrity expertise / credibility on consumer attitude toward advertising had the value of 0.269. It means that every enhancement of expertise / credibility, consumer attitude toward advertising increased to 0.269 with other constant variable assumption. The testing result found that the value of probability was 0.000<0.05. It means that credibility/expertise had significant influence on consumer attitude toward advertising, or in other word, H1b was supported.

While the result of variable celebrity/brand congruency on consumer attitude toward advertising was 0.221. It means that every one enhancement of celebrity/brand congruency affected consumer attitude toward advertising and increasd to 0.221 with other constant variable assumption. The testing result found that the value of probability was

0.000<0.05. It means that celebrity/brand congruency had significant influence on consumer attitude toward advertising, or in other word, H1c was supported in this research.

The testing result of second hypotheses that showed celebrity physical attractiveness on consumer attitude toward brand had the coefficient value of 0.172. It means that physical attractiveness positively influenced consumer attitude toward brand constant variable assumption while testing result found that the value of probability was 0.000<0.05. The estimated value of physical attractiveness on consumer attitude toward brand had results which was in line with coefficient = 0.172. This value described that H2a was supported in this research.

Based on the statistical analysis by using equation model that celebrity expertise/credibility on consumer attitude toward brand was 0.265. It means that every one enhancement of celebrity expertise/credibility increased consumer attitude toward brand 0.265 with other constant variable assumption. The testing result found the probability value of 0.000<0.05. It means that source credibility/expertise positively influence consumer attitude toward brand in celebrity endorsement of e-commerce advertisement. In other word, H2b was supported in this research.

While the variable of celebrity/brand congruency on consumer attitude toward brand had the result of 0.400. It means that every one

enhancement of celebrity/brand congruency would affect consumer attitude toward brand increase of 0.400 with the other constant variable assumption. The testing result found that the value of probability was 0.000<0.05. It means that celebrity/brand congruency had the significant influence on consumer attitude toward brand. In other word, H2c was supported in this research.

4.6 Discussion Result

Celebrities were considered as being the persuasive element in marketing in this study. Celebrity attractiveness had positive relation which was found between the attractiveness of celebrity and their effect on consumer attitude in Yogyakarta. The basic reason is consumers' attitude are influenced by person who attractive, classy, beautiful, elegant, and sexy. The findings of this research showed that physical attractiveness was a way to capture people attention and to influence consumer attitude toward advertising and brand. Consumer would recall the advertising and brand when the advertisement was endorsed by attractive person. However, in this research, the result of analysis showed that celebrity's physical attractiveness had significant influence on attitude toward advertising and brand. This result confirmed the previous research which was done by Renton (2006) in different place and product category. Renton (2007) also stated that one of the way in which celebrities attract the attention of consumers was by the meaning that the celebrity brought the brand that he or she was endorsing with which McCracken (1989) described as the Transfer Meaning Model. Research had showed that attractive people were more successful in changing beliefs than

their unattractive counterparts (Kamins, 1990; Till & Busler, 1998; Kahle & Homer, 1985; Ohanian, 1991; Chaiken, 1979; Baker & Churchill, 1977; Petroshius & Crocker, 1989; Horai, Naccari, & Fatoullah, 1974, cited in Renton, 2006). Although the researcher has conducted this research that focused on e-commerce advertisement, the result had showed that physical attractiveness of celebrity could influence consumers' attitude toward advertising and brand.

In the other side, one of celebrity important elements was celebrity source of credibility. This variable has two side: trustworthiness and expertise (Renton, 2006). Trustworthiness refers to the honesty, integrity and believability of an endorser (Erdogan *et al.*, 2001:40). Trust in communication is considered to be how confidence and acceptance the listener has in accepting the message (Ohanian, 1990). Moreover, if consumers believe what the endorser is telling and they trust him or her, trustworthiness on ad will be higher and attitude of the consumers will increase as well (Hoekman, 2009). The research found celebrity who endorsed the ads has value of honesty, dependable, reliable, and trustworthy cloud influence consumer attitude toward the advertising and brand. In addition, consumer tend to belief the celebrity who endorse with honesty and believably. While expertise was the level of knowledge, experience or skills the endorser possesses (Hovland, Janis, and Kelley, 1953). In order to persuade recipients of information, endorser's expertise has encouraged effect on receivers. The research found expert celebrity, experienced, knowledgeable, and skilled could influence consumer attitude toward advertising and brand. Celebrity expertise is one of the reasons in order to find out its influence on recipients of information (Amos,

Holmes and Strutton, 2008). The information receivers have strong belief upon the person who has a related knowledge and expertise in advocating area (Belch and Belch 1994). In sum, the finding showed that the source of credibility had significant relationship with consumer attitude toward advertising and brand on e-commerce advertisement. As well as the result of this research, the research of previous research by Renton (2007), Zafar and Rafique (2010) also showed the same result. This result indicated celebrities who had high source of credibility would influence consumer attitude toward advertising and brand on e-commerce advertisement. Consumers tend to believe celebrities on advertisement about what they were endorsing. Therefore, celebrities who had source of credibility, expertise, and trustworthiness can effectively deliver the messages to the consumers.

One of the celebrity factors was celebrity and brand congruency which was stated by Kamins (1990) as the "Match-Up" hypothesis. The "Match-Up" hypothesis generally suggested that the message conveyed by the image of the celebrity and the image of the product should converge in effective advertisements and implied a need for congruency between product image and celebrity image on an attractiveness basis. According to Kahle and Homer (1985), when a celebrity's physical attractiveness was congruent with the product they were endorsing, the "match-up" hypothesis would predict a positive impact on the product and the advertisement evaluations. If there was incongruency, evaluations would decline. This research found that celebrity/brand congruency positively influence consumer attitude toward advertising and brand on e-commerce

advertising. Although by using celebrity endorsement on e-commerce was something different, celebrity/brand congruency also played important roles on influencing consumer attitudes. Using celebrity on endorsement should be followed by the congruency between brand and the celebrity that would be used for the brand. Kamins and Gupta (1994) found that the higher the degree of congruency between the types of endorsers and the product advertised, the greater the believability of the endorser. The linkage between congruency and endorser/advertiser believability was only presented for the celebrity endorser (Kamins & Gupta, 1994).

Overall, based on this research the study implied that physical attractiveness, source of credibility/expertise, and celebrity/brand congruency had the potential to be an important factor in e-commerce advertising. In sum, the use of celebrities to endorse a brand can be an effective and valuable strategy and will hamper companies to create a unique position and receive attention from consumers. Using celebrities can help companies to create exclusive advertisements and engender a positive effect on the attitude of consumers towards the brand (Ranjbarian et al., 2001).

CHAPTER V
CONCLUSIONS AND SUGESTIONS

This chapter concluded the finding in previous chapter. Based on the research finding of the survey and the analysis, several conclusions could be derived regarding on celebrity endorsement in Yogyakarta on young people consumer's attitude toward advertising and brand that focused on e-commerce advertisement.

5.1 Conclusion

The conclusion is a brief and precise statement drawn from the findings of the research and discussion of the findings. The conclusion of this chapter was the result of the research done by the researcher to find the celebrity endorsement's factor that influence consumer attitude toward advertising and brand, especially on e-commerce advertising could be categorized as new e-commerce marketing in Indonesia. There were several conclusions taken from this research, which were derived from the data analysis results as follow:

1. Celebrity endorsement influenced the consumer attitude toward advertising. In this research the celebrity's physical attractiveness, source credibility/expertise, and celebrity/brand congruency had significant positive influence on consumer attitude toward advertising on e-commerce product.
2. In this research, there was a positive and significant relationship of celebrity's physical attractiveness, source credibility/expertise, and

celebrity/brand congruency on consumer attitude toward brand. It means by using celebrities on e-commerce advertisement, had good physical attractiveness, source of credibility/expertise, and match brand congruency would increase consumer attitude toward brand on e-commerce product.

5.2 Limitation

As in the case with any research efforts, the limitations may occur during the data collection. Despite the fact that the results were based on a relatively large, randomly selected, real customer samples, a potential bias may come from the single source of data collection procedure. Certain limitations of this research ware taken from previous research, and also taken from the researcher. The limitations of the study were as follow:

1. This research was conducted with limited geographical area in Sleman Yogyakarta, with regard to the time limitation and resource. To achieve general objectives, research should be done in other part of Indonesia.
2. Resource limitation constrains had led to limited using all female celebrity's endorsement in e-commerce product advertisement. Using celebrity endorsement in e-commerce newly in Indonesia, produce different result by using other gender.

3. As the sample taken was mainly university students as undergraduate or postgraduate students was categorized as “Generation Y” especially for ages below 25 years old. They may often receive e-commerce advertising in their daily activities.

5.3 Recommendation

Based on the result of research, the study found many factors of celebrity endorsements on consumer attitude toward advertising and brand especially on e-commerce advertisement. Moreover, the recommendations of this research were as follow:

1. Advertisers should think over which celebrities were highly support company for e-commerce endorsement. The result of this research suggested many elements of celebrity endorsement that could influence consumer attitude such as physical attractiveness, source of credibility, and celebrity/brand congruency. The use of celebrities to endorse a brand can be an effective and valuable strategy and will hamper companies to create a unique position and receive attention from consumers. Physical attractiveness, source of credibility, and celebrity/brand congruency of celebrity are the factors should be considered, if advertisers would hire celebrity to apply in e-commerce advertisement. Therefore, advertisers should be smart on choosing the right celebrities who may highly support the company by these elements.

2. in this research Generation Y, consumers' 19-36, were the only participants. For the marketing aspect, this study shows majority of the Generation Y's attitude influenced by celebrity endorsement on e-commerce product, but if this study were conducted with other generations there could be a different result.
3. Celebrity endorsement of certain e-commerce companies in Indonesia still used female. For marketer, this was still unknown result and will give different result especially for consumer attitude. In addition, advertiser should consider the elements of celebrity to chose male celebrity in e-commerce advertisement in other product and market segmentation.
4. For further research, researcher should conduct the survey on another area than Yogyakarta so it can represent the overall consumer culture and behavior in various regions.

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APPENDIX A
QUESIONARE

Kepada Yth.
Sdr/i
Di Tempat

Assalamua'laikum Wr. Wb.
Dengan Hormat,
Saya adalah mahasiswa Jurusan Manajemen Internasional Program Fakultas Ekonomi UII yang sedang melakukan penelitian dengan judul "The Impact of Celebrity Endorsement on Consumer Attitude In Yogyakarta (Pengaruh Selebriti Endorser Terhadap Sikap Konsumen di Yogyakarta)". Dimana dalam penelitian ini saya menyusun kuisioner untuk menunjang penelitian tersebut.
Dalam kuisioner ini terdapat pernyataan-pernyataan yang dimaksudkan untuk memperoleh penilaian Sdr/i, mengenai factor selebriti dalam iklan yang mempengaruhi sikap Sdr/I terhadap iklan tersebut dan merek yang diiklankan.
Maka oleh karena itu saya memohon kesediaan Sdr/i untuk meluangkan waktu guna membantu saya menjadi responden penelitian, yaitu dalam mengisi atau memilih jawaban yang telah saya sediakan pada daftar pernyataan yang saya susun. Karenanya, kebenaran dan kelengkapan jawaban Sdr/i akan sangat membantu saya dalam mencapai maksud tersebut.
Atas partisipasi dan bantuan Sdr/i, saya ucapkan terima kasih.
Wassalamua'laikum Wr. Wb.

Hormat Saya,

Lukman Al Hakim

Bagian 1

Demographic

Pertanyaan dibawah ini akan menggambarkan jati diri anda. Untuk itu, anda diminta untuk menjawab pertanyaan dibawah dengan memberi tanda (X) **silang** pada jawaban yang menurut anda sesuai.

1. Apa jenis kelamin Anda?
    a. Laki-laki
    b. Perempuan
2. Berapakah Umur Anda sekarang?
    a. 21-25 tahun
    b. 26-30 tahun
    c. >30 tahun
3. Berapakah pendapatan/penghasilan/uang saku *(income)* Anda tiap bulannya?
    a. < Rp. 1000.000
    b. Rp. 1100.000 - Rp. 2000.000
    c. Rp. 2100.000 – Rp. 3000.000
    d. > Rp. 3100.000
4. Apa latar belakang pendidikan Anda?
    a. Sekolah Dasar (SD)
    b. Sekolah Menengah Pertama (SMP)
    c. Sekolah Menengah Atas (SMA) atau sederajat
    d. Perguruan Tinggi/Universitas
5. Apa status perkawinan Anda?
    a. Belum Menikah
    b. Sudah Menikah
    c. Janda/Duda

Bagian 2

Physical Attractiveness, Trustworthiness, and Expertise

Anda diminta memberikan penilaian terhadap pernyataan-pernyataan yang tertera dibawah ini berdasarkan pendapat Anda terhadap iklan yang kami lampirkan, dengan memberikan tanda (X) silang pada nomor yang menurut anda sesuai.

Physical Attractiveness

Pernyataan-pernyataan dibawah ini berkenaan dengan **Daya Tarik** *(Physical Attractiveness) Celebrity Endorser* dalam iklan.

1. Apakah *Celebrity Endorser* yang digunakan dalam iklan tersebut menarik?

   Tidak Menarik 1 2 3 4 5 6 7 Menarik
2. Apakah *Celebrity Endorser* yang digunakan dalam iklan tersebut menyenangkan?

   Tidak Menyenangkan 1 2 3 4 5 6 7 Menyenangkan
3. Apakah *Celebrity Endorser* yang digunakan dalam iklan tersebut terlihat cantik?

   Buruk/tidak cantik 1 2 3 4 5 6 7 Cantik
4. Apakah *Celebrity Endorser* yang digunakan dalam iklan tersebut terlihat elegan?

   Tidak Elegan 1 2 3 4 5 6 7 Elegan
5. Apakah *Celebrity Endorser* yang digunakan dalam iklan tersebut terlihat seksi?

   Tidak Seksi 1 2 3 4 5 6 7 Seksi

Trustworthiness

Pernyataan-pernyataan dibawah ini berkenaan dengan **Kredibilitas/Kepercayaan** *(Trustworthiness) Celebrity Endorser* dalam iklan.

1. Apakah *Celebrity Endorser* yang digunakan dalam iklan tersebut dapat diandalkan?

   Tidak dapat diandalkan 1 2 3 4 5 6 7 Dapat diandalkan
2. Apakah *Celebrity Endorser* yang digunakan dalam iklan tersebut jujur dalam menyampaikan pesan?

   Tidak Jujur 1 2 3 4 5 6 7 Jujur
3. Apakah *Celebrity Endorser* yang digunakan dalam iklan tersebut konsisten dalam menyampaikan pesan?

   Tidak Konsisten 1 2 3 4 5 6 7 Konsisten
4. Apakah *Celebrity Endorser* yang digunakan dalam iklan tersebut tulus dalam menyampaikan pesan?

   Dibuat-buat 1 2 3 4 5 6 7 Tulus
5. Apakah *Celebrity Endorser* yang digunakan dalam iklan tersebut dapat dipercaya dalam menyampaikan pesan?

   Tidak dapat dipercaya 1 2 3 4 5 6 7 Dapat dipercaya

Expertise

Pernyataan-pernyataan dibawah ini berkenaan dengan **Keahlian (***Expertise)* *Celebrity Endorser* dalam iklan.

1. Apakah *Celebrity Endorser* yang digunakan dalam iklan tersebut ahli dalam menyampaikan pesan?

   Tidak Ahli 1 2 3 4 5 6 7 Ahli
2. Apakah *Celebrity Endorser* yang digunakan dalam iklan tersebut berpengalaman dalam menyampaikan pesan?

   Tidak berpengalaman 1 2 3 4 5 6 7 Berpengalaman

3. Bagaimana pendapat Anda tentang pengetahuan/wawasan *Celebrity Endorser* terkait produk/merek yang diiklankan?

   Tidak berpengatahuan 1 2 3 4 5 6 7 Berpengatahuan

4. Bagaimana menurut Anda tentang bukti kualitas *Celebrity Endorser* dalam beriklan?

   Tidak Berkualitas 1 2 3 4 5 6 7 Berkualitas

5. Apakah *Celebrity Endorser* yang digunakan dalam iklan tersebut terlihat terampil/mempunyai skil dalam menyampaikan pesan?

   Tidak Terampil 1 2 3 4 5 6 7 Terampil/punya skil

Bagian 3

Celebrity and Brand Congruency

Anda diminta memberikan penilaian terhadap pernyataan-pernyataan yang tertera dibawah ini berdasarkan pendapat Anda terhadap iklan yang kami lampirkan, dengan memberikan tanda (X) silang pada nomor yang menurut anda sesuai. Pernyataan-pernyataan dibawah ini berkenaan dengan **Keserasian/Keharmonian Selebrity dan Merek** *(Celebrity/Brand Congruency) Celebrity Endorser* dalam iklan.

1. Apakah Anda *familiar* dengan *Celebrity Endorser* yang digunakan dalam iklan tersebut?

   Tidak Familiar 1 2 3 4 5 6 7 Familiar

2. Bagaimana pendapat Anda tentang keserasian *Celebrity Endorser* dengan merek/produk yang diiklankan?

   Tidak Serasi 1 2 3 4 5 6 7 Serasi

3. Apakah merek ini sangat cocok diiklankan *Celebrity Endorser* Tersebut ?

   Tidak Cocok 1 2 3 4 5 6 7 Cocok

4. Seberapakah kepercayaan anda terhadap *Celebrity* yang mendukung (endorsing) merek tersebut?

   Tidak Dapat Dipercaya1 2 3 4 5 6 7 Dapat Dipercaya

5. Apakah Anda percaya *Celebrity Endorser* menggunakan produk dari merek yang diiklankan?

   Tidak Dapat Dipercaya1 2 3 4 5 6 7 Dapat Dipercaya

Bagian 4

Attitude toward the Advertisement

Anda diminta memberikan penilaian terhadap pernyataan-pernyataan yang tertera dibawah ini berdasarkan pendapat Anda terhadap iklan yang kami lampirkan, dengan memberikan tanda (X) silang pada nomor yang menurut anda sesuai. Pernyataan-pernyataan dibawah ini berkenaan dengan **Sikap Terhadap Iklan** *(Attitude toward the Advertisement) Celebrity Endorser*.

1. Bagaimana menurut pendapat Anda tentang iklan mengunakan *Celebrity Endorser* tersebut?

   Tidak Bagus 1 2 3 4 5 6 7 Bagus

2. Apakah iklan yang mengunakan *Celebrity Endorser* tersebut menarik?

   Tidak Menarik 1 2 3 4 5 6 7 Menarik

3. Apakah Anda menyukai iklan yang didukung selebriti?

   Tidak Suka 1 2 3 4 5 6 7 Suka

4. Apakah iklan yang mengunakan *Celebrity Endorser* tersebut sangat kreatif?

   Tidak Kreatif 1 2 3 4 5 6 7 Kreatif

5. Bagaimana menurut anda tentang informasi yang anda dapat dari iklan yang mengunakan *Celebrity Endorser* tersebut?

   Tidak Informatif 1 2 3 4 5 6 7 Informatif

Bagian 5

Attitude toward the Brand

Anda diminta memberikan penilaian terhadap pernyataan-pernyataan yang tertera dibawah ini berdasarkan pendapat Anda terhadap iklan yang kami lampirkan, dengan memberikan tanda (X) silang pada nomor yang menurut anda sesuai.

Pernyataan-pernyataan dibawah ini berkenaan dengan **Sikap Terhadap Merek** *(Attitude toward the Brand) Celebrity Endorser* dalam iklan.

1. Bagaimana menurut pendapat Anda tentang merek yang diiklankan mengunakan *Celebrity Endorser*?

   Tidak Bagus 1 2 3 4 5 6 7 Bagus

2. Apakah merek yang diiklankan yang mengunakan *Celebrity Endorser* tersebut menarik?

   Tidak Menarik 1 2 3 4 5 6 7 Menarik

3. Apa yang Anda rasakan mengenai merek yang diiklankan dengan *Celebrity Endorser*?

   Tidak Suka 1 2 3 4 5 6 7 Suka

4. Bagaimana menurut Anda tentang merek yang diiklankan *Celebrity Endorser*?

   Kurang Berkualitas 1 2 3 4 5 6 7 Berkualitas

5. Akankah produk dari merek yang diiklankan *Celebrity Endorser* sesuai ekspestasi anda?

   Tidak Sesuai 1 2 3 4 5 6 7 Sesuai

Bagian 6

Advertising Attributes

Anda diminta memberikan penilaian terhadap pernyataan-pernyataan yang tertera dibawah ini berdasarkan pendapat Anda terhadap iklan yang kami lampirkan, dengan memberikan tanda (X) silang pada nomor yang menurut anda sesuai. Skala penilaian dari 1 (Sangat Tidak Setuju) sampai 7 (Sangat Setuju) berdasarkan pertanyaan yang tertera.

Pernyataan-pernyataan dibawah ini berkenaan dengan **Atribut Periklanan** *(Advertsing Attribute).*	Sangat Tidak Setuju			Netral			Sangat Setuju
Iklan ini menyesatkan.	1	2	3	4	5	6	7
Iklan ini menarik.	1	2	3	4	5	6	7
Iklan ini meyakinkan.	1	2	3	4	5	6	7
Iklan ini memberi tahu saya tentang e-commerce / toko online	1	2	3	4	5	6	7
Iklan ini memberi tahu saya tentang apa yang ingin saya beli/cari	1	2	3	4	5	6	7
Iklan ini memberi tahu dimana saya harus berbelanja online	1	2	3	4	5	6	7
Iklan ini mempresentasikan gambar asli produknya	1	2	3	4	5	6	7
Iklan ini memberi tahu saya apa yang saya akan pakai/konsumsi	1	2	3	4	5	6	7
Iklan ini lebih baik dari pada iklan yang tidak mengunakan dukungan selebriti.	1	2	3	4	5	6	7
Iklan ini memberi informasi tentang apa yang tersedia di toko/pasar	1	2	3	4	5	6	7

APPENDIX B
RESPONDENT DATA

Respondent Data

Recapitulation of 230 Respondents

No.	Physical Attractiveness					Trustworthiness				Expertise				Celebrity/Brand Congruency				Attitude Toward Advertising					Attitude Toward Brand					Advertising Attribute							
	PA1	PA2	PA3	PA4	PA5	TR1	TR2	TR3	TR5	EX1	EX2	EX4	EX5	CBC1	CBC3	CBC4	CBC5	ATA1	ATA2	ATA3	ATA4	ATA5	ATB1	ATB2	ATB3	ATB4	ATB5	AA1	AA2	AA3	AA4	AA6	AA7	AA9	AA10
1	6	5	5	5	6	5	4	5	6	6	5	5	5	7	6	6	6	5	4	5	4	4	5	5	5	5	6	2	5	5	4	4	4	4	4
2	4	5	5	5	7	5	4	5	4	4	5	5	5	6	7	7	7	5	5	5	5	5	7	6	7	6	5	2	5	5	6	6	6	6	5
3	4	5	5	4	7	6	6	6	6	6	6	6	6	5	6	5	6	6	6	5	5	5	6	7	5	6	7	3	6	6	6	6	6	6	6
4	5	5	5	4	5	5	5	5	5	6	6	5	5	7	6	7	6	5	5	5	5	5	6	5	7	6	6	2	5	5	5	5	5	5	5
5	5	6	5	4	5	5	6	5	6	6	6	6	5	6	7	6	7	6	5	4	6	5	7	5	6	7	6	3	6	5	5	6	5	6	5
6	4	6	6	7	5	6	7	7	6	5	5	7	7	6	6	5	6	6	6	6	6	6	5	5	6	6	6	4	7	6	6	7	6	7	6
7	4	7	7	7	7	5	5	7	6	4	4	5	5	7	7	7	7	5	5	5	5	5	6	6	6	6	6	4	7	6	7	7	6	7	6
8	4	5	5	4	6	5	6	4	5	5	4	6	7	6	6	6	6	6	7	7	6	7	6	6	6	6	6	4	7	7	7	7	7	7	7
9	4	5	6	4	5	6	6	4	6	5	5	5	5	5	7	7	5	5	5	5	5	5	5	7	5	7	7	4	7	6	7	7	6	7	6
10	7	7	6	6	5	6	6	5	6	6	6	7	6	5	6	6	5	7	6	7	7	6	5	6	5	6	6	4	7	7	7	7	7	7	7
11	4	5	4	4	4	4	4	4	5	5	4	4	4	5	5	5	4	4	4	4	4	4	5	5	5	5	5	1	4	4	4	4	4	4	4
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14	5	5	6	5	5	5	5	5	4	5	5	5	6	5	5	7	7	5	6	6	5	6	7	7	7	7	7	3	6	6	6	6	6	6	6
15	5	5	5	5	5	5	5	4	5	4	5	6	6	5	6	6	5	6	6	6	6	6	6	5	5	6	6	1	5	5	4	4	4	4	4
16	4	4	4	4	6	6	6	6	6	6	6	6	7	6	6	6	6	6	7	6	6	7	7	6	6	7	7	4	6	6	7	6	6	6	6
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18	4	4	4	4	5	6	6	6	5	7	7	6	4	6	6	6	6	6	4	4	6	4	4	4	4	4	4	3	6	6	6	6	6	6	6

19	5	5	4	4	6	5	5	5	4	5	4	5	4	6	6	6	6	5	4	4	5	4	5	5	5	5	5	4	7	6	6	6	5	6	6
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22	4	6	6	5	5	5	4	4	6	5	5	5	4	5	6	5	6	5	4	5	5	4	5	5	5	5	5	4	5	7	7	6	7	6	6
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48	7	7	7	4	7	7	7	7	6	7	7	7	6	6	6	6	6	7	6	6	7	6	5	5	5	5	7	4	7	7	7	7	7	5	5
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50	6	6	5	6	6	5	5	3	5	6	6	6	6	6	6	6	6	6	6	6	6	6	5	5	5	5	6	3	6	6	5	4	5	5	4
51	4	5	5	4	4	5	4	4	4	4	5	4	4	6	6	6	6	4	4	5	4	4	6	6	6	6	6	1	4	4	4	4	4	4	4
52	4	5	4	4	5	4	4	5	4	5	4	5	4	6	6	6	6	5	4	4	5	4	6	6	6	6	5	2	5	5	5	5	5	5	5
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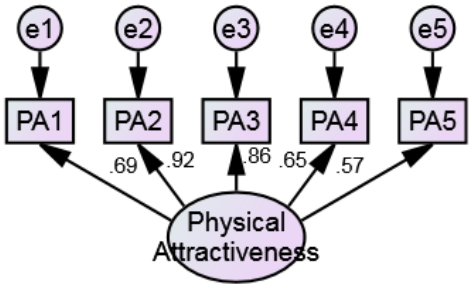
M	4.48	4.81	4.85	4.60	4.78	4.82	4.88	4.71	4.87	5.13	4.99	4.97	4.90	5.15	5.23	5.15	5.31	4.92	4.80	4.80	4.85	4.77	5.11	5.16	5.21	5.21	5.19	2.33	5.16	5.13	5.06	5.01	5.02	4.98	4.98

APPENDIX C

RESULT OF VALIDITY & RELIABILITY



Scalar Estimates (Group number 1 - Default model)
Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
PA1	<---	Physical_Attractiveness	1.000				
PA2	<---	Physical_Attractiveness	1.281	.178	7.188	***	
PA3	<---	Physical_Attractiveness	1.179	.170	6.944	***	
PA4	<---	Physical_Attractiveness	.929	.173	5.363	***	
PA5	<---	Physical_Attractiveness	.734	.155	4.742	***	

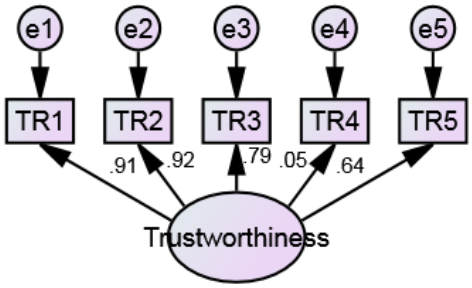
Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
PA1	<---	Physical_Attractiveness	.689
PA2	<---	Physical_Attractiveness	.921
PA3	<---	Physical_Attractiveness	.865
PA4	<---	Physical_Attractiveness	.650
PA5	<---	Physical_Attractiveness	.571

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Physical_Attractiveness	.397	.117	3.379	***	
e1	.438	.077	5.721	***	
e2	.117	.043	2.690	.007	
e3	.186	.045	4.115	***	
e4	.469	.080	5.835	***	
e5	.442	.074	5.992	***	

	λ	ε	Σλ	Σε	Construct Reliability
PA1	0.689	0.438	3.696	1.652	0.892
PA2	0.921	0.117			
PA3	0.865	0.186			
PA4	0.65	0.469			
PA5	0.571	0.442			



Estimates (Group number 1 - Default model)
Scalar Estimates (Group number 1 - Default model)
Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
TR1	<---	Trustworthiness	1.000				
TR2	<---	Trustworthiness	1.074	.090	11.920	***	
TR3	<---	Trustworthiness	.982	.107	9.186	***	
TR4	<---	Trustworthiness	.103	.252	.408	.683	
TR5	<---	Trustworthiness	.669	.101	6.593	***	

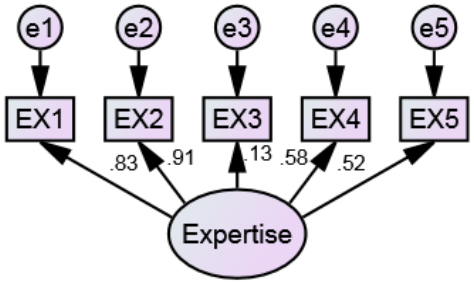
Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
TR1	<---	Trustworthiness	.914
TR2	<---	Trustworthiness	.916
TR3	<---	Trustworthiness	.788
TR4	<---	Trustworthiness	.048
TR5	<---	Trustworthiness	.641

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Trustworthiness	.650	.126	5.140	***	
e1	.128	.039	3.300	***	
e2	.145	.044	3.256	.001	
e3	.382	.070	5.428	***	
e4	3.018	.480	6.284	***	
e5	.416	.070	5.930	***	

	λ	ε	Σλ	Σε	Construct Reliability
TR1	0.914	0.128	3.307	4.089	0.728
TR2	0.916	0.145			
TR3	0.788	0.382			
TR4	0.048	3.018			
TR5	0.641	0.416			



Estimates (Group number 1 - Default model)
Scalar Estimates (Group number 1 - Default model)
Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
EX1	<---	Expertise	1.000				
EX2	<---	Expertise	1.105	.145	7.628	***	
EX3	<---	Expertise	.231	.206	1.119	.263	
EX4	<---	Expertise	.678	.129	5.252	***	
EX5	<---	Expertise	.711	.154	4.605	***	

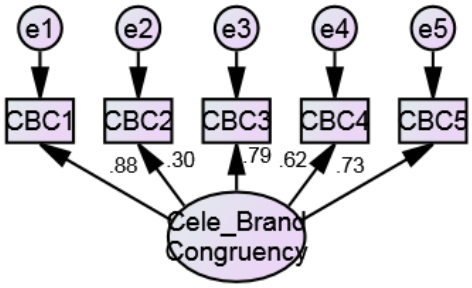
Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
EX1	<---	Expertise	.834
EX2	<---	Expertise	.912
EX3	<---	Expertise	.133
EX4	<---	Expertise	.577
EX5	<---	Expertise	.515

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Expertise	.609	.146	4.162	***	
e1	.266	.075	3.556	***	
e2	.151	.078	1.930	.054	
e3	1.803	.287	6.271	***	
e4	.560	.096	5.858	***	
e5	.852	.142	5.984	***	

	λ	ε	Σλ	Σε	Construct Reliability
EX1	0.834	0.266	2.971	3.632	0.708
EX2	0.912	0.151			
EX3	0.133	1.803			
EX4	0.577	0.560			
EX5	0.515	0.852			



Estimates (Group number 1 - Default model)
Scalar Estimates (Group number 1 - Default model)
Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
CBC1	<---	Cele_Brand_Congruency	1.000				
CBC2	<---	Cele_Brand_Congruency	.415	.163	2.551	.011	
CBC3	<---	Cele_Brand_Congruency	.797	.104	7.657	***	
CBC4	<---	Cele_Brand_Congruency	.798	.138	5.761	***	
CBC5	<---	Cele_Brand_Congruency	.843	.121	6.961	***	

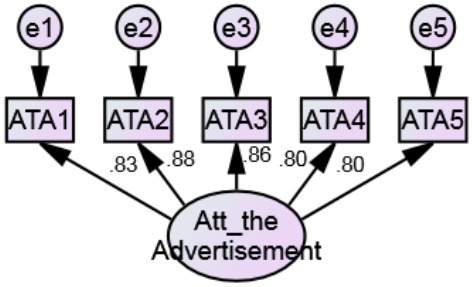
Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
CBC1	<---	Cele_Brand_Congruency	.877
CBC2	<---	Cele_Brand_Congruency	.300
CBC3	<---	Cele_Brand_Congruency	.794
CBC4	<---	Cele_Brand_Congruency	.625
CBC5	<---	Cele_Brand_Congruency	.729

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Cele_Brand_Congruency	.297	.065	4.566	***	
e1	.089	.029	3.041	.002	
e2	.518	.084	6.194	***	
e3	.111	.025	4.508	***	
e4	.295	.052	5.677	***	
e5	.186	.036	5.165	***	

	λ	ε	Σλ	Σε	Construct Reliability
CBC1	0.877	0.089	3.325	1.199	0.902
CBC2	0.300	0.518			
CBC3	0.794	0.111			
CBC4	0.625	0.295			
CBC5	0.729	0.186			



Estimates (Group number 1 - Default model)
Scalar Estimates (Group number 1 - Default model)
Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
ATA1	<---	Att_the_Advertisement	1.000				
ATA2	<---	Att_the_Advertisement	1.277	.133	9.625	***	
ATA3	<---	Att_the_Advertisement	1.170	.126	9.282	***	
ATA4	<---	Att_the_Advertisement	.966	.115	8.417	***	
ATA5	<---	Att_the_Advertisement	1.135	.136	8.357	***	

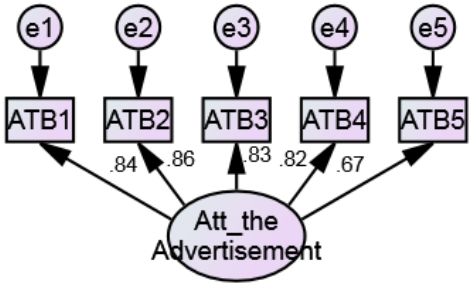
Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
ATA1	<---	Att_the_Advertisement	.831
ATA2	<---	Att_the_Advertisement	.880
ATA3	<---	Att_the_Advertisement	.859
ATA4	<---	Att_the_Advertisement	.805
ATA5	<---	Att_the_Advertisement	.801

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Att_the_Advertisement	.507	.114	4.444	***	
e1	.227	.045	5.089	***	
e2	.242	.054	4.442	***	
e3	.247	.052	4.773	***	
e4	.258	.049	5.307	***	
e5	.366	.069	5.334	***	

	λ	ε	Σλ	Σε	Construct Reliability
ATA1	0.831	0.227	4.176	1.340	0.929
ATA2	0.880	0.242			
ATA3	0.859	0.247			
ATA4	0.805	0.258			
ATA5	0.801	0.366			



Estimates (Group number 1 - Default model)
Scalar Estimates (Group number 1 - Default model)
Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
ATB1	<---	Att_the_Advertisement	1.000				
ATB2	<---	Att_the_Advertisement	.901	.098	9.174	***	
ATB3	<---	Att_the_Advertisement	.889	.102	8.748	***	
ATB4	<---	Att_the_Advertisement	.880	.102	8.616	***	
ATB5	<---	Att_the_Advertisement	.778	.120	6.492	***	

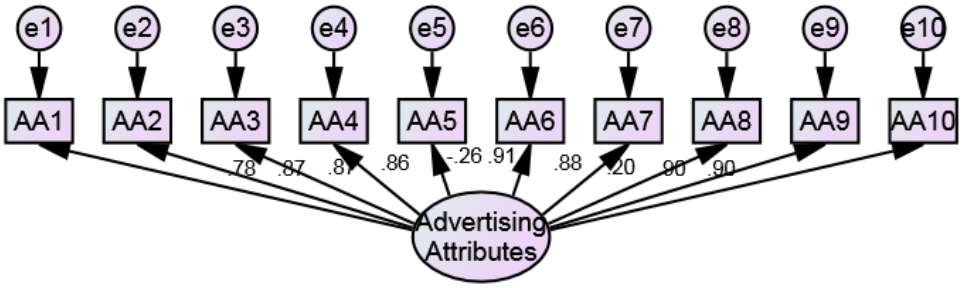
Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
ATB1	<---	Att_the_Advertisement	.839
ATB2	<---	Att_the_Advertisement	.856
ATB3	<---	Att_the_Advertisement	.829
ATB4	<---	Att_the_Advertisement	.820
ATB5	<---	Att_the_Advertisement	.669

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Att_the_Advertisement	.521	.116	4.477	***	
e1	.219	.046	4.762	***	
e2	.154	.034	4.524	***	
e3	.188	.038	4.886	***	
e4	.196	.039	4.975	***	
e5	.389	.067	5.779	***	

	λ	ε	Σλ	Σε	Construct Reliability
ATB1	0.839	0.219	4.013	1.146	0.934
ATB2	0.856	0.154			
ATB3	0.829	0.188			
ATB4	0.820	0.196			
ATB5	0.669	0.389			



Estimates (Group number 1 - Default model)
Scalar Estimates (Group number 1 - Default model)
Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
AA1	<---	Advertising_Attributes	1.000				
AA2	<---	Advertising_Attributes	1.071	.120	8.923	***	
AA3	<---	Advertising_Attributes	.935	.104	8.967	***	
AA4	<---	Advertising_Attributes	1.126	.129	8.764	***	
AA5	<---	Advertising_Attributes	-.380	.163	-2.327	.020	
AA6	<---	Advertising_Attributes	1.092	.115	9.523	***	
AA7	<---	Advertising_Attributes	.896	.099	9.077	***	
AA8	<---	Advertising_Attributes	.303	.175	1.736	.083	
AA9	<---	Advertising_Attributes	1.117	.119	9.419	***	
AA10	<---	Advertising_Attributes	.960	.102	9.438	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
AA1	<---	Advertising_Attributes	.785
AA2	<---	Advertising_Attributes	.868
AA3	<---	Advertising_Attributes	.871
AA4	<---	Advertising_Attributes	.857
AA5	<---	Advertising_Attributes	-.263
AA6	<---	Advertising_Attributes	.909
AA7	<---	Advertising_Attributes	.879
AA8	<---	Advertising_Attributes	.197
AA9	<---	Advertising_Attributes	.902
AA10	<---	Advertising_Attributes	.903

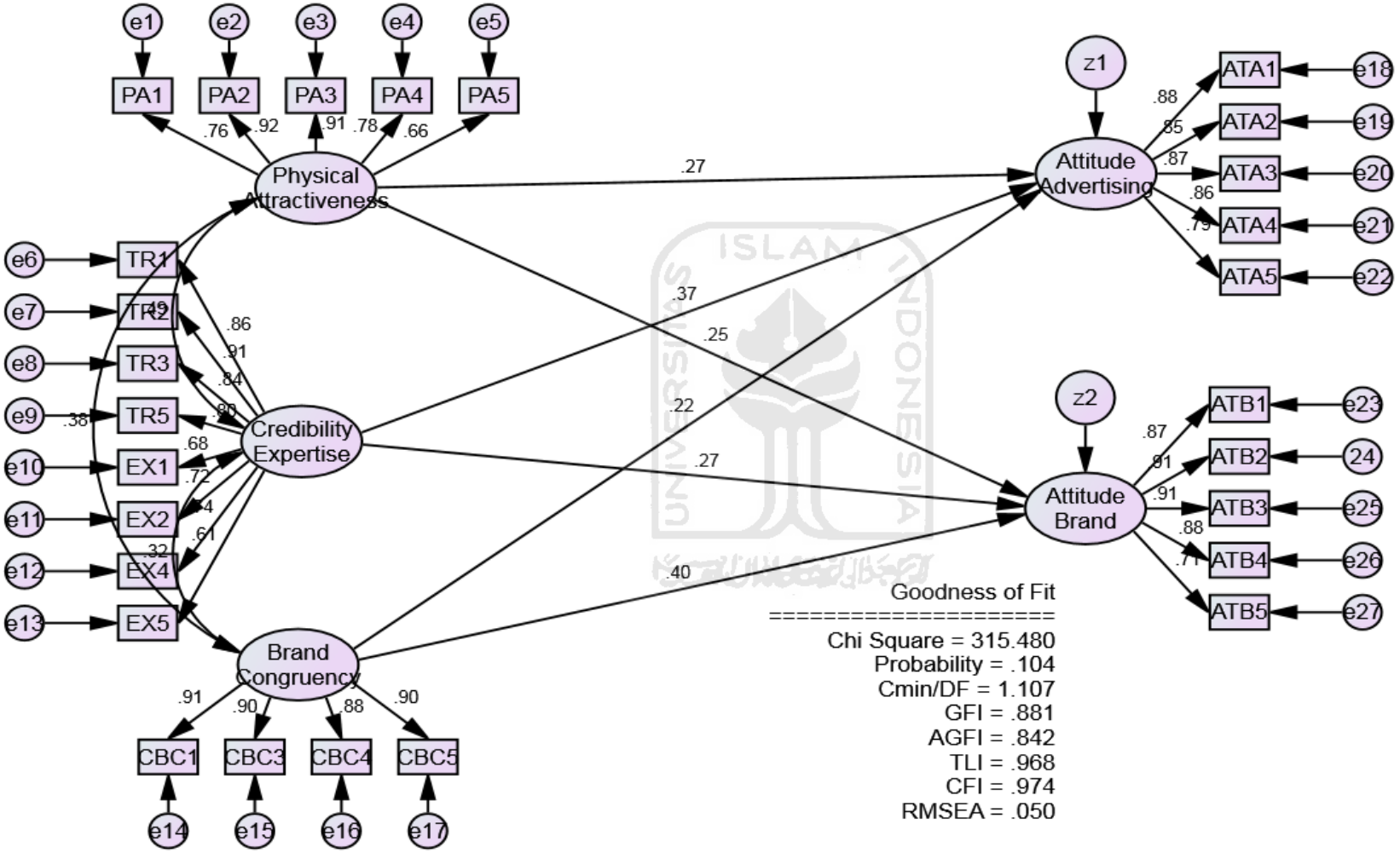
Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Advertising_Attributes	.620	.149	4.147	***	
e1	.386	.065	5.918	***	
e2	.233	.042	5.584	***	
e3	.173	.031	5.563	***	
e4	.285	.050	5.652	***	
e5	1.204	.192	6.268	***	
e6	.155	.030	5.188	***	
e7	.147	.027	5.506	***	
e8	1.405	.224	6.276	***	
e9	.177	.034	5.279	***	
e10	.129	.024	5.264	***	

	λ	ε	Σλ	Σε	Construct Reliability
AA1	0.785	0.386	6.908	4.294	0.917
AA2	0.868	0.233			
AA3	0.871	0.173			
AA4	0.857	0.285			
AA5	-0.263	1.204			
AA6	0.909	0.155			
AA7	0.879	0.147			
AA8	0.197	1.405			
AA9	0.902	0.177			
AA10	0.903	0.129			

APPENDIX D
AMOS SOFTWARE OUTPUT

ISLAM
UNIVERSITAS
INDONESIA


e1
e2
e3
e4
e5
PA1
PA2
PA3
PA4
PA5
.76
.92
.91
.78
.66
Physical Attractiveness
e6
e7
e8
e9
e10
e11
e12
e13
TR1
TR2
TR3
TR5
EX1
EX2
EX4
EX5
.38
.86
.91
.84
.80
.68
.72
.61
.32
Credibility Expertise
Brand Congruency
.91
.90
.88
.90
CBC1
CBC3
CBC4
CBC5
e14
e15
e16
e17
.27
.37
.25
.22
.27
.40
z1
z2
Attitude Advertising
Attitude Brand
.88
.85
.87
.86
.79
.87
.91
.91
.88
.71
ATA1
ATA2
ATA3
ATA4
ATA5
ATB1
ATB2
ATB3
ATB4
ATB5
e18
e19
e20
e21
e22
e23
24
e25
e26
e27
Goodness of Fit
Chi Square = 315.480
Probability = .104
Cmin/DF = 1.107
GFI = .881
AGFI = .842
TLI = .968
CFI = .974
RMSEA = .050

Analysis Summary

Date and Time

Date: Tuesday, November 24, 2015
Time: 11:00:15 AM

Title

full model: Tuesday, November 24, 2015 11:00 AM

Groups

Group number 1 (Group number 1)

Notes for Group (Group number 1)

The model is recursive.
Sample size = 230

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
PA1
PA2
PA3
PA4
PA5
EX5
EX4
EX2
EX1
TR5
TR3
TR2
TR1
CBC5
CBC4
CBC3
CBC1
ATA1
ATA2
ATA3
ATA4
ATA5
ATB1
ATB2
ATB3
ATB4
ATB5
Unobserved, endogenous variables
Attitude_Advertising
Attitude_Brand
Unobserved, exogenous variables
Physical_Attractiveness
e1
e2
e3
e4
e5
Credibility_Expertise
e13
e12

e11
e10
e9
e8
e7
e6
Brand_Congruency
e17
e16
e15
e14
e18
e19
e20
e21
e22
e23
24
e25
e26
e27
z1
z2

Variable counts (Group number 1)

Number of variables in your model:	61
Number of observed variables:	27
Number of unobserved variables:	34
Number of exogenous variables:	32
Number of endogenous variables:	29

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	34	0	0	0	0	34
Labeled	0	0	0	0	0	0
Unlabeled	28	33	32	0	0	93
Total	62	33	32	0	0	127

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
ATB5	2.000	7.000	-.307	-1.901	.280	.866
ATB4	2.000	7.000	-.434	-2.687	.311	.963
ATB3	2.000	7.000	-.403	-2.498	.199	.617
ATB2	2.000	7.000	-.527	-3.262	.363	1.123
ATB1	2.000	7.000	-.278	-1.720	.029	.090
ATA5	2.000	7.000	-.052	-.325	-.775	-2.400
ATA4	2.000	7.000	-.052	-.324	-.178	-.552
ATA3	3.000	7.000	.104	.647	-.700	-2.167
ATA2	2.000	7.000	.071	.440	-.791	-2.448
ATA1	3.000	7.000	.107	.663	-.347	-1.073
CBC1	2.000	7.000	-.754	-4.670	.163	.505

Variable	min	max	skew	c.r.	kurtosis	c.r.
CBC3	2.000	7.000	-.649	-4.021	.002	.008
CBC4	2.000	7.000	-.562	-3.477	.017	.053
CBC5	2.000	7.000	-.741	-4.588	.439	1.357
TR1	2.000	7.000	-.088	-.544	-.159	-.493
TR2	2.000	7.000	-.077	-.475	-.253	-.784
TR3	2.000	7.000	.095	.590	-.506	-1.565
TR5	2.000	7.000	-.436	-2.699	.060	.185
EX1	2.000	7.000	-.283	-1.755	-.017	-.051
EX2	3.000	7.000	-.083	-.515	-.594	-1.839
EX4	2.000	7.000	-.177	-1.097	-.073	-.225
EX5	2.000	7.000	-.108	-.669	-.743	-2.300
PA5	2.000	7.000	-.051	-.315	-.219	-.679
PA4	3.000	7.000	.105	.651	-.739	-2.287
PA3	2.000	7.000	-.055	-.343	-.221	-.684
PA2	2.000	7.000	-.018	-.112	.090	.278
PA1	2.000	7.000	.337	2.089	-.531	-1.644
Multivariate					70.610	13.530

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
214	61.182	.000	.041
148	59.730	.000	.002
122	58.721	.000	.000
17	57.473	.001	.000
175	55.995	.001	.000
222	54.520	.001	.000
206	54.158	.001	.000
9	51.684	.003	.000
104	51.564	.003	.000
114	51.264	.003	.000
29	48.944	.006	.000
102	47.745	.008	.000
173	47.162	.010	.000
88	46.640	.011	.000
203	46.095	.012	.000
111	45.963	.013	.000
124	44.931	.017	.000
26	44.808	.017	.000
74	43.385	.024	.000
95	43.171	.025	.000
5	42.291	.031	.000
48	42.172	.032	.000
7	41.612	.036	.000
97	41.229	.039	.000
101	41.081	.040	.000
145	41.057	.041	.000
121	40.500	.046	.000

Observation number	Mahalanobis d-squared	p1	p2
192	39.903	.052	.000
28	39.555	.056	.000
228	39.506	.057	.000
226	39.432	.058	.000
205	39.375	.059	.000
200	39.186	.061	.000
224	38.989	.064	.000
139	36.951	.096	.004
99	36.674	.101	.006
14	36.450	.106	.007
227	36.143	.112	.010
126	36.057	.114	.008
3	35.846	.119	.009
58	35.643	.123	.010
100	35.559	.125	.008
55	34.826	.143	.040
176	34.826	.143	.027
118	34.767	.145	.021
92	34.744	.145	.015
119	34.451	.153	.023
1	34.323	.157	.022
76	34.156	.162	.024
161	33.824	.171	.041
213	33.789	.172	.032
166	33.624	.177	.035
180	33.540	.180	.031
155	33.540	.180	.021
229	33.431	.183	.020
70	33.270	.188	.022
2	33.244	.189	.017
83	33.182	.191	.014
216	32.715	.207	.039
217	32.669	.208	.032
230	32.581	.211	.030
152	32.487	.215	.028
158	31.678	.244	.166
68	31.664	.245	.135
10	31.366	.256	.200
79	31.243	.261	.207
141	30.979	.272	.277
45	30.870	.277	.280
177	30.715	.283	.306
96	30.647	.286	.290
191	30.567	.289	.280
182	30.508	.292	.261
142	30.414	.296	.258
31	30.220	.304	.305
130	30.216	.305	.260

Observation number	Mahalanobis d-squared	p1	p2
18	30.151	.307	.245
190	29.943	.317	.300
221	29.890	.319	.279
98	29.833	.322	.261
131	29.763	.325	.250
64	29.697	.328	.237
6	29.659	.330	.212
225	29.464	.339	.260
123	29.387	.342	.253
32	29.213	.351	.296
204	29.059	.358	.330
63	29.052	.358	.286
164	28.998	.361	.268
199	28.802	.371	.326
138	28.668	.377	.353
156	28.524	.384	.386
89	28.480	.387	.361
163	28.313	.395	.410
107	28.221	.400	.414
187	27.842	.419	.599
67	27.842	.419	.547
23	27.786	.422	.529
22	27.608	.431	.589
41	27.606	.431	.538
82	27.606	.431	.485

Models

Default model (Default model)

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	378
Number of distinct parameters to be estimated:	93
Degrees of freedom (378 - 93):	285

Result (Default model)

Minimum was achieved
Chi-square = 315.480
Degrees of freedom = 285
Probability level = .104

Group number 1 (Group number 1 - Default model)

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Attitude_Advertising	<---	Physical_Attractiveness	.263	.058	4.547	***	
Attitude_Advertising	<---	Credibility_Expertise	.435	.069	6.260	***	
Attitude_Advertising	<---	Brand_Congruency	.205	.047	4.348	***	
Attitude_Brand	<---	Physical_Attractiveness	.249	.064	3.877	***	
Attitude_Brand	<---	Credibility_Expertise	.317	.078	4.054	***	
Attitude_Brand	<---	Brand_Congruency	.374	.055	6.756	***	
PA1	<---	Physical_Attractiveness	1.000				
PA2	<---	Physical_Attractiveness	1.069	.069	15.425	***	
PA3	<---	Physical_Attractiveness	1.057	.070	15.116	***	
PA4	<---	Physical_Attractiveness	.999	.078	12.786	***	
PA5	<---	Physical_Attractiveness	.744	.065	11.407	***	
EX5	<---	Credibility_Expertise	1.000				
EX4	<---	Credibility_Expertise	1.032	.055	18.789	***	
EX2	<---	Credibility_Expertise	1.106	.113	9.817	***	
EX1	<---	Credibility_Expertise	1.041	.113	9.241	***	
TR5	<---	Credibility_Expertise	1.149	.108	10.680	***	
TR3	<---	Credibility_Expertise	1.362	.123	11.075	***	
TR2	<---	Credibility_Expertise	1.377	.118	11.710	***	
TR1	<---	Credibility_Expertise	1.275	.117	10.866	***	
CBC5	<---	Brand_Congruency	1.000				
CBC4	<---	Brand_Congruency	.991	.048	20.775	***	
CBC3	<---	Brand_Congruency	.972	.043	22.373	***	
CBC1	<---	Brand_Congruency	.987	.042	23.774	***	
ATA1	<---	Attitude_Advertising	1.000				
ATA2	<---	Attitude_Advertising	1.096	.058	18.913	***	
ATA3	<---	Attitude_Advertising	1.085	.060	17.974	***	
ATA4	<---	Attitude_Advertising	.989	.042	23.336	***	
ATA5	<---	Attitude_Advertising	1.027	.070	14.688	***	
ATB1	<---	Attitude_Brand	1.000				
ATB2	<---	Attitude_Brand	.984	.050	19.627	***	
ATB3	<---	Attitude_Brand	1.049	.052	20.085	***	
ATB4	<---	Attitude_Brand	.979	.053	18.424	***	
ATB5	<---	Attitude_Brand	.835	.066	12.583	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Attitude_Advertising	<---	Physical_Attractiveness	.269
Attitude_Advertising	<---	Credibility_Expertise	.366
Attitude_Advertising	<---	Brand_Congruency	.221
Attitude_Brand	<---	Physical_Attractiveness	.252
Attitude_Brand	<---	Credibility_Expertise	.265
Attitude_Brand	<---	Brand_Congruency	.400
PA1	<---	Physical_Attractiveness	.761
PA2	<---	Physical_Attractiveness	.923
PA3	<---	Physical_Attractiveness	.907
PA4	<---	Physical_Attractiveness	.783

			Estimate
PA5	<---	Physical_Attractiveness	.664
EX5	<---	Credibility_Expertise	.611
EX4	<---	Credibility_Expertise	.739
EX2	<---	Credibility_Expertise	.718
EX1	<---	Credibility_Expertise	.679
TR5	<---	Credibility_Expertise	.799
TR3	<---	Credibility_Expertise	.843
TR2	<---	Credibility_Expertise	.912
TR1	<---	Credibility_Expertise	.859
CBC5	<---	Brand_Congruency	.904
CBC4	<---	Brand_Congruency	.883
CBC3	<---	Brand_Congruency	.902
CBC1	<---	Brand_Congruency	.909
ATA1	<---	Attitude_Advertising	.877
ATA2	<---	Attitude_Advertising	.852
ATA3	<---	Attitude_Advertising	.872
ATA4	<---	Attitude_Advertising	.864
ATA5	<---	Attitude_Advertising	.794
ATB1	<---	Attitude_Brand	.866
ATB2	<---	Attitude_Brand	.907
ATB3	<---	Attitude_Brand	.914
ATB4	<---	Attitude_Brand	.879
ATB5	<---	Attitude_Brand	.706

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Physical_Attractiveness	<-->	Credibility_Expertise	.283	.052	5.401	***	
Physical_Attractiveness	<-->	Brand_Congruency	.285	.058	4.904	***	
Credibility_Expertise	<-->	Brand_Congruency	.196	.047	4.172	***	
e18	<-->	e22	-.067	.015	-4.308	***	
e19	<-->	e22	.233	.040	5.885	***	
e18	<-->	e21	.088	.025	3.556	***	
e19	<-->	e21	-.063	.015	-4.157	***	
e7	<-->	e6	.091	.027	3.364	***	
e8	<-->	z1	-.072	.025	-2.817	.005	
e11	<-->	e10	.351	.048	7.336	***	
e12	<-->	z1	.180	.034	5.270	***	

			Estimate	S.E.	C.R.	P	Label
e13	<-->	e12	.362	.045	8.132	***	
e13	<-->	e6	-.027	.014	-1.877	.061	
e1	<-->	e5	.096	.037	2.586	.010	
e3	<-->	e5	-.075	.024	-3.142	.002	
e13	<-->	e19	.267	.038	7.036	***	
e13	<-->	z1	.204	.042	4.906	***	
e13	<-->	e18	-.049	.027	-1.863	.062	
e13	<-->	e21	-.117	.026	-4.460	***	
e13	<-->	e22	.272	.040	6.722	***	
e12	<-->	e18	.065	.016	3.971	***	
e11	<-->	e14	-.084	.018	-4.624	***	
24	<-->	e27	.073	.022	3.265	.001	
e14	<-->	e25	.046	.013	3.554	***	
e17	<-->	e20	-.056	.017	-3.211	.001	
e1	<-->	e14	.059	.022	2.681	.007	
e1	<-->	e17	-.049	.023	-2.078	.038	
e4	<-->	z1	.074	.026	2.820	.005	
e4	<-->	e25	.061	.020	2.982	.003	
e5	<-->	Brand_Congruency	.148	.041	3.587	***	
e9	<-->	e15	.034	.020	1.646	.100	
e9	<-->	e17	-.050	.020	-2.441	.015	
e15	<-->	e23	-.045	.016	-2.759	.006	

Correlations: (Group number 1 - Default model)

			Estimate
Physical_Attractiveness	<-->	Credibility_Expertise	.488
Physical_Attractiveness	<-->	Brand_Congruency	.383
Credibility_Expertise	<-->	Brand_Congruency	.320
e18	<-->	e22	-.231
e19	<-->	e22	.654
e18	<-->	e21	.416
e19	<-->	e21	-.242
e7	<-->	e6	.404
e8	<-->	z1	-.196
e11	<-->	e10	.608
e12	<-->	z1	.453
e13	<-->	e12	.620
e13	<-->	e6	-.058
e1	<-->	e5	.191
e3	<-->	e5	-.260
e13	<-->	e19	.539
e13	<-->	z1	.373
e13	<-->	e18	-.123
e13	<-->	e21	-.276
e13	<-->	e22	.470
e12	<-->	e18	.224
e11	<-->	e14	-.282
24	<-->	e27	.279
e14	<-->	e25	.299
e17	<-->	e20	-.267
e1	<-->	e14	.205
e1	<-->	e17	-.162
e4	<-->	z1	.182
e4	<-->	e25	.236
e5	<-->	Brand_Congruency	.237
e9	<-->	e15	.136
e9	<-->	e17	-.198
e15	<-->	e23	-.226

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Physical_Attractiveness	.703	.104	6.790	***	
Credibility_Expertise	.478	.087	5.480	***	
Brand_Congruency	.787	.088	8.912	***	
z1	.371	.048	7.770	***	
z2	.340	.044	7.721	***	
e1	.512	.053	9.678	***	
e2	.140	.023	6.109	***	
e3	.170	.025	6.735	***	
e4	.443	.046	9.589	***	
e5	.493	.051	9.705	***	
e13	.804	.069	11.634	***	

	Estimate	S.E.	C.R.	P	Label
e12	.424	.043	9.751	***	
e11	.550	.055	10.065	***	
e10	.604	.061	9.964	***	
e9	.357	.039	9.174	***	
e8	.361	.042	8.535	***	
e7	.183	.029	6.231	***	
e6	.276	.036	7.668	***	
e17	.177	.022	8.159	***	
e16	.219	.025	8.695	***	
e15	.171	.021	8.152	***	
e14	.161	.020	7.923	***	
e18	.201	.026	7.598	***	
e19	.304	.039	7.850	***	
e20	.250	.033	7.674	***	
e21	.223	.031	7.192	***	
e22	.415	.048	8.737	***	
e23	.229	.026	8.830	***	
24	.143	.018	7.795	***	
e25	.149	.020	7.471	***	
e26	.194	.022	8.622	***	
e27	.483	.049	9.947	***	

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

	Brand_Congruency	Credibility_Expertise	Physical_Attractiveness	Attitude_Brand	Attitude_Advertising
Attitude_Brand	.374	.317	.249	.000	.000
Attitude_Advertising	.205	.435	.263	.000	.000
ATB5	.312	.265	.208	.835	.000
ATB4	.366	.311	.244	.979	.000
ATB3	.392	.333	.261	1.049	.000
ATB2	.368	.312	.245	.984	.000
ATB1	.374	.317	.249	1.000	.000
ATA5	.210	.446	.270	.000	1.027
ATA4	.202	.430	.260	.000	.989
ATA3	.222	.471	.286	.000	1.085
ATA2	.224	.476	.289	.000	1.096
ATA1	.205	.435	.263	.000	1.000
CBC1	.987	.000	.000	.000	.000
CBC3	.972	.000	.000	.000	.000
CBC4	.991	.000	.000	.000	.000
CBC5	1.000	.000	.000	.000	.000
TR1	.000	1.275	.000	.000	.000
TR2	.000	1.377	.000	.000	.000
TR3	.000	1.362	.000	.000	.000
TR5	.000	1.149	.000	.000	.000
EX1	.000	1.041	.000	.000	.000

	Brand_Congruency	Credibility_Expertise	Physical_Attractiveness	Attitude_Brand	Attitude_Advertising
EX2	.000	1.106	.000	.000	.000
EX4	.000	1.032	.000	.000	.000
EX5	.000	1.000	.000	.000	.000
PA5	.000	.000	.744	.000	.000
PA4	.000	.000	.999	.000	.000
PA3	.000	.000	1.057	.000	.000
PA2	.000	.000	1.069	.000	.000
PA1	.000	.000	1.000	.000	.000

Standardized Total Effects (Group number 1 - Default model)

	Brand_Congruency	Credibility_Expertise	Physical_Attractiveness	Attitude_Brand	Attitude_Advertising
Attitude_Brand	.400	.265	.252	.000	.000
Attitude_Advertising	.221	.366	.269	.000	.000
ATB5	.283	.187	.178	.706	.000
ATB4	.352	.233	.222	.879	.000
ATB3	.366	.242	.231	.914	.000
ATB2	.363	.240	.229	.907	.000
ATB1	.347	.230	.219	.866	.000
ATA5	.176	.291	.214	.000	.794
ATA4	.191	.316	.232	.000	.864
ATA3	.193	.319	.235	.000	.872
ATA2	.189	.312	.229	.000	.852
ATA1	.194	.321	.236	.000	.877
CBC1	.909	.000	.000	.000	.000
CBC3	.902	.000	.000	.000	.000
CBC4	.883	.000	.000	.000	.000
CBC5	.904	.000	.000	.000	.000
TR1	.000	.859	.000	.000	.000
TR2	.000	.912	.000	.000	.000
TR3	.000	.843	.000	.000	.000
TR5	.000	.799	.000	.000	.000
EX1	.000	.679	.000	.000	.000
EX2	.000	.718	.000	.000	.000
EX4	.000	.739	.000	.000	.000
EX5	.000	.611	.000	.000	.000
PA5	.000	.000	.664	.000	.000
PA4	.000	.000	.783	.000	.000
PA3	.000	.000	.907	.000	.000
PA2	.000	.000	.923	.000	.000
PA1	.000	.000	.761	.000	.000

Direct Effects (Group number 1 - Default model)

	Brand_Congruency	Credibility_Expertise	Physical_Attractiveness	Attitude_Brand	Attitude_Advertising
Attitude_Brand	.374	.317	.249	.000	.000

	Brand_Congruency	Credibility_Expertise	Physical_Attractiveness	Attitude_Brand	Attitude_Advertising
Attitude_Advertising	.205	.435	.263	.000	.000
ATB5	.000	.000	.000	.835	.000
ATB4	.000	.000	.000	.979	.000
ATB3	.000	.000	.000	1.049	.000
ATB2	.000	.000	.000	.984	.000
ATB1	.000	.000	.000	1.000	.000
ATA5	.000	.000	.000	.000	1.027
ATA4	.000	.000	.000	.000	.989
ATA3	.000	.000	.000	.000	1.085
ATA2	.000	.000	.000	.000	1.096
ATA1	.000	.000	.000	.000	1.000
CBC1	.987	.000	.000	.000	.000
CBC3	.972	.000	.000	.000	.000
CBC4	.991	.000	.000	.000	.000
CBC5	1.000	.000	.000	.000	.000
TR1	.000	1.275	.000	.000	.000
TR2	.000	1.377	.000	.000	.000
TR3	.000	1.362	.000	.000	.000
TR5	.000	1.149	.000	.000	.000
EX1	.000	1.041	.000	.000	.000
EX2	.000	1.106	.000	.000	.000
EX4	.000	1.032	.000	.000	.000
EX5	.000	1.000	.000	.000	.000
PA5	.000	.000	.744	.000	.000
PA4	.000	.000	.999	.000	.000
PA3	.000	.000	1.057	.000	.000
PA2	.000	.000	1.069	.000	.000
PA1	.000	.000	1.000	.000	.000

Standardized Direct Effects (Group number 1 - Default model)

	Brand_Congruency	Credibility_Expertise	Physical_Attractiveness	Attitude_Brand	Attitude_Advertising
Attitude_Brand	.400	.265	.252	.000	.000
Attitude_Advertising	.221	.366	.269	.000	.000
ATB5	.000	.000	.000	.706	.000
ATB4	.000	.000	.000	.879	.000
ATB3	.000	.000	.000	.914	.000
ATB2	.000	.000	.000	.907	.000
ATB1	.000	.000	.000	.866	.000
ATA5	.000	.000	.000	.000	.794
ATA4	.000	.000	.000	.000	.864
ATA3	.000	.000	.000	.000	.872
ATA2	.000	.000	.000	.000	.852
ATA1	.000	.000	.000	.000	.877

	Brand_Congruency	Credibility_Expertise	Physical_Attractiveness	Attitude_Brand	Attitude_Advertising
CBC1	.909	.000	.000	.000	.000
CBC3	.902	.000	.000	.000	.000
CBC4	.883	.000	.000	.000	.000
CBC5	.904	.000	.000	.000	.000
TR1	.000	.859	.000	.000	.000
TR2	.000	.912	.000	.000	.000
TR3	.000	.843	.000	.000	.000
TR5	.000	.799	.000	.000	.000
EX1	.000	.679	.000	.000	.000
EX2	.000	.718	.000	.000	.000
EX4	.000	.739	.000	.000	.000
EX5	.000	.611	.000	.000	.000
PA5	.000	.000	.664	.000	.000
PA4	.000	.000	.783	.000	.000
PA3	.000	.000	.907	.000	.000
PA2	.000	.000	.923	.000	.000
PA1	.000	.000	.761	.000	.000

Indirect Effects (Group number 1 - Default model)

	Brand_Congruency	Credibility_Expertise	Physical_Attractiveness	Attitude_Brand	Attitude_Advertising
Attitude_Brand	.000	.000	.000	.000	.000
Attitude_Advertising	.000	.000	.000	.000	.000
ATB5	.312	.265	.208	.000	.000
ATB4	.366	.311	.244	.000	.000
ATB3	.392	.333	.261	.000	.000
ATB2	.368	.312	.245	.000	.000
ATB1	.374	.317	.249	.000	.000
ATA5	.210	.446	.270	.000	.000
ATA4	.202	.430	.260	.000	.000
ATA3	.222	.471	.286	.000	.000
ATA2	.224	.476	.289	.000	.000
ATA1	.205	.435	.263	.000	.000
CBC1	.000	.000	.000	.000	.000
CBC3	.000	.000	.000	.000	.000
CBC4	.000	.000	.000	.000	.000
CBC5	.000	.000	.000	.000	.000
TR1	.000	.000	.000	.000	.000
TR2	.000	.000	.000	.000	.000
TR3	.000	.000	.000	.000	.000
TR5	.000	.000	.000	.000	.000
EX1	.000	.000	.000	.000	.000
EX2	.000	.000	.000	.000	.000
EX4	.000	.000	.000	.000	.000
EX5	.000	.000	.000	.000	.000

	Brand_Congruency	Credibility_Expertise	Physical_Attractiveness	Attitude_Brand	Attitude_Advertising
PA5	.000	.000	.000	.000	.000
PA4	.000	.000	.000	.000	.000
PA3	.000	.000	.000	.000	.000
PA2	.000	.000	.000	.000	.000
PA1	.000	.000	.000	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

	Brand_Congruency	Credibility_Expertise	Physical_Attractiveness	Attitude_Brand	Attitude_Advertising
Attitude_Brand	.000	.000	.000	.000	.000
Attitude_Advertising	.000	.000	.000	.000	.000
ATB5	.283	.187	.178	.000	.000
ATB4	.352	.233	.222	.000	.000
ATB3	.366	.242	.231	.000	.000
ATB2	.363	.240	.229	.000	.000
ATB1	.347	.230	.219	.000	.000
ATA5	.176	.291	.214	.000	.000
ATA4	.191	.316	.232	.000	.000
ATA3	.193	.319	.235	.000	.000
ATA2	.189	.312	.229	.000	.000
ATA1	.194	.321	.236	.000	.000
CBC1	.000	.000	.000	.000	.000
CBC3	.000	.000	.000	.000	.000
CBC4	.000	.000	.000	.000	.000
CBC5	.000	.000	.000	.000	.000
TR1	.000	.000	.000	.000	.000
TR2	.000	.000	.000	.000	.000
TR3	.000	.000	.000	.000	.000
TR5	.000	.000	.000	.000	.000
EX1	.000	.000	.000	.000	.000
EX2	.000	.000	.000	.000	.000
EX4	.000	.000	.000	.000	.000
EX5	.000	.000	.000	.000	.000
PA5	.000	.000	.000	.000	.000
PA4	.000	.000	.000	.000	.000
PA3	.000	.000	.000	.000	.000
PA2	.000	.000	.000	.000	.000
PA1	.000	.000	.000	.000	.000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
z1	<-->	z2	5.765	.053
e26	<-->	Credibility_Expertise	5.561	.048
e23	<-->	Credibility_Expertise	4.572	-.046
e22	<-->	24	4.892	.025
e21	<-->	24	5.815	-.025
e19	<-->	Credibility_Expertise	4.178	.028
e19	<-->	24	6.056	-.022
e14	<-->	z2	7.992	-.048
e6	<-->	24	8.247	.038
e8	<-->	e6	4.958	.046
e10	<-->	24	4.606	.035
e10	<-->	e21	5.103	-.035
e11	<-->	24	5.158	-.034
e11	<-->	e21	4.094	.029
e12	<-->	e23	7.002	.034
e13	<-->	e10	4.554	-.037
e5	<-->	e15	5.597	.048
e5	<-->	e8	4.798	.063
e3	<-->	e7	4.895	-.031
e2	<-->	z1	4.110	-.034
e2	<-->	e6	7.524	-.041
e2	<-->	e7	6.260	.033
e1	<-->	z1	6.392	.062

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

			M.I.	Par Change
ATB5	<---	Attitude_Advertising	4.579	.120
ATB5	<---	ATA2	6.064	.103
ATB5	<---	ATA1	7.548	.130
ATB4	<---	Credibility_Expertise	7.377	.131
ATB4	<---	TR1	6.608	.080
ATB4	<---	TR2	9.802	.096
ATB4	<---	TR5	7.117	.086
ATB4	<---	EX4	4.057	.067
ATB2	<---	ATA4	4.278	-.059
ATB1	<---	Credibility_Expertise	4.586	-.109
ATB1	<---	TR1	5.748	-.080
ATB1	<---	TR2	5.306	-.075
ATB1	<---	TR5	6.072	-.084
ATB1	<---	EX1	6.437	-.082
ATA5	<---	EX4	4.707	-.061
ATA5	<---	PA1	4.357	-.052
ATA2	<---	EX2	5.064	.046

			M.I.	Par Change
ATA1	<---	PA1	4.363	.042
CBC1	<---	Attitude_Brand	4.151	-.069
CBC1	<---	ATB2	5.948	-.074
TR1	<---	ATA5	5.302	-.070
TR1	<---	ATA2	5.918	-.075
TR2	<---	ATB3	4.918	-.067
TR2	<---	ATB2	4.843	-.071
TR2	<---	PA3	4.383	-.062
EX2	<---	ATA5	8.656	.103
EX2	<---	ATA2	7.784	.099
EX2	<---	EX5	10.826	.108
EX5	<---	PA3	4.006	.059
EX5	<---	PA1	5.500	.061
PA5	<---	TR3	4.043	.080
PA2	<---	ATA5	5.938	-.070
PA2	<---	ATA2	5.230	-.066
PA1	<---	ATA1	5.250	.112

Minimization History (Default model)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	31		-1.943	9999.000	6362.764	0	9999.000
1	e	39		-1.374	2.371	4246.974	19	.506
2	e*	34		-2.175	.784	3369.204	5	1.036
3	e	30		-.955	.169	3212.394	6	.773
4	e	26		-1.065	.496	2701.017	6	.970
5	e*	18		-.922	.588	2249.349	5	.786
6	e*	7		-.294	.720	1665.343	5	.855
7	e*	0	18488.142		1.023	927.947	5	.880
8	e	0	12905.364		.351	826.724	6	.000
9	e	0	5077.398		.722	621.528	3	.000
10	e	0	2364.204		.939	479.702	1	1.009
11	e	0	3346.344		.372	448.661	1	1.140
12	e	0	4380.989		.259	445.656	1	1.116
13	e	0	5420.688		.085	445.482	1	1.061

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
14	e	0	5492.973		.011	445.480	1	1.008
15	e	0	5488.989		.000	445.480	1	1.000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	93	315.480	285	.104	1.107
Saturated model	378	.000	0		
Independence model	27	6575.865	351	.000	18.735

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.065	.881	.842	.664
Saturated model	.000	1.000		
Independence model	.450	.155	.090	.144

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.932	.917	.974	.968	.974
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.812	.757	.791
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	160.480	107.153	221.748
Saturated model	.000	.000	.000
Independence model	6224.865	5964.890	6491.236

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1.945	.701	.468	.968
Saturated model	.000	.000	.000	.000
Independence model	28.716	27.183	26.048	28.346

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.050	.041	.058	.521
Independence model	.278	.272	.284	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	631.480	657.391	951.222	1044.222
Saturated model	756.000	861.313	2055.594	2433.594
Independence model	6629.865	6637.388	6722.693	6749.693

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	2.758	2.525	3.025	2.871
Saturated model	3.301	3.301	3.301	3.761
Independence model	28.951	27.816	30.115	28.984

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	168	177
Independence model	14	15

Execution time summary

Minimization:	.062
Miscellaneous:	6.053
Bootstrap:	.000
Total:	6.115

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