



THE INFLUENCE OF CELEBRITY ENDORSEMENT IN RESTAURANT PRODUCT PURCHASE DECISIONS MAKING

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Abstract

Purpose of the study: The phenomenon of electronic word-of-mouth (eWOM) or word of mouth communication in marketing activities on digital media is one of the most important things in improving the purchasing decision of a product or services. This study aims to analyze the effect of celebrity endorsement on consumer purchase decisions, case studies at Nona Judes Restaurant.

Methodology: This research is mixed-method, both qualitative and quantitative. Data collection techniques in this study were interviews and questionnaires that were measured using a Likert scale. The questionnaire was distributed to 100 respondents who were consumers of the Nona Judes restaurant. The data were analyzed using simple linear regression analysis.

Main Findings: The results of this study indicate that celebrity endorsement influences product purchase decisions. The contribution of celebrity endorsement variables to product purchase decisions is 25.9%. Researchers concluded that there are several factors considered in selecting endorsers. These factors include big names and experiences, appearance, social media strength of endorsers, and communication skills.

Implications: This study is offering suggestions for company management in determining celebrity for product endorsement. The orders of indicators to consider are (1) Power, (2) Credibility, (3) Attraction.

Novelty/Originality of this study: This research specifically addresses the role of celebrity endorsement in product purchase decisions in restaurants. This study also produced endorser selection criteria and their indicators, i.e. 1) Power (fame, strengths on social media); 2) Credibility (the truth of information, endorser information skills); 3) Attractiveness (physical appearance, endorser's characters).

Keywords: eWOM, Buzz Marketing, Celebrity Endorsement, Instagram, Purchase Decision.

INTRODUCTIONS

The use of the internet has become a daily necessity in today's digital era. The internet is not only used for work and business, but also for socializing with the outside world. Based on [We Are Social \(2019\)](#), internet users in the world as of January 2019 reached 4,388 trillion which is still growing. The increase in the number of internet users occurs in all countries, as well as Indonesia. Based on [Databoks \(2019\)](#), out of 84 million internet users in 2017, it reached 107.2 million users in February 2019. This large number of internet users provides excellent opportunities for the industry to communicate with consumers through eCommerce and social media. A media that is designed to facilitate the process of social interaction between individuals, individuals with groups, and between groups. [Gunelius \(2011\)](#) states that social media is an online publication and communication tools, sites, and web 2.0 rooted in sentences, interactions, and participation.

According to [Cornellia et al \(2017\)](#), social media has changed the way people seek information. With easy access to information, consumers can read reviews or other people's experiences and communicate with each other before making a purchase. Searching for information before making a purchase is considered beneficial for consumers because it minimizes the risk of purchasing the wrong one. Interpersonal communication that occurs on the internet is called electronic word-of-mouth (eWOM). The communication that is built will provide involvement in the daily lives of consumers, one of which is the decision to purchase a product.

[Silverman \(2011\)](#) states that WOM's function is a simple part of the decision-making process; that is the root of its strength. WOM is the most effective way of making decisions more simply and easily in a very complex and confusing world. WOM is also the first and foremost thing in conveying impressions or experiences. By asking others about their experiences using a product or service and asking for recommendations from them, we get information about the experience without wasting time, money, effort, or risk. So we can not only ask about the quality of the product or service, but the experience gained. We cannot face the modern world without sharing experiences through WOM. Therefore, with the emergence of this eWOM phenomenon, the company realizes the importance of communicating with consumers through electronic media in forming a



good corporate image so that consumers are interested in buying the products offered. One marketing concept that is carried out on social media is buzz marketing done by third parties (Thomas, 2004).

Buzz marketing is the amplification of WOM organized by companies to get people to talk about products or brands with others. Usually, the message is conveyed by a buzz marketing specialist. Nowadays, they are often referred to as "endorsers". An endorser must be able to attract other people to follow their social media accounts and trust what they share on social media. This concept uses buzz marketing specialist or endorsement services in providing information to consumers, either directly or through social media. Usually, companies are willing to pay high to use celebrity services to review their products online. The use of social media is considered to be more effective in the digital era because the scope of communication is wide, and the transmission of information is fast. It is not limited in time and space.

The role of an endorser largely determines the quality of information and the stimulative effect on consumers. Endorsers who are deliberately assisted in providing information are usually people who have many followers on their social media, for example, famous celebrities, celebrities on Instagram (celebrities), YouTubers, or influencers on social media, which are considered capable of representing products well. Currently, the concept of buzz marketing is widely used in marketing goods and services through social media. The increasing number of endorsement phenomena by celebrity becomes interesting to discuss. This study aims to analyze the effect of using celebrity endorsement services on product purchasing decisions by consumers, the size of the effect, and what indicators of the celebrity endorsement variable have the most influence on purchasing decisions at *Nona Judes Restaurant*.

LITERATURE REVIEW

The marketing concept that utilizes eWOM is called buzz marketing. Buzz marketing is a marketing activity carried out by third parties through passive or active influence. Meanwhile, according to Taufique and Shahriar (2011), buzz marketing is characteristically carried out to get the consumers' attention and the media directly talking about brands in a way that is entertaining, interesting, and newsworthy.

Endorsers usually have many followers on social media, such as celebrities, celebrities on Instagram, YouTubers, film actors, famous athletes, or influencers on social media. Halonen-Knight & Hurmerinta (2010), in communication theory, states that celebrity endorsement is one form of one-way communication and efficient processes where the factors contained in endorsers are the main thing. Shimp & Andrews (2013) states that entrepreneurs are willing to pay high celebrities favored by their target market to promote their products, hoping to influence consumer behavior towards these products. In many cases, this kind of investment gives the expected results.

Research conducted by Utami, Setyowati, & Mandasari (2020) shows positive results, that there is a significant effect when celebrities become brand ambassadors for cake products on consumer purchase interest. The celebrity brand ambassador variable is the variable that most influences purchase interest compared to the variables of eWOM quality, eWOM quantity, and message sender expertise, which were also analyzed in this study. Other research conducted by Spry, Pappu, & Cornwell (2011) shows a positive relationship between celebrity endorsement and brand credibility. Brand credibility increases consumer expectations of a brand's usefulness, thus increasing consumer value for the brand. Other results show that the celebrity endorsement variable does not directly relate to brand equity, but has a positive relationship if the brand credibility variable mediates it. However, the positive relationship that occurs is low. Brand equity is related to the consumer's memory of the brand.

Ilicic & Webster (2011) also conducted a study on the effect of multiple endorsements and consumer-celebrity attachment on purchase behavior and interest. As for what is meant by multiple endorsements is the endorsement of many products carried out by an endorser. At the same time, the consumer-celebrity attachment is the attachment of consumers to celebrity figures who do an endorsement. The results showed that the consumer-celebrity attachment had a positive influence on consumer interest in advertising and brands, as well as the number of endorsements. There is an interaction effect between multiple endorsement variables and consumer-celebrity attachments on purchase interest. However, when consumers are familiar with the celebrity figure and know that the celebrity-endorsed many brands, it negatively influences their buying interest.

Meanwhile, if consumers are not very familiar with these celebrity figures, their buying interest will increase. Although many studies explain that celebrity endorsement influences purchasing behavior, some of them show a negative effect. Research by Daboll (2011), also gave negative results on product sales advertised by celebrities. Today's consumers are different from five years ago. Nowadays, consumers are more influenced by someone on their social network, which is not a celebrity. Consumers nowadays find it easier to find information and difficult to influence; they believe more information is more relevant, not just impressed by advertisements that include celebrities in it.

Kiswalini & Nurcahya (2014) state that the use of celebrities as endorsers in promotional activities has been going on for a long time. Celebrities as endorsers are believed to influence consumer purchase interest in order to boost product sales. Therefore, this study will again confirm how celebrity endorsement influences product purchasing decisions, especially in



Indonesia, given the large number of young celebrities who are newcomers to the world of Indonesian entertainment. In this study, we will discuss specifically the effect of celebrity endorsement on product purchasing decisions, how much the contribution of the variables, and what indicators of the celebrity endorsement variable have the most influence on product purchasing decisions.

The case study in this research was conducted at the Restaurant Nona Judes, whose marketing utilizes Indonesian celebrities and is also the restaurant owner, namely Prilly Latuconsina. Nona Judes Restaurant is a part of PT. Pesona Bogasari, and currently, Nona Judes has received quite good attention from the public, especially on social media, as evidenced by the number of followers of the @nonajudesss Instagram account, as of May 21, 2019, reaching 117,000 followers and has been verified by Instagram ([Instagram.com, 2019](https://www.instagram.com/nonajudesss)). Apart from Instagram, Miss Bitchy also uses Youtube as a promotional medium. In this study, the media observed was Instagram. Instagram is a social media that is widely used in conducting promotions, food products, fashion, make-up, travel, and other service products. Apart from using youtube, Nona Judes' Restaurant uses Instagram in conducting promotional activities.

Based on [We are Social \(2019\)](#), Instagram has ranked the 4th most used social media in Indonesia after YouTube, WhatsApp, and Facebook. A large number of users throughout the world provide a great opportunity to convey information quickly, not limited in space and time. The Instagram feature is very suitable as a marketing tool because it allows users to upload photos and videos accompanied by a caption or a detailed description of the image. Instagram also has a live broadcast feature which allows users to communicate directly with all other active users. Instagram users are diverse, from ordinary people, celebrities, politicians, to heads of state. Therefore, Instagram is also widely used by entrepreneurs as a means of promotion on social media by collaborating with influencers, such as Indonesian celebrities.

[Shimp and Andrews \(2013\)](#) state that there are several indicators of celebrity endorsement, namely:

- a. Credibility refers to the tendency to trust or trust the endorser. If an information source, such as an endorser, is considered credible. There are two important dimensions of credible attributes, namely:
 - 1) Expertise, expertise refers to the knowledge, experience, or skills possessed by the endorser.
 - 2) Trustworthiness (trust), trust refers to the perceived honesty, integrity, endorsers are people who can be trusted by the public.
- b. Attractiveness consists of three dimensions related to similarity, intimacy, and liking. The source is considered attractive to the receiver if there is similarity or familiarity with the source. If the recipient likes the source regardless of whether the two have in common or not in any way. Attractiveness is physical and includes a number of characteristics that become endorsers' strengths, such as intellectual skills, personality traits, lifestyle characteristics, skills, and so on.
- c. Power is the charisma emitted by the resource person to influence consumers' thoughts, attitudes, or behavior because of the endorser's statement or message.

[Peter & Olson \(2009\)](#) states that purchasing decisions is an integration process combined to evaluate two or more alternative behaviors and choose one of them. Consumer purchasing behavior is the stages or steps taken and carried out by a person/individual or group of people to fulfill their needs and desires. According to [Kotler & Keller \(2007\)](#), there are five indicators in the consumer purchasing decision process, namely:

- a. Purpose in buying a product

Before making a purchase, consumers will determine the purpose of buying a product/service, usually based on needs and circumstances. The purpose of buying a product because of necessity and circumstances is often the most substantial reason for making a buying decision.

- b. Process information to brand selection

When a consumer wants a product/service, he finds out as much information as possible about it.

- c. Stability in a product

When you have considered various aspects in determining the decision, where the alternative is chosen, more profitable for the consumer, confidence, and stability will arise.

- d. Recommendations to others

The selection of alternatives has been completed, followed by a sense of confidence and stability of the quality and advantages of the product/service, and the fact that the product/service is in line with expectations. Therefore, consumers tend to start recommending these products/services to relatives who may become the next potential customer.

- e. Next purchase decision



Because the satisfaction has been obtained, and the confidence and trust in a product/service are stable, in the future, consumers will look for the product/service again, and then make a repeat purchase.

By the research objectives to reconfirm whether there is an effect of celebrity endorsement on consumer purchasing decisions. Besides, to know how much influence it has, and what indicators of the celebrity endorsement variable have the most influence on Nona Judes's Restaurant's purchasing decisions, the hypothesis in this study is as follows:

H0: Celebrity endorsement does not influence purchase decisions.

H1: Celebrity endorsement influences purchase decisions.

METHODOLOGY

This research method is a mixed-method by processing quantitative and qualitative data obtained from the field. As for knowing how to determine celebrity endorsements at restaurants and the impression of using celebrity endorsement as a promotional strategy, qualitative data analysis was carried out based on the results of interviews with management. Meanwhile, quantitative data analysis is conducted to examine the influence of celebrities on product purchase decisions and calculate the variables' contribution, to measure the contribution of the independent variable on the dependent variable, and to describe the importance of celebrity endorsement indicators.

The population in this study were the followers of Nona Judes's Instagram account (@nonajudesss) on May 21, 2019, as many as 117,000 followers. The sampling technique used is purposive sampling because there are special considerations, so it is suitable to be sampled. The sample criteria in this study include: the respondent is a consumer of Nona Judes's Restaurant, a consumer of at least 17 years, knows the celebrity figure (Prilly Latuconsina), who is the celebrity endorsement of Nona Judes's Restaurant.

Samples are identified by using the Slovin formula with the following calculations.

$$n = \frac{117.000}{1 + 117.000 \times 0,1^2}$$
$$n = \frac{117.000}{1,171}$$
$$n = 99,9$$

Thus, the required number of respondents is 100 (after being rounded up). The method of collecting quantitative data is by distributing questionnaires measured by a Likert scale (scale 1-5, strongly disagree-strongly agree). Meanwhile, qualitative data collection was carried out through observation and interviews with restaurant management that have been selected by purposive sampling. The analysis model used in this study is simple linear regression. Before the regression test was carried out, there are some tests. There is validity, reliability, classical assumption (normality, linearity, autocorrelation, and heteroscedasticity), and correlation test. Then, after linear regression analysis was carried out, it was followed by a hypothesis test, namely the t-test.

RESULT AND DISCUSSION

Celebrity Endorsement in Nona Judes Restaurants

In addition to conducting a survey of respondents using a questionnaire, researchers conducted interviews with management to collect the research data. Nona Judes Restaurant was officially established on January 8, 2018, a business collaboration between PT. Enchantment of Bogasari with Prilly Latuconsina, one of the young celebrities in Indonesia. This restaurant actively participates in festival activities organized by the Go-Jek Indonesia company, namely the Go-Food Festival. Food products sold at Nona Judes Restaurant are *Ayam Geprek*. It also provides a variety of Indonesian special sambal, including *kecombrang*, *gledek*, *matah*, *mango*, *basil* and *dabu-dabu*. Among the varieties of chili sauce, *kecombrang* sauce is the best-selling sauce for consumers (best seller). It is very close to Prilly's figure because it is his favorite sauce variant. Nona Judes' slogan is *Juaranya Pedes* that means the winner of spicy food.

Based on an interview with Tiara Anindyati, as Nona Judes' corporate secretary, the promotional method used to introduce products to the public was through online and offline. Online utilizes social media Instagram and Youtube, while offline by distributing brochures to specific areas that are considered potential to reach the market. In addition to being an endorser, this celebrity is a restaurant owner. In the imaging and campaign process, Prilly decided to take a role in marketing on his personal social media accounts and restaurants. Even though only Prilly was the leading celebrity in the endorsement of Nona Judes' products, many celebrity colleagues did reviews about Nona Judes without being asked, either through Instagram or YouTube.



Sales in the first 1-3 months were very high, although there was a decline after that until now sales are still relatively stable. Tiara added, 60% of Nona Judes' product purchases were online, and 40% of consumers ate at the dine-in. The marketing strategy that was considered significant was selling Nona Judes' products through an online application. The results of this interview show that promotions using eWOM on social media have a significant effect. However, to strengthen the research results and measure how much influence it has, the data needs to be tested statistically. The researcher then describes the results of statistical analysis starting from the profile and characteristics of the respondents, the results of hypothesis testing, and the measurement of celebrity endorsement indicators that most influence purchasing decisions.

Profile and Characteristics of Respondents

Profiles and characteristics of respondents can be seen in Table 1. In the data collection process, researchers distributed questionnaires directly at Nona Judes Petamburan's Restaurant, up to 100 respondents. Based on the data in Table 1, the age range of 22-26 years has the highest percentage of 55%, and the age range of 17-21 is in the second position with a percentage of 31%. That means 86% of respondents are dominated by young people, who are included in generation Y (millennial) and generation Z. Many opinions about the millennial generation, according to [Ali & Purwandi \(2017\)](#), the millennial generation is those born between 1981-2000. Not much different, [Howe & Strauss \(2000\)](#) stated that the millennial generation is those born between 1982-2000. Meanwhile, [Bencsik, Juhász, & Horváth-Csikós \(2016\)](#) stated that the millennial generation is born in 1980-1995, while generation Z was born in 1995-2010.

The characteristics of generation Y or the millennial generation are people born in the first wave of the digital generation who were born in the technological era. They have excellent digital knowledge so that they are fast in using new tools in information technology. They do not like long planning and always enjoy their world. Their circle of friends is virtual, the majority use social media in their interactions, and they easily accept cultural differences and really like a practical life. Generation Z, also called the net generation, was born in a digital era that is increasingly sophisticated and developing. The characteristics inherent in the Z generation are different from the previous generations. Their words, words, and expressions tend to be considered strange by their parents.

Table 1: Profile and Characteristics of Respondents

Demography	Options	Percentage (%)
Age	17-21 years old	31
	22-26 years old	55
	27-31 years old	13
	>31 years old	1
Gender	Male	34
	Female	66
Education	Elementary/Junior High School	0
	Senior High School	52
	Diplome	18
	Bachelor Degree	28
	Post Graduate	2
Occupation	Students	45
	Private Employee	48
	Government Employee	1
	Entrepreneur	4
	Others	2
Social Media Used	Facebook	2
	facebook, instagram	6
	facebook, instagram, youtube	8
	facebook, twitter, instagram	1
	facebook, twitter, instagram, youtube	8
	Instagram	26
	instagram, youtube	24
	Lainnya	2



	Twitter	1
	twitter, instagram	10
	twitter, instagram, youtube	10
	Whatsapp	1
	Youtube	1
The Most Used Social Media	Facebook	3
	Twitter	5
	Instagram	68
	Youtube	23
	WhatsApp	1
Social Media Using Intensity	0-3 hours/day	16
	4-7 hours/day	47
	8-11 hours/day	22
	12-15 hours/day	12
	>15 hours/day	3
Information Source about Nona Judes Restaurant	Friends	38
	Family	2
	Social Media	47
	Coincidentally	13
	Other	0

Based on gender, it can be seen that the number of visitors to Nona Judes restaurant is dominated by women, with a percentage of 66% and 34% male visitors. The celebrity figure marketing Nona Judes is Prilly Latuconsina, who is spotlighted by young female consumers, evidenced by the number of Instagram followers dominated by women. Besides, [Djafarova & Rushworth \(2017\)](#) also states that along with its development, Instagram users are indeed dominated by young women. Meanwhile, from an educational background, the majority of visitors to Nona Judes Restaurant are high school graduates/equivalent by 52%, and 28% bachelor degree graduates, because the majority of respondents are generation Y and generation Z. Whereas from the respondent's occupation, the majority of visitors to Nona Judes restaurant are private employees with a percentage of 48%, 45% students, 7% government employees, entrepreneurs, and others.

Based on the results, the number of respondents who only had Instagram was 26%. while respondents who have two or more social media are more numerous. Instagram is the social media most used by respondents with 68% of respondents, followed by YouTube use of 23%. In this study, Furthermore, 47% of respondents stated that the length of time they used social media ranged from 4-7 hours, even 22% of respondents stated 8-11 hours, 12% for 12-15 hours, and 3% for more than 15 hours. The use of social media shows that many respondents use more than one social media. The intensive use of social media in the millennial generation allows them to have more than one social media account ([Wiweka, Wachyuni, Rini, Adnyana, & Adnyana, 2019](#)). Also, [Bencsik et al \(2016\)](#) state that millennial generation and generation Z relate to their environment using the internet.

The use of the internet by respondents was carried out to get a variety of information, including accessing information about Nona Judes Restaurant, 47% of respondents got information about Nona Judes' Restaurant through social media, followed by information from friends of 38%. These results prove that information obtained from friends through traditional word-of-mouth (WOM) or eWOM influences purchasing interest. eWOM is considered a reliable source of information in determining purchasing decisions ([Berger, 2014](#)). Thus, Consumers tend to seek information from other people as much as possible before purchasing to minimize the risk of buying errors.

Celebrity Endorsement on Purchasing Decisions at Nona Judes' Restaurant

Before performing the regression analysis, the questionnaire was tested for validity and reliability. The results of the validity show that 16 items related to celebrity endorsement and purchasing decisions have a value of $r_{count} > r_{table}$, > 0.3 so that all statements are declared valid. The reliability test on the two variables also shows a Cronbach Alpha value > 0.60 , so it is said to be reliable ([Priyatno, 2012](#)). Furthermore, the classic assumption test, which consists of a normality test showing normal distribution, linearity test, which shows a linear relationship between variables seen at a significance value of $0.000 < 0.5$. The autocorrelation test shows there is no autocorrelation, to meet the regression test prerequisites. The

heteroscedasticity test also fulfills the requirements because the variable significance value is more than 0.05. So that it can be continued with regression analysis.

Based on Table 2, the results of the correlation test, the correlation test shows the value of the correlation coefficient of celebrity endorsement (X) with a purchase decision (Y) of 0.509, meaning that this value shows a sufficient degree of closeness of the relationship (Sugiyono, 2014). These two variables are correlated with each other, but a regression analysis is needed to find out the extent of the influence of the celebrity endorsement variable on purchasing decisions.

Table 2: Correlation Test's Results

		Celebrity Endorsement	Purchase Decisions
Celebrity Endorsement	Pearson Correlation	1	.509**
	Sig. (2-tailed)		.000
	N	100	100
Purchase Decisions	Pearson Correlation	.509**	1
	Sig. (2-tailed)	.000	
	N	100	100

***. Correlation is significant at the 0.01 level (2-tailed)*

The coefficient of determination test results can be seen in Table 3. The value of R Square shows the value of 0.259, which means that the celebrity endorsement variable's contribution is 25.9% in explaining the purchasing decision variable. This variable contribution is less than the other factors which were not analyzed in this study amounting to 74.1%. Therefore, it is necessary to identify other factors that influence restaurant purchasing decision making.

In previous research on consumer purchasing decisions, explained that 40.1% of purchasing decisions at bakeries that were the object of the study was explained by variables of food quality and brand image. Also, Dessyana (2013) explains the amount of store atmosphere variables, which include exterior, general interior, store layout, and interior displays contributing 70.9% of the purchasing decision variable at a restaurant. Kusumaningrum & Wachyuni (2020) also explained that the Go-Pay cashback promo contributed 49.9% to the interest in buying bubble drinks. Another study was conducted by Abdul & Rachmat (2019), the celebrity endorsement variable and product diversification together contributed 58% to purchase interest. It is possible that if the celebrity endorsement variable combined with other variables gives a greater contribution to purchasing decisions. That is, celebrity endorsement activities on social media must be balanced with other variables, such as good product quality, pleasant atmosphere, and other variables that need to be investigated further to influence consumer purchasing decisions.

Table 3: Determination Coefficients Test's Results

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.509 ^a	.259	.252		2.718

a. *Predictors: (Constant), Celebrity Endorsement*

After conducting a series of regression prerequisite tests, the data were analyzed to obtain a regression equation to determine the celebrity endorsement variable's effect on purchasing decisions. The results of the simple linear regression test can be seen in Table 4. The regression equation in this study is $y = 18.301 + 0.863x$. That means for each increase in the value of the celebrity endorsement variable by one time, the purchase decision will increase by 0.863 times at a constant of 18.301.

Table 4: Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18.301	3.477		5.264	.000
	Celebrity Endorsement	.863	.147	.509	5.860	.000

Then, the data were analyzed using the t-test. The t-test was conducted to determine whether there was an effect of the independent variable (celebrity endorsement) explaining the dependent variable (purchase decision) at Nona Judes Restaurant. The results of the t-test can be seen in Table 4. The significance value of the t-test for the celebrity endorsement variable on purchasing decisions is $0.000 < 0.05$ so that H0 is rejected and H1 is accepted (Priyatno, 2012). There is a significant effect of celebrity endorsement on purchasing decisions at Nona Judes's Restaurant. This study confirms previous

research, which explains that the celebrity endorsement variable affects consumer purchase interest (Abdul & Rachmat, 2019). Also, explain the results of their research that endorser image and brand image are the mediators between celebrity endorsement and brand equity. Another study gave different results, explaining that the endorsement by unfamiliar celebrities (unknown celebrities) by the millennial generation, did not affect the purchase interest of the promoted product. Although, in this study, the millennial generation responded well to these advertisements (McCormick, 2016). In the case of this study, Prilly is a young celebrity who is very attached to her followers. With the endorsement, Prilly was able to attract followers to buy Nona Judes products. Prilly, as the celebrity endorsement, was considered successful in terms of the indicators analyzed in this study.

Indicators of Celebrity Endorsement Variable

In measuring the celebrity endorsement variable, the researcher refers to the theory put forward by Shimp & Andrews (2013), i.e. credibility, attractiveness, and power. Based on the survey results, the average value of the celebrity endorsement variable indicator can be seen in Table 5.

Table 5: Mean value of celebrity endorsement variable

Indicators	Mean		Total Mean	Average Mean
	1	2		
Credibility	4.06	3.77	7.83	3.915
Attractiveness	4.1	3.68	7.78	3.89
Power	4.07	3.86	7.93	3.965
Total Mean				3.923

In Table 5, the total mean value of the three indicators is 3.923, which means that the majority of respondents agree with the statement regarding celebrity endorsement. The credibility indicator has an average of 3,915, Attractiveness of 3,89, and a power of 3,965. Even though the three indicators have the same scale range, the power indicator has the highest average value. According to Shimp dan Andrews (2013), power is the charisma emitted by the endorser so that it can influence the thoughts, attitudes, or behavior of consumers because of the endorser's statement or message. Furthermore, the second indicator an endorser must have is credibility. The credibility of an endorser is measured by the expertise and trust of consumers in the information provided. Attractiveness is in the last position for respondents among the three indicators of the celebrity endorsement variable. Attractiveness is related to consumer attraction to the physical characteristics and characteristics inherent in the endorser, such as personality, lifestyle, and skills.

Based on interviews with Nona Judes' management, the promotion utilizes Prilly's popularity as the main figure in the promotion of Nona Judes products. Another reason Nona Judes' management not to use other celebrities is that Prilly is considered to have power, as evidenced by her Instagram account followers who have reached more than 30 million followers as of May 21, 2019. By having more followers, it will help disseminate more (commercial) information fast. Prilly is considered capable of influencing and inviting the public to buy Nona Judes products through reviews on social media, can deliver good and expressive messages.

This study's results create theoretical and practical implications, namely offering suggestions on the criteria for selecting celebrity endorsement for company management based on the analysis that has been done. In determining the celebrity endorsement figure, the order of indicators that must be considered are (1) Power, (2) Credibility, (3) Attractiveness. Power includes two things: (1) Fame; (2) Power on social media. Celebrities who already have fame will find it easier to attract people's attention. So, when he becomes an endorser, it is expected to influence consumers to buy the products offered. Currently, social media is inseparable from a person's life, especially the millennial generation, who are the majority of Nona Judes' consumers based on the results of a survey of respondents. Endorsement by celebrities who have power on social media is measured by the number of followers on social media. Information seekers tend to trust influencers who have a lot of followers or favorite celebrities (Djafarova & Rushworth, 2017). It will facilitate the dissemination of information carried out by celebrity endorsers. The more information is conveyed, the greater the possibility of purchasing the product.

Credibility includes: (1) Correctness of information; (2) The communication skills of an endorser. Truth and honesty in reviewing products become consumer assessments in the information adoption process. The source of information will be trusted depending on the endorser's communication skills in conveying the message. Third, Attractiveness which includes: (1) Physical appearance; (2) The endorser's character. The physical appearance and character inherent in an endorser can become an interpersonal attraction so that what he is promoting will also look attractive. In conveying promotional messages, the physical appearance and character of the endorser that is in accordance with the product's characteristics will have added value for consumers.



CONCLUSION

The results show several conclusions. First, this study confirms that celebrity endorsement influence product purchase decisions, in the case study of this research at Nona Judes Restaurant. Second, the contribution of the celebrity endorsement variable to product purchasing decisions is 25.9% and the other factors are 74,1%. With a combination of other factors, celebrity endorsement may have a greater influence on purchasing decisions. These other factors are recommended for further analysis. Third, power is the most important indicator seen from the average value of respondents' agreement, followed by credibility and Attraction. This result can be used as a guide for marketing managers to determine celebrity endorsement as a digital marketing strategy.

LIMITATIONS AND STUDY FORWARD

This study is limited to measure the effect of celebrity endorsement in restaurant purchase decisions making. Therefore, suggestions for further research can identify other factors (74.1%) that might influence purchasing decisions. In addition, research can also be carried out to compare endorsements by celebrities, influencers, celebrities, or YouTubers as buzz marketing specialists to determine the roles that most contribute to purchasing decisions.

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AUTHOR CONTRIBUTION

Author SSW designed the study, wrote the first draft on the manuscript, performed the statistical analysis and analyses of the study. Author TKP managed the literature search and analyses of the study. Both authors read and approved the final manuscript.

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