

The Effect of Advertising and Celebrity Endorser on Increasing Brand Awareness Mediated by Brand Image (Case study of Slinkywhite Products PT. KMSA)

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ABSTRACT : *The existence of advertising and celebrity endorsers can provide and increase brand awareness is interesting to research. Advertising and celebrity endorsers are good marketing communication strategies in building brand image and brand awareness. This study analyzes the factors that influence brand awareness with the connecting variable of brand image. This study has four variables, namely advertising, celebrity endorsers, brand image, and brand awareness. The sample in this study used the Slovin calculation which resulted in 99 samples taken from social media followers of Slinkywhite products. The analysis method in this study uses the Partial least square (PLS) method. The results in the study state that all hypotheses are significant where there is a positive relation or effect of advertising on brand image, celebrity endorsement on brand image, brand image on brand awareness, advertising on brand awareness mediated by brand image, and a positive effect of celebrity endorsement on brand awareness mediated by brand image. The solution in this study is good for analyzing the involvement of advertisements and celebrity endorsers in increasing brand awareness.*

KEYWORDS – Advertising, Celebrity Endorser, Brand Image, Brand Awareness

I. INTRODUCTION

At this time, it is a period of digitalization where many trends change from small changes to big changes. In today's digitalization era, many people have moved and use social media technology as a communication tool which of course can facilitate users in getting information easily and briefly. Based on the databooks article for the past four years (2018-2022), it can be seen that there has been a constant increase and is one of the highest internet users in the world with 204.7 million users, it can be seen that there is an increase of 1.03% from the previous year [1]. With that social media is a suitable trend in increasing brand awareness of a product that is being marketed. With the existence of social media in this digitalization era, it can build an image for companies in carrying out interactive two-way communication while at the same time reducing costs in brand branding activities.

With the increase in the use of social media, of course, this is a good thing or a good opportunity for entrepreneurs. This opportunity can also turn into increasing competition so that entrepreneurs need proper strategic management to be able to improve branding. Increasing brand image and brand awareness are efforts from public relations objectives that can be carried out by a company. In this case, of course, this can influence purchasing decisions and consumers will also not spend their time and material to make purchasing decisions on unknown brands.

Skincare products in Indonesia have a good and rapid development. One of the products that are being talked about is collagen drinks that can help consumers in taking care of their skin from the inside. One of the collagen products is Slinkywhite brand collagen drink. The brand is issued by a company engaged in the Halal skincare and beauty industry, PT Karunia Mitra Sukses Abadi (KMSA). Data from the Central Statistics Agency (BPS) states that in 2020 the growth in the pharmaceutical industry, traditional medicines and chemical drugs has a development of 5.59%, besides that the development of the beauty market in Indonesia in 2021 has been predicted to have an increase of 7% [1].

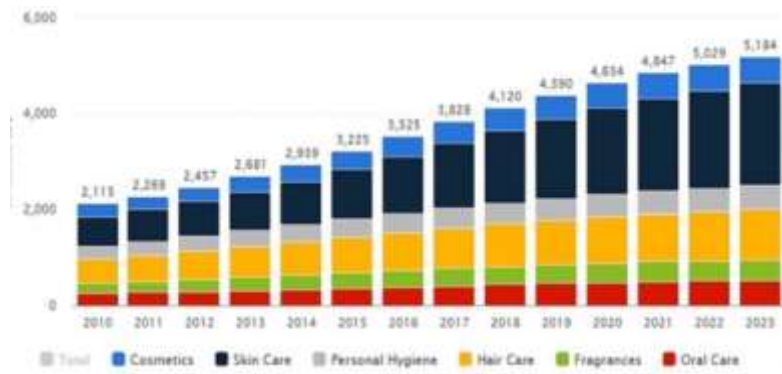


Figure 1. Indonesia Cosmetics Industry Market Share 2010-2023

Over time, more and more companies have emerged that produce the same type and quality even at relatively cheaper prices. With this condition, according to consumers it is a profitable thing because consumers have a variety of varied choices, while on the producer or company side it has its own challenges. With the high competition of companies that are accelerating and consumer desires that are always changing, companies must have more strategies by carrying out a promotion mix and creating efficient and effective marketing strategies, namely advertising and also marketing using the help of influential people such as celebrities. The purpose of this study is to measure the extent to which the role of advertising and Celebrity Endorsers in influencing brand image and brand awareness of Slinkywhite products.

II. LITERATUR RIVIEW

Advertising

Advertising is a word that comes from Greek which has a comprehensive meaning as all forms of activity to present and cause the promotion of ideas, goods, or services. Advertising is any form of promotion of ideas in the form of a presentation of goods or services paid for by an integrated sponsor [2]. Examples of advertisements that have been widely used are print media, advertisements on social media, brochures, booklets, and many other forms of advertising.

Advertising means that marketing communication messages and public communication about a product conveyed through social media are funded by an initiator or company that has the aim of being conveyed to the general public or to the public [3]. With advertising being able to cover various aspects such as preparation, planning, delivery, and feedback from the role of marketing communication which has information that is expected to be conveyed to consumers about the existence of the product is called advertising. Advertising has three indicators [4] and [5]:

a. Rational attractiveness

A rational attractiveness that has information that focuses on the practical needs of consumers regarding a product or service that explains a concept or idea in detail about the attributes and benefits of the product.

b. Emotional attractiveness

Emotional attractiveness can be used to explain benefits or brand images that are not related to the product. The appeal used can use fear which aims to motivate consumers to do or take certain actions by mentioning the adverse effects of not using or consuming the advertised product. In addition, communicators can also use positive energy such as humor and music which are more suitable for products that draw on consumers' emotions and experiences.

c. Comprehensive attractiveness

Comprehensive attractiveness is expected from advertising that can be given to potential consumers who will provide and give rise to the effect of intention or interest in making a purchase.

Celebrity Endorser

Celebrity endorser is a form of a statement made by artists, entertainers, athletes, or public figures who are well known to the public due to their certain skills and abilities. Endorsers or commonly referred to as influencer marketing are involved in conveying either besan given directly or indirectly by using their fame to introduce and promote a product or service [6].

With this statement, it can be concluded that celebrity endorsers are people who convey or provide messages, usually we call them advertising stars. A company usually chooses public figures who have achievements or have a track record on matters that can support the product to be promoted. The decision in determining or choosing a celebrity endorser must be known by many audiences or the public and can provide a positive influence and image that reflects the product so that the delivery can be precise and this is very important. The indicators in celebrity endorsers are [7] and [8]:

a. Endorser's image

In selecting candidates for celebrity endorsers, companies need to sort and select endorsers who will be used as the face of the product being offered. Celebrity endorses must have a good and positive image in the eyes of the public in order to increase public trust in the product.

b. Endorser's attractiveness

An endorser who is chosen must have attractiveness both physically and otherwise. Endorsers who have physical attractiveness are able to provide and show a positive impact on the products they advertise. With the existence of attractiveness, endorsers tend to get a lot of attention compared to those who are less attractive and in delivering messages to be more effective.

c. Endorser's visibility

By selecting endorsers who have sufficient visibility characters to attract consumer attention. In general, in the selection of endorsers, of course, those who are known and have a large and broad influence among the public, so that they can take the attention of the public to be interested and diverted to the brand being advertised.

Brand Image

Brand image is an explanation of consumer confidence in a particular brand [9]. Brand image is a belief that is firmly held by consumers as reflected in consumers' memories. A brand is a product or service where it works as a differentiator from other brands designed to meet the same needs. Brand image is a name, term, symbol or combination of these things that have the intention of identifying goods or services from a company to distinguish from competitors' goods and services [10]. Brand image has a reflection of the feelings that consumers and businesses have about the entire organization and product [11]. From the various theories mentioned by experts, brand image can be concluded as something that can influence consumer behavior towards a product in making purchasing decisions so that the higher the brand image, the higher the chance of purchasing decisions. From the description above, the brand image has three indicators that can frame the brand image [2] :

a. Strength of brand association

The strength of brand association is how strongly consumers think about information about a brand such as logos and product names, as well as how consumers process all the information received and how this information is managed by consumer thinking as part of the brand image.

b. Favorability of brand association

The favorability of brand association can give consumers confidence that the attributes and benefits provided by a product are in accordance with the needs and desires of consumers so that there is a positive attitude towards the brand. The goal of a producer for his consumers is to be satisfied with the needs and desires expected by consumers.

c. Uniqueness of brand association

A product that has a brand must certainly have a uniqueness where the uniqueness can be attractive so that the product can have characteristics and is not easily imitated by competitors. With this uniqueness, it can also

give an impression that is certainly imprinted in the minds of consumers so that it can distinguish it from other similar products.

Brand Awareness

To make the product can be recognized by the public, of course, things that can be measured to what extent the brand is known is by the existence of brand awareness. This certainly requires great efforts that must be carried out and carried out continuously or continuously in order to achieve maximum brand awareness. According to Shrimp in [12] brand awareness is a problem that arises in the minds of consumers when thinking of certain product categories and the ease of remembering product names. According to Cahyani in [13] brand awareness is the ability of a consumer to be able to recognize or remember brands that can later be associated with certain product categories, because of this a consumer can be considered to have brand awareness of a brand automatically without any help. So it can be concluded that brand awareness has the power of a product that is embedded in the minds of consumers. Brand awareness has four indicators [5]:

a. Brand Recognition

Brand recognition is a measurement of brand awareness by consumers which is measured using brand cues. The questions asked help consumers in mentioning the characteristics of the product brand. This means that brand recognition occurs when the measurement of respondents' awareness is measured with assistance.

b. Brand Knowledge

Brand knowledge is a variety of thoughts, feelings, beliefs that have to do with brands [14]. Brand knowledge consists of understanding the brand itself which contains brand awareness and brand image which connects various information such as attributes, images, benefits, behavior towards a brand to brand knowledge and has an influence on consumer responses.

c. Brand Recall

Brand recall is the recall of a brand that reflects what brands the respondent remembers after mentioning the brand that was first mentioned. This means that brand recall is the ability of consumers to retrieve brands from memory when given the product category.

d. Brand Distinction

Brand distinction is an effort to make a brand different from other brands or can be said to be unique. This certainly involves developing a strong brand identity in terms of distinguishing, so that the brand can be easily remembered by consumers.

Framework of Thought

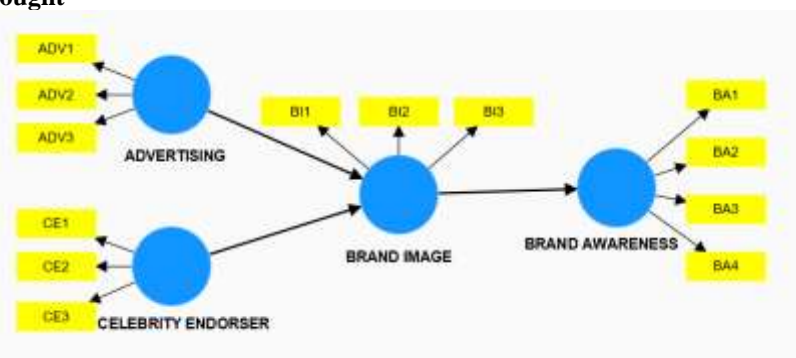


Figure 2. Framework of Thought

Based on the framework above, the research hypothesis is:

HI1: Advertising has a positive effect on brand image

HI2: Celebrity endorsers have a positive effect on brand image

HI3: Brand image has a positive effect on brand awareness

HI4: Advertising has a positive effect on brand awareness mediated by brand image

HI5: Celebrity endorsement has a positive effect on brand awareness mediated by brand image

III. RESEARCH METHODS

Research Design

With the variables of the research title will use quantitative methods, the variables in this study are advertising and celebrity endorsers as independent research variables and brand awareness as the dependent research variable and brand image as an intervening variable. This research design uses a quantitative approach, quantitative data is a research method based on positivistic or concrete and actual data, the data is in the form of numbers which can later be measured using statistics as a calculation test tool. Quantitative data is data in the form of numbers and uses questionnaire techniques, from the questionnaire will produce data and numbers that will be processed. The measurement scale used in calculating and measuring indicators on variables is to use the Liker Scale (1-5).

Population and Sample

a. Population

Population is a generalization area that has elements or consists of objects or subjects that have certain quantities and characteristics that have been determined by researchers to study and study and then draw conclusions [15]. The population in this study are followers of Slinkywhite's social media with a total of 8.673 on the Instagram platform and 109 on the TikTok platform, which totals 8.782.

b. Sample

In the Big Indonesian Dictionary (KBBI) that the sample is a representative of the number of groups that will represent the entire group or population in it. The sample is part of the number of characteristics contained in the population [16]. The sampling procedure carried out in this study is to use the Slovin formula to determine the number of samples that will be the target of the study. The formula used is:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{8782}{1 + 8782 (0,1)^2}$$

$$n = \frac{8782}{(1 + 8782,0,01)}$$

$$n = \frac{8782}{(1 + 8782,0,01)}$$

$$n = \frac{8782}{88,82}$$

$$n = 99$$

IV. RESULT AND DISCUSSION

Research Variable

A research variable is an attribute that comes from people or objects that have certain variations that can be determined and then concluded [17]. Below are the variables in the study which have four variables X1 Advertising, X2 Brand Image, Y Brand Image, and Z Brand Awareness. Of the four variables will be made in a questionnaire that will be distributed to respondents.

Result

In testing convergent validity, validity can be declared if the loading factor has a score of more than or equal to 0.3, while in discriminant validity it can be seen in the AVE value, validity can be declared if it has a score of more than or equal to 0.5. The results of convergent testing in this study can be seen in the following table:

Uji Validitas

| | Advertisement | Celebrity Endorser | Brand Image | Brand Awareness |
|------|---------------|--------------------|-------------|-----------------|
| ADV1 | 0,903 | | | |
| ADV2 | 0,891 | | | |
| ADV3 | 0,905 | | | |
| CE1 | | 0,880 | | |
| CE2 | | 0,911 | | |
| CE3 | | 0,934 | | |
| BI1 | | | 0,910 | |
| BI2 | | | 0,915 | |
| BI3 | | | 0,919 | |
| BA1 | | | | 0,904 |
| BA2 | | | | 0,924 |
| BA3 | | | | 0,917 |
| BA3 | | | | 0,912 |

Table I. Validity Test by SmartPLS

In the table above, the advertisement question item has the highest loading factor value of 0.905 and the lowest is 0.891. The celebrity endorser question item has the highest loading factor value of 0.934 and the lowest is 0.880. The brand image question item has the highest loading factor value of 0.919 and the lowest is 0.910. The brand awareness question item has the highest loading factor value of 0.924 and the lowest is 0.904.

Uji Reliabilitas

| | Cronbach's Alpha | Average Variance Extracted (AVE) |
|--------------------|------------------|----------------------------------|
| Advertisements | 0,882 | 0,809 |
| Celebrity Endorser | 0,895 | 0,826 |
| Brand Image | 0,903 | 0,837 |
| Brand Awareness | 0,934 | 0,836 |

Table II. Cronbach Alpha And Average Variance Extracted (AVE)

In the table above AVE gets results of more than 0.5 in each variable, so that all question items are discriminantly valid. Tests carried out using reliability testing using Cronbach's Alpha analysis. Cronbach's alpha is the average of all parts of the coefficient which may be the result of several different ways of dividing scale items. In the table above Alpha Cronbach gets results of more than 0.7 in each variable so that all questions can be concluded to be reliable in each variable.

Discriminant Validity Test

| | Advertising | Brand Awareness | Brand Image | Celebrity Endorser |
|--------------------|-------------|-----------------|-------------|--------------------|
| Advertising | 0.900 | | | |
| Brand Awareness | 0.664 | 0.914 | | |
| Brand Image | 0.780 | 0.829 | 0.915 | |
| Celebrity Endorser | 0.681 | 0.604 | 0.696 | 0.909 |

Tabel III. Discriminant Validity Test

Hypothesis Testing

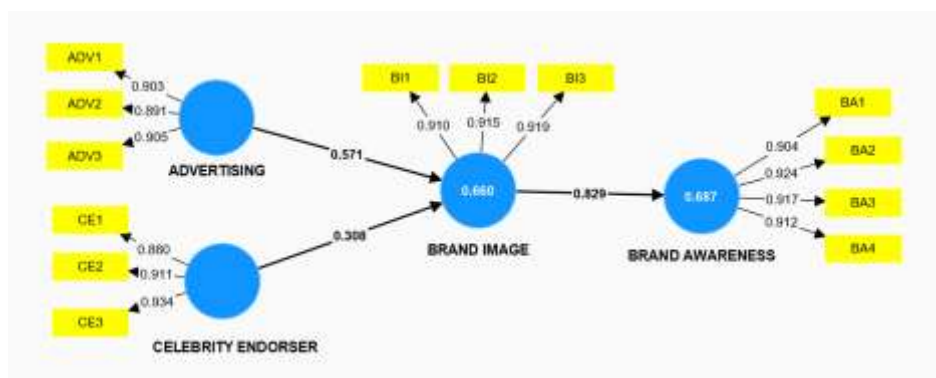


Figure 3. Output SmartPLS

| | Original Sampel (O) | T Statistics (O/STDEV) | P Values |
|--|---------------------|-------------------------|----------|
| Advertising – Brand Image | 0.571 | 7.782 | 0,000 |
| Brang Image – Brand Awareness | 0.829 | 21.754 | 0,000 |
| Celebrity Endorser – Brand Image | 0.308 | 3.339 | 0,001 |
| Advertising – Brand Image – Brand Awareness | 0.473 | 7.380 | 0,000 |
| Celebrity Endorser – Brand Image – Brand Awareness | 0.255 | 3.267 | 0,001 |

Table IV. Hypothesis Testing

The table above shows the results:

- The P Values in the first hypothesis show the results of 0.000 < 0.05 so that there is an influence of advertising on brand image.
- The P Values in the second hypothesis shows the result of 0.000 < 0.05 so that there is an influence of brand image on brand awareness.
- The P Values in the third hypothesis shows the results of 0.001 < 0.05 so that there is an influence of celebrity endorsers on brand image.
- The P values in the fourth hypothesis show the results of 0.000 < 0.05 so that there is an influence of advertising on brand awareness mediated by brand image.
- In the fifth hypothesis P Values show results of 0.001 < 0.05 so that there is an influence of celebrity endorsers on brand awareness mediated by brand image.

The effect of advertising on brand image

This study shows that companies get a positive effect of advertising on brand image with research media. The research results are corroborated by previous research which states that there is an influence of advertising and brand image [18]. In other studies also mention that there is a significant influence of advertising on brand image [19].

The effect celebrity endorser on brand image

This study shows that companies get a positive effect from advertising on brand image after carrying out brand dissemination activities using celebrity media. The results of this study are corroborated by previous research that there is a positive correlation or effect of the indicators on the celebrity endorser variable on brand image [20]. In other studies also mention that celebrity endorsers have a good and strong correlation [21].

The effect brand image on brand awareness

With the company's efforts in advertising and celebrity endorsers to improve brand image which has a positive effect on brand awareness. This research is strengthened by previous research which states the influence of brand image on brand awareness [22]. Other studies also mention that there is a positive influence on brand image and brand awareness variables [23].

The effect of advertising on brand awareness mediated by brand image

With advertising, it will increase brand awareness, because brand awareness has a positive correlation with brand image. This research is corroborated by previous research that there is a positive correlation between advertisement and brand awareness [24]. In other studies also mention that advertising variables have a significant effect on brand awareness [25].

The effect of celebrity endorsers on brand awareness mediated by brand image

With celebrity endorsers, it will increase brand awareness, because brand awareness has a positive correlation with brand image. In previous research, it was stated that there was a significant positive effect of celebrity endorsers on brand awareness [26]. In other studies also mention that there is a positive effect of celebrity endorsers on brand awareness [27].

V. CONCLUSION AND SUGGESTION

Conclusion

From the results of the discussion it can be concluded that there is a positive contribution of advertising and celebrity endorsers to brand image. Good advertising and celebrity endorsers will certainly contribute to brand image, in this case advertising and celebrity endorsers are the main keys in building brand image. With the high intensity in expanding advertising and celebrity endorsers, the stronger the brand image of Slinkywhite products will be in the eyes of the public. Thus, it will be linear or positively related to the increase in brand image will also contribute to an increase in brand awareness. The higher the level of brand image, the higher the level of brand awareness.

Suggestion

Based on the conclusions obtained and looking at the limitations of the study, several suggestions can be made, namely companies must always maintain brand image and brand awareness as a must, be able to optimize the use of celebrities in advertising so as to increase brand image and brand awareness, advertisements are made as attractive and effective as possible because advertising affects brand image which of course has an impact on brand awareness, further research should increase and expand the research sample, and include or add other variables besides advertising and celebrity endorsers.

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