

The Influence of Celebrity Endorser and Brand Image on the Decision to Purchase Eiger Sandals in Surabaya

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ARTICLE INFO

Keywords: Celebrity Endorser, Brand Image, Purchase Decision

Received : 2, October

Revised : 18, October

Accepted: 20, November

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ABSTRACT

As time goes by, various fashion industries compete with various strategies to attract consumers' attention in making purchasing decisions. One strategy that is widely used is to increase the use of celebrity endorsers and build a brand image that is unique, has its own characteristics and values, so that it can influence consumer decisions. This research aims to analyze the influence of celebrity endorsers and brand image on purchasing decisions for Eiger sandals in Surabaya. This research uses a quantitative approach with a purposive sampling method. Data was obtained from 110 respondents who had bought Eiger sandals, got to know celebrity endorsers through questionnaires, and analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) via SmartPLS software. The research results show that celebrity endorsers and brand image have a positive and significant influence on the decision to purchase Eiger sandals in Surabaya. This indicates that the use of artists as a promotional strategy and improving brand image is a key factor in purchasing decisions.

INTRODUCTION

Along with the large use of outdoor climbing shoe and sandal equipment in several cities, including the city of Surabaya has resulted in competition that increasingly strict in the production of outdoor climbing sandal products. Producer outdoor climbing sandal shoes products compete to release several products superior that is able to compete with other products. To achieve market share widely, business actors need to increase their competitiveness, various ways that can be done to attract customer interest so that the company can win market share.

According to Kurtz (2019), one of the ways to create excellence competitive is by designing an effective marketing strategy. Every companies or marketers need to collect various related information the latest trends that can open up market opportunities, so that they are able to compete well. Other factors that can affect consumers in taking a the purchase decision is Celebrity Endorser. According to Febrian and Fadly (2022), a celebrity endorser is a celebrity who uses his fame to represent a brand among the public.

While the research of Hetjanto et al. (2020) explains that celebrities endorser serves as a form of validation from a celebrity to support certain brands, with the aim of increasing the attractiveness of the brand. Furthermore, according to Pratiwi and Rakhmawati (2021), the use of celebrity endorsement can increase the attractiveness of the product and create a positive image in the eyes of consumers. This becomes very relevant in the fashion industry, including sandals, where an attractive brand appearance and image is very affect the purchase decision.

Brand image is the perception that consumers have towards a product. The better the brand image of a product, the more positive the consumer's view towards him. A good brand image also makes consumers more confident in make a purchase decision. According to M. Anang (2019), brand image reflects the consumer's memory of the product and is influenced by the experience owned by the brand. Darmis (2021) added that the brand image is the way consumers perceive the identity of a company. An image which is strong is characterized by a wide recognition in the community.

There are three categories of products owned by Eiger, such as mountaineering for adventure needs, riding for motorcyclists and cyclists, and lifestyle that is more casual and everyday. These three categories are designed according to with the latest trends and needs of Eiger users, commonly called Eigerian. In addition, Eiger also has a special series for women that offers products-products that are more suitable for their needs.

The trend of outdoor sandals in Indonesia is currently experiencing significant improvement, various brands continue to race for build a positive image in the eyes of consumers. A company that continues to compete in outdoor shoes and sandal market, including Bata, Carvil, Eiger, and others. To understand the position and top brands in the Indonesian market.

Table 1. Eiger Sandals Shoes Sales Data

BULAN	QUANTITY	PERSEN / %
MEI	478	26,95%
JUNI	175	9,35%
JULI	147	8,26%
AGUSTUS	225	12,07%
SEPTEMBER	245	13,10%
OKTOBER	298	14,70%
NOVEMBER	289	16,37%
Total Result	1857	100%

Source: Eiger Mer Surabaya Store

Based on Table 1 Eiger product sales in 2024 show quite significant fluctuations. Sales graph at Eiger Mer Surabaya store reflects that, where in July there were 147 sales unit. Furthermore, there was an increase in sales throughout August until October, before falling back in November with sales that reach 9 units.

Therefore, although the data from the Top Brand Index shows that there is increase in 2023 to 2024, sales at Toko Eiger Mer Surabaya experiencing quite significant fluctuations. From the two data information, can concluded that the purchase decision for Eiger brand sandal products tend to be lower compared to competing brands, according to the listed on the Top Brand Index.

The increasingly fierce competition makes companies compete for compete with other competitors. Currently celebrity endorses eiger sandals enough to give influence to consumers but there are still shortcomings in the product, which is that the brand image of Eiger sandals is not yet strong consumers so that there is a weakness that must be resolved by the company that. In facing this challenge or obstacle, the company needs to increase celebrity endorser and brand image.

Based on the existing research phenomena and gaps, it is known that although eiger as a local brand has succeeded in taking advantage of the popularity of celebrity endorsers, a musician Fiersa Besari from Indonesia, but the influence of consumers on the purchase decision is still not fully understood in depth. Some consumers may know the figure, but not necessarily associate it strongly with Azarine sunscreen product. On the other hand, brand image becomes important factor because the better in the consumer's mind then it can form consumer trust and preferences in drawing purchasing decisions. By therefore, this research aims to analyze the influence of celebrity endorsers and brand image towards the decision to buy Eiger sandals in Surabaya.

LITERATURE REVIEW

Marketing Management

Marketing management according to Satriadi (2022) is a series planning, executing thoughts, setting prices, promoting and distributing ideas, goods and services to create exchanges that meet individual goals and organization. Meanwhile, according to Kotler and Keller (2022), they define management

marketing as the art and science of selecting target markets and building relationships profitable with them.

Celebrity Endorser

According to Kotler and Keller Altha et al., 2021 celebrity endorsement is the use of an attractive or popular source figure in advertising, which can strengthen the brand image in the minds of customers.

Meanwhile, Shimp Religia et al., 2022 also describes celebrities' endorsement as the use of known artists, entertainers, athletes or public figures widely used by the community and have been successful in their respective fields. Research by Belch Tiara et al., 2022) adds that celebrity endorsers is a figure who is well known to the public and plays a role as an internal consumer advertisement.

Brand Image

According to Kotler and Keller (2020), brand image is a collection of everything information, experiences, and associations that consumers have with a brand certain. This shows that brand image is not only formed from attributes products, but also from emotional experiences and associated values with that brand.

Aaker's research (2021) adds that brand image functions as brand identity that can influence consumer purchasing decisions. In In this context, a positive brand image can increase customer loyalty and creating differentiation in a competitive market. Aaker also emphasized the importance of elements such as trust and quality are felt within build a strong brand image.

Research by Lee and Back (2022) shows that brand image has a significant impact on consumer attitudes. They found that elements such as brand associations and perceived quality can influence how consumers view brands and, ultimately, influence behavior their purchases. This shows that brand image management is can effectively increase the brand's attractiveness in the eyes of consumers.

Purchase Decision

According to (Syahputra and Alnanda, 2020), purchasing decisions are a series of actions undertaken by an individual, group, or organization to selecting goods, services, ideas, or experiences to meet needs and their wishes.

Tjiptono (2020) also added that purchasing decisions are part of consumer behavior that includes direct actions in business obtain and determine products or services. This process is also involved decision making that occurs before and after the act of purchasing.

Meanwhile, Kotler and Armstrong, as quoted by Srihadi and Pradana (2021), defines purchasing decisions as a study of how individuals, groups, and organizations select, purchase, use, and discarding goods, services, ideas, or experiences intended to fulfill their needs and desires.

Relationship Between Variables

Based on research conducted by Nurul Aprilia (2025), celebrity endorsers are proven to have a positive and significant influence on decisions purchase. Consumers tend to perceive the products advertised by celebrities as higher quality and trustworthy products. Apart from that, Harianti's research (2025) strengthens these findings by adding that celebrities have factors of attractiveness, expertise and credibility significant correlation with consumer buying interest Research conducted by Rahmawati & Yuliana (2020) as students using Eiger products in Bandung found that brand image has a direct and significant influence on purchasing decisions.

Conceptual Framework

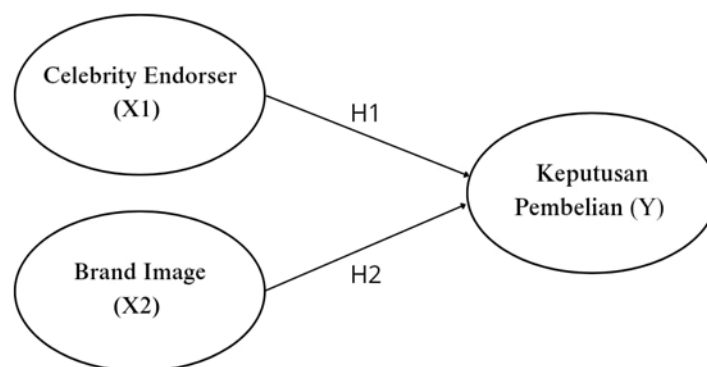


Figure 1. Conceptual Framework

Hypotheses Development

H1: It is suspected that Celebrity Endorsers has a positive influence on purchasing decision for Eiger sandals in Surabaya.

H2: It is suspected that Brand Image have has a positive influence on purchasing decisions for Eiger sandals in Surabaya.

METHODOLOGY

This research uses an explanatory quantitative approach. Sample The research consisted of 110 respondents determined through purposive sampling technique with criteria: domiciled in Surabaya, aged ≥ 18 years, and knows celebrities endorser. The data collection instrument is distributing questionnaires with a scale Likert 1-5. The data analysis technique uses Structural Equation Modeling based on Partial Least Square (PLS-SEM) with the help of SmartPLS software.

RESEARCH RESULT AND DISCUSSION

This research utilizes the SmartPLS application version 4.1.1.4 in Engineering data processing, which is the data analysis process, which is carried out in two ways The main stages, namely designing the Measurement Model (Outer Model) and Model Structural (Inner Model).

Measurement Model Evaluation (Outer Model)

The measurement model or outer model is part of the approach structural modeling based on Partial Least Squares Structural Equation Modeling (PLS-SEM) which focuses on the relationship between latent constructs (latent variables) with indicators that measure it.

Table 2. Outer Loading

	Star Endorser (X1)	Brand Image (X2)	Result Purchase (Y)
Credibility (X1.1)	0.726		
Attraction (X1.2)	0.757		
Power (X1.3)	0.744		
Visibility(X1.4)	0.741		
Strength of Brand Association (X2.1)		0.740	
Brand Association Advantages(X2.2)		0.799	
Brand Association Uniqueness (X2.3)		0.771	
Stability of a Product (Y1)			0.776
Product Buying Habits (Y2)			0.812
Giving Recommendations to Others (Y3)			0.757
Making a Repurchase (Y4)			0.705

Source: PLS Data Processing Result

Based on the results from table 2 above, the validity of the indicators is measured by looking The Factor Loading value of the variable on the indicator is said to have sufficient validity if it is greater than 0.7, then the estimation results for all indicators are correct meets convergent validity or good validity.

Table 3. Cross Loading

	Celebrity Endorser (X1)	Brand Image (X2)	Results Purchase (Y)
Credibility (X1.1)	0.726	0.606	0.574
Attraction (X1.2)	0.757	0.610	0.584
Power (X1.3)	0.744	0.515	0.627
Visibility (X1.4)	0.741	0.475	0.642
Strength of Brand Association (X2.1)	0.641	0.740	0.503
Brand Association Advantages(X2.2)	0.530	0.799	0.556
Brand Association Uniqueness (X2.3)	0.545	0.771	0.533
Stability of a Product (Y1)	0.637	0.600	0.776
Product Buying Habits (Y2)	0.673	0.617	0.812
Giving Recommendations to Others (Y3)	0.620	0.454	0.757
Making a Repurchase (Y4)	0.568	0.416	0.705

Source: PLS Data Processing Result

Based on the results of data analysis in table 3, it can be seen that all factor values contain each indicator from the Celebrity Endorser (X1), Brand Image variables (X2), as well as Buyer Decision (Y) which shows that it has a loading value higher on its own variable compared to other variables. According to Ghozali Imam (2021), this shows that each indicator has fulfills the validity criteria well.

Table 4. Value AVE

Variabel	Cronbac h's Alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
Celebrity Endorser (X1)	0.728	0.831	0.551
Brand Image (X2)	0.656	0.814	0.593
Purchase Decision (Y)	0.761	0.848	0.583

Source: PLS Data Processing Result

Based on table 4 above, the AVE (Avarage Variance Extracted) value for the celebrity endorser variable is 0.551, and the brand image variable is 0.551 0.593 and for the purchasing decision variable, the value is 0.583 means that the AVE value for each of these variables is above 0.50. So results This shows that the data contained in this research is adequate requirements for good convergent validity.

Table 5. Value Composite Realibility

Variabel	Composite reliability
<i>Celebrity Endorser (X1)</i>	0.831
<i>Brand Image (X2)</i>	0.814
Keputusan Pembelian (Y)	0.848

Source: PLS Data Processing Result

Based on table 5, each variable has a value of Celebrity Endorser 0.831 (has good reliability), Brand Image has a value of 0.814 (good reliability), and Purchase Decision has a value of 0.848 (has good reliability). So, it can be concluded that each the variables in this research show that each construct has level's adequate reliability.

Structural Model Evaluation (Inner Model)

Structural models (inner models) are used to evaluate relationships between latent constructs in a study. The main focus of the inner model according to Ghozali Imam, (2021) is to describe how large the proportion of variance is Endogenous variables that can be explained by exogenous variables in the model structural (inner model). Evaluation of the inner model can be done through values R-square (R^2), which describes the proportion of contribution of

exogenous variables (independent) in explaining the endogenous variables in the model.

Table 6. R-Square

Variabel	R-square
Purchase Decision	0.687

Source: PLS Data Processing Result

The R2 value is 0.613, so it can be explained that the model is capable explains how the phenomenon of buying interest is influenced by the dependent variable (free), in the form of Brand Ambassador and Brand Awareness, with variant values amounting to 68.7%. Meanwhile, the remaining 31.3% is influenced by other factors / other variables.

Hypothesis Testing (Path Analysis)

In this research, path analysis was used to test hypothesis by paying attention to the T-statistical values and P-Values. A hypothesis declared accepted if the P-Values value is less than 0.05. As for the test results the hypothesis in this research model is presented as follows:

Table 7. Path Coefficients Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	Tstatistics (O/STDEV)	Pvalues
Celebrity Endorser (X1) -> Purchase Decision (Y)	0.820	0.810	0.069	11.878	0.000
Brand Image (X2) -> Purchase Decision (Y)	0.690	0.686	0.077	9.014	0.000

Source: PLS Data Processing Result

The results of the path coefficients hypothesis test show that, Celebrity endorser (X1) has a positive influence on Purchasing Decisions (Y), Pg This is shown by the Path Coefficients value of 0.820 and the T-Statistic value of 11,878, greater than the T Table value $\alpha = 0.05$ (5%) = 1.96 and the P-value 0.000 (smaller than 0.05), then it is significant (positive) so that (H1) is accepted and Brand Image (X2) has a positive influence on Purchasing Decisions (Y), This is shown by the Path Coefficients value of 0.690 and the T-Statistic value of 9,014, greater than the T Table value $\alpha = 0.05$ (5%) = 1.96 and P-value 0.000 (smaller than 0.05), then it is significant (positive) so (H2) is accepted

The Influence of Celebrity Endorsers on Purchasing Decisions

Based on the results of the research that has been carried out, results can be obtained that the Celebrity Endorser variable has a positive influence on decisions purchasing Eiger sandals, so the hypothesis in this study can be accepted. This means that the better the celebrity endorser, the higher the decision level Purchase. This shows that celebrity endorsers consist of credibility,

attraction, power, visibility, able to influence consumers within made a purchase decision on Eiger sandals in Surabaya.

Eiger it self also has a popular celebrity endorser, namely Fiersa Besari is a famous writer and musician. Besides Meanwhile, Andre Kalaweit is also a figure from the Eiger, where he comes from Kalimantan who is a YouTuber and nature activist who shares content to social media. The digital era means consumers can take advantage one of the media for digital skills, namely by looking at Eiger products which was reviewed by a celebrity through one of the posts that was made promoted by Fiersa Besari and Andre Kalaweit so it has interest in Eiger sandal shoe products, this also has a deep influence purchasing decision making.

The results of the descriptive analysis of the celebrity endorser variable have the highest percentage large is the loading factor on the attraction indicator, this shows that attraction indicators greatly influence purchasing decisions, so that increasingly the better the attraction, the higher the purchasing decision.

The results of this research are also in line with research conducted by Rosita (2021) which states that celebrity endorsers have a positive influence on buying decision. This is reinforced by the findings of Finthariasari et al. (2022) which also identified that celebrity endorsers have a positive impact on consumer purchasing decisions. These findings indicate that variables Celebrity endorsers have a positive and significant effect on purchasing decisions Eiger sandals in Surabaya.

The Influence of Brand Image on Purchasing Decisions

Based on the results of the research that has been carried out, the results can be obtained: Brand image variables on purchasing decisions for Eiger sandals can be accepted. This means that the better the Brand Image, the higher the decision level Purchase. This shows that the brand image consists of strength, superiority, and uniqueness of brand associations, are able to influence consumers within made a purchase decision on Eiger sandals in Surabaya.

The results of the descriptive analysis of the brand image variable have the largest percentage is a loading factor on the indicator of brand association excellence, this shows that the superiority indicators of brand associations greatly influence decisions purchase, so the better the brand association advantage, the higher purchasing decisions.

Consumers consider the superiority of brand associations from shoe product advertising Eiger sandals are very interesting with advertising showing that Eiger sandals are durable and comfortable when worn for activities outdoor activities such as for trekking or light climbing, apart from being comfortable on the feet Eiger sandals also have good grip.

The advantage of mountain sandals is that they have more weight lightweight, quick-drying, and breathable. This causes perceptions to arise is very strongly attached to consumers, namely that Eiger sandals are intended by people who like adventure so that consumers are interested in make purchasing decisions.

The results of this research are in line with research conducted by Farizy (2020) stated that brand image has a positive influence on decisions purchases and this is also in line with research conducted by Ardiatama (2020) stated that brand image has a positive influence on decisions purchase. So, it can be concluded that brand image is one factor which can influence purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data analysis and a previous discussion, This research concludes that celebrity endorsers really make a contribution which is quite high on purchasing decisions, it can be concluded that increasingly The better the use of celebrity endorsers, the better the decision level purchase and vice versa. Brand image also provides an quite high contribution to a purchasing decision, with intent The better the brand image in the minds of consumers, the better the level purchasing decisions that will be made by consumers and likewise with on the contrary.

Eiger is expected to maintain an attraction in the celebrity endorser variable due to very attractiveness influence purchasing decisions and subsequently Eiger is expected to can increase the attractiveness or appeal of better celebrity endorsers Again.

ADVANCED RESEARCH

Future researchers are expected to examine other variables differentiators in each study, for example from consumer experience variables, price, and promotions. The aim is to get a broader picture and comprehensive about what factors can influence the behavior of the consumer. Apart from that, there is a need to expand the research area to another city or can compare one city with another to see any differences in each influence on the variables that will be researched.

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