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THE EFFECT OF BRAND AMBASSADOR AND CELEBRITY ENDORSER ON CONSUMER PURCHASE INTEREST OF LE MINERALE ON STUDENTS FACULTY OF ECONOMICS, MERDEKA UNIVERSITY, PASURUAN

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Abstract: Businesspeople are aware of the intense competition as evidenced by the many innovative products that have emerged. It requires companies to develop all aspects of business support, one of which is a marketing strategy. Communicating products through influencers, such as brand ambassadors and celebrity endorsers, is considered adequate to increase customer purchase interest for the sake of survival and competition in an increasingly complex business industry. This study aims to determine the simultaneous and partial effect of brand ambassador and celebrity endorser variables on customer purchase interest in Le Minerale products. In this study, researchers used quantitative methods with an associative approach. The population of this research is all active students of the Faculty of Economics, Merdeka University, Pasuruan, with a total sample of 65 people taken by purposive sampling technique. With the use of multiple linear regression analysis techniques. Based on simultaneous testing, the brand ambassador and celebrity endorser variables jointly have a significant effect on customer purchase interest. Based on the partial test, the brand ambassador variable has a significant effect on customer purchase interest, and the celebrity endorser variable has a significant effect on customer purchase interest. While the value of R Square shows that the brand ambassador and celebrity endorser variables can explain the customer purchase interest variable by 43%, while the remaining 57% is influenced and explained by other factors not examined in this study.

Keywords: Brand Ambassador, Celebrity Endorser, Customer purchase interest

INTRODUCTION

Consumer News and Business Channel Indonesia explained that the bottled water industry or bottled drinking water is one of the fastest-growing industries in Indonesia. The growing population of Indonesia makes the need for drinking water also higher considering that water is a primary human need. Based on statistical data as of June 2020, the bottled water industry's revenue grew by 40% in the last 5 years, namely from 2015-2019. Moreover, in the

next 5 years, the bottled drinking water industry is predicted to grow at an average of around 6.9% per year, so that the bottled drinking water industry's revenue in the next 5 years is predicted to reach $14.82 billion. This proves that the bottled drinking water industry still has very bright prospects, so it is no wonder that many bottled drinking water products are mushrooming in Indonesia.

According to the latest data from BPOM (Food and Drug Supervisory Agency), there were 1,032 bottled drinking water companies with 7,780 products, one of which was Le Minerale (www.cnbcindonesia.com accessed on March 31, 2021, at 09.30 WIB). Le Minerale needs a marketing strategy that becomes a strength to develop and survive the competition to face increasingly fierce business competition. One of the effective marketing strategies in conveying promotions and attracting much attention is by cooperating with several influencers, including Dr Reisa Broto Asmoro as the brand ambassador and Raffi Ahmad and Nagita Slavina as celebrity endorsers.

A brand ambassador is a figure who has popularity among the public, either from celebrities or public figures who can support advertising a product (Shimp, 2014). Meanwhile, according to Kertamukti, brand ambassadors have 4 indicators, namely visibility (popularity), credibility (credibility), attraction (attractiveness) and power (Kertamukti, 2015). Furthermore, endorsers are figures used by companies to support advertising a product. Endorsers are divided into 2 (two) categories: typical-person endorsers, ordinary people who are not famous for advertising a product, and celebrity endorsers, namely celebrities (public figures) in supporting an advertisement, where celebrity endorsers have 5 indicators with the TEARS acronym, namely *trustworthiness. (trust), expertise, attractiveness, respect, and similarity* (Shimp, 2010).

Customer purchase interest is a subconscious statement of consumers that reflects the plan to purchase several products with specific brands. There are four indicators in the characteristics of customer purchase interest, namely awareness (awareness), interest (interest), desire (desire), and action (action) (Rehman et al., 2014). Purchase interest is also a consumer's desire for a product before consumers make complex purchasing decisions, which marketing stimuli can influence through influencers, namely brand ambassadors and celebrity endorsers. This follows research conducted by Mardiani & Wardhana (2018) and Ningrum (2018), which prove that brand ambassadors significantly affect customer purchase interest. Similarly, Mubarok (2016) and Savitri (2017) research prove that celebrity endorsers significantly affect customer purchase interest. Based on the description above, the researcher is interested in conducting further research with the title "The Influence of Brand Ambassadors and Celebrity Endorsers on Consumer Purchase Interest of Le Mineral in Students of the Faculty of Economics, Merdeka University, Pasuruan". This study aims to determine the effect of brand ambassadors and celebrity endorsers on customer purchase interest in Le Minerale simultaneously or partially.

RESEARCH METHOD

This study is an associative quantitative method with a population of all economic students at Merdeka University, Pasuruan. The sampling technique used is the purposive sampling technique with a total sample of 65 people. The primary data was obtained from questionnaires, and secondary data was obtained from previous research data, experts' opinions in books, journals, and the internet. The analytical tool used is multiple linear regression analysis.

RESULTS AND DISCUSSION

Instrument Test

1. Validity Test

From the respondent's statement in this study, the calculated r-value is greater than the r table value of 0.2441, so that the response to the questionnaire is declared valid, which means it is suitable to be used as a research instrument.

2. Reliability Test

The brand ambassador variable has a Cronbach's alpha value of 0.804, the celebrity endorser variable has a Cronbach's alpha value of 0.858, and the purchase interest variable has a Cronbach's alpha value of 0.922. Thus, all variables in this research questionnaire were declared reliable and worthy of being used as research instruments because the value of Cronbach's alpha in each variable was > 0.60

Descriptive Analysis

1. Brand Ambassador

Respondents on the brand ambassador variable have an average total score of 247. This is due to the indicators of popularity, credibility, attractiveness, and power in good criteria where the Le Minerale brand ambassador is a model, doctor, and presenter of the DR OZ Health Indonesia on Trans TV who has a beautiful face. Hence, they are widely known by society and are considered to have the ability to attract customer purchase interest with the background that has been mentioned by researchers so that it is believed to be the brand ambassador of Le Minerale.

2. Celebrity Endorser

Respondents on the celebrity endorser variable have an average total score of 237. This is due to trust/integrity, expertise, attractiveness, respect, and similarities with consumers in good criteria where celebrity endorser Le Minerale is a film player, presenter, model, advertisement star, and YouTubers with attractive physiques. According to most people who often appear in various television programs and several advertisements to have a lot of experience, knowledge, and ability in their fields, celebrity endorsers also have many achievements such as having received an image trophy award so that they are commendable for their achievements. Moreover, his integrity as a celebrity endorser, besides this achievement, is also considered to have similarities with Le Minerale's target consumers by only consuming good mineral water.

3. Consumer Purchase Interest

Respondents on the purchase interest variable have an average total score of 201. This is because the awareness, interest, and action indicators in the criteria are quite good, where the stimuli given by the Le Minerale brand ambassador have not been able to make consumers who previously had an attitude of loyalty to other bottled water products have a desire and

switch to buying Le Mineral products.

Classical Assumption Test
Normality Test

Table I. Normality Test with Kolmogorov-Smirnov Approach (K-S)

Independent Variable	Dependent Variable	*Asymp. Sig (2 tailed)*	Result
Brand Ambassador (X1) *Celebrity Endorser* (X2)	Customer purchase interest	0,200	Normal Distributed Data

Source: Primary Data that has been processed, 2021

The known asymp value. sig. (2-tailed) is about 0.200. This means that the data spread is > 0.05 so that the data is said to be normally distributed and able to meet the normality assumption.
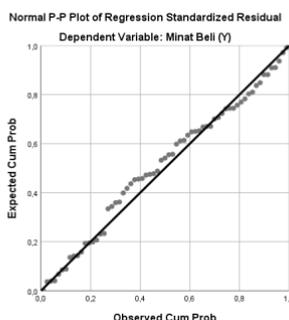
Graph 1. Normality Test with P-Plot Graph Approach
Source: Primary Data that has been processed, 2021

In the graph above, the data spread is between the diagonal lines and follows the diagonal lines. Then the data is said to be normally distributed.

Multicollinearity Test

Table 2. Multicollinearity Test

Independent Variable	Dependent Variable	*Tolerance*	VIF	Result
Brand Ambassador (X1)	Consumer purchase interest	0,755	1,324	No Multicollinearity
Celebrity Endorser (X2)		0,755	1,324	No Multicollinearity

Source: Processed Primary Data, 2021

In table ii it is known that the VIF value of the brand ambassador variable (X1) is 1.324, and the VIF value of the celebrity endorser variable (X2) is 1.324, which shows that the VIF value of each independent variable is < 10. Thus, it can be stated that there is no collinearity problem in research data.

1. Heteroscedasticity test
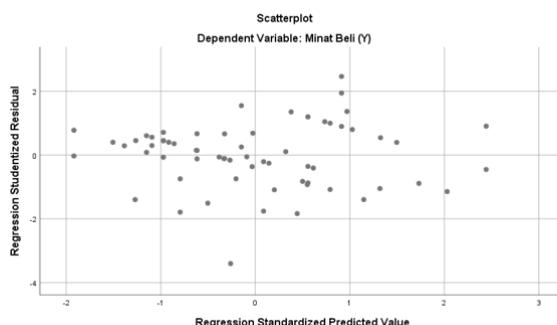
Graph 2 Scatterplot Graph
Source: Processed Primary Data, 2021

The graph above shows the random distribution of data both above and below zero (0) on the Y line so that a particular pattern is not formed.

Multiple Linear Regression Analysis

Table 3 The Influence of Brand Ambassadors and Celebrity Endorsers on Consumer Purchase Interest

Independent Variable	Dependent Variable	*Unstandardized Coefficients*		*Sig.*
		Coefficient b	*Std. Error*	
Constant		2,214	3,556	0,536
Brand Ambassador (X1)	Customer purchase interest	0,594	0,242	0,017
Celebrity Endorser (X2)		0,784	0,181	0,000

Source: Processed Primary Data, 2021

From the table above, multiple linear regression equations are formed as follows:

$$Y = 2.214 + 0.594 \, X1 + 0.784 \, X2 + e$$

Based on these equations, the following description is obtained:

$\alpha = 2.214$, which means that if the brand ambassador (X1) and celebrity endorser (X2) has a fixed or constant value, then customer purchase interest (Y) is worth 2.214 units.

$b1 = 0.594$, which means that every time there is an increase of 1 unit in the brand ambassador, the purchase interest variable will increase by 0.594 units.

$b2 = 0.784$, which means that every time there is an increase of 1 unit in celebrity endorsers, the purchase interest variable will increase by 0.784 units.

Hypothesis testing
Simultaneous Test (F Test)

Table 4 Effect of Brand Ambassador and Celebrity Endorser on Consumer Purchase Interest

Independent variable	Dependent variable	Fcount	F_{table}	Sig.	Result
Brand Ambassador (X1)	Customer purchase interest	23,365	3,15	0,000	Ha Accepted

Celebrity Endorser (X2)				

Source: Processed Primary Data, 2021

In table IV, it can be seen that the Fcount value is 23.365 with a significance level of 0.000. In other words, Fcount > Ftable which is 23.365 > 3.15 with a significance level of 0.000 < 0.05. Thus Ha is accepted while H0 is not accepted or rejected, where the brand ambassador variable and the celebrity endorser variable have a significant impact simultaneously on the purchase interest of economic students at Merdeka University, Pasuruan for le Minerale products.

Partial Test (t-test)

Table 5. Effect of Brand Ambassador on Consumer Purchase Interest

Independent variable	Dependent variable	tcount	ttable	sig.	Result
Brand Ambassador	Customer purchase interest	2,449	1,999	0,017	Ha Accepted

Source: Processed Primary Data, 2021

Based on table V the tcount value of the brand ambassador variable is 2.449, and the ttable value is 1.999 so that tcount > ttable (2,449 > 1.999) with a significance level of 0.017 < 0.050, Thus Ha is accepted and H0 is rejected, which means that the brand ambassador has a significant influence on purchase interest. Le Minerale products.

Table 6 The Influence of Celebrity Endorsers on Consumer Purchase Interest

Independent variable	Dependent variable	t_{count}	t_{table}	Sig.	Result
Celebrity Endorser	Customer purchase interest	4,335	1,999	0,000	Ha Accepted

Source: Processed Primary, 2021

In table VI, it can be seen that the tcount value of the celebrity endorser variable is 4,335 and the ttable value is 1.999 so that tcount > ttable (4.335 > 1.999) with a significance level of 0.000 < 0.050, Thus Ha is accepted and H0, which means that the celebrity endorser variable has a significant effect on purchase interest in Le Minerale products.

Coefficient of Determination (R2)

Table 7 Effect of Brand Ambassador and Celebrity Endorser on Consumer Purchase Interest

Independent variable	Dependent variable	R	R Square	*Adjusted R Square*	*Std. Error of the Estimate*
Brand Ambassador (X1)	Customer purchase interest	0,656	0,430	0,411	3,905

Celebrity Endorser (X2)					

Source: Primary Data that has been processed, 2021

Based on table 7, it is known that the value of R Square (R2) is 0.430. This value indicates that the brand ambassador variable (X1) and celebrity endorser variable (X2) can explain the customer purchase interest variable (Y) by 43%. While the remaining 57% can be explained by other factors not examined in this study.

CONCLUSIONS AND SUGGESTIONS
Conclusion

From the results of research on brand ambassadors and celebrity endorsers on interest in buying Le minerale products with the focus of research on economic students at Merdeka University, Pasuruan, the following conclusions are obtained:

1. The distribution of respondents' answers on the brand ambassador variable has an average total score of 247 with good categories. This shows that consumers welcome the overall brand ambassador concept carried out by the Le Minerale company. The highest score is found in the popularity indicator, which is 265, where the popularity of the brand ambassador will significantly affect customer purchase interest so that the brand ambassador can increase the intensity of purchasing Le Minerale products.
2. The distribution of respondents' answers on the celebrity endorser variable has an average total score of 237 with good categories. This shows that consumers welcome the overall celebrity endorser concept carried out by the Le Minerale company. The highest score is found in the respect indicator, which is 252, where consumer respect towards celebrity endorsers will significantly affect customer purchase interest, so on this basis, celebrity endorsers can increase the intensity of purchasing Le Minerale products.
3. The distribution of respondents' answers indicates that customer purchase interest in Le Mineral products that arises with the presence of brand ambassadors and celebrity endorsers has a reasonably good contribution. This is indicated by the average score of the customer purchase interest variable, 201, in the reasonably good category. So it can be concluded that what has been done by the Le Minerale company has a reasonably good impact on the company.

The simultaneous test of brand ambassadors and celebrity endorsers significantly affects customer purchase interest in Le Minerale with a Fcount value of 23.365, which is greater than Ftable (3.15). From the results of the partial test, it is known that the brand ambassador and celebrity endorser partially have a significant effect on customer purchase interest in Le Mineral with the t-count value of the brand ambassador of 2.449 and the t-count value of celebrity endorser of 4.335, where both values are more significant than ttable (1.999). Meanwhile, in the analysis of the coefficient of determination, brand ambassadors and celebrity endorsers were able to explain the purchase interest of Le Minerale consumers by 43%. At the

same time, the remaining 57% is explained by several factors not examined by the researchers in this study.

Suggestion

Suggestions that researchers can give as input and considerations include:

1. Based on the study results, brand ambassadors significantly impact purchase interest in Le Minerale products, so the company, in this case, PT. Tirta Fresindo Jata can use brand ambassadors to improve sales promotion strategies and as much as possible pay attention to the background of the brand ambassador, whether it has a level of popularity, credibility, physical attractiveness that can attract consumers and the ability to educate consumers that will have a good impact on the product.

2. Based on the results of descriptive analysis, the level of desire for Le Mineral products stimulated by the brand ambassador is in the wrong category so that PT. Tirta Fresindo Jaya, as a company, is expected to direct brand ambassadors to improve their ability to provide information related to Le Minerale products to consumers so that consumers can be more familiar with the product desires for Le Mineral products will arise.

3. Based on the study results, celebrity endorsers have greater than brand ambassadors on purchase interest. Thus it can be used as a reference as a promotion and sales strategy of PT. Tirta Fresindo Jaya chooses celebrity endorsers who already have a good level of trust, expertise, physical attractiveness, similarities with consumers, and respect. However, the company is expected to continue to pay attention to the celebrity endorser's self-image and appeal to celebrity endorsers to be more aggressive in providing information about Le Minerale products to increase customer purchase interest. Thus, with increasingly competitive competition, Le Minerale products can survive and compete in the Bottled Drinking Water (AMDK) industry

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