

CELEBRITY BRAND AMBASSADOR AND E-WOM AS DETERMINANTS OF PURCHASE INTENTION: A SURVEY OF INDONESIAN CELEBRITY CAKE**Safira Putri Utami, Nuning Setyowati, Putriesti Mandasari**

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ABSTRACT: This research aims to analyze the influence of celebrity brand ambassador, e-WOM quality, e-WOM quantity, and sender's expertise on consumers purchase intention of celebrity cakes in Indonesia (Yogyakarta, Solo, and Semarang). The research areas are purposively chosen while a hundred of respondents are determined conveniently. Using the regression analysis as an analytical tool, the study shows that the model is significant, while the Celebrity brand ambassador and e-WOM quality have a positive influence on consumers purchase intention of Indonesian celebrity cakes. Celebrities as the brand ambassadors are known for their familiarity, good personalities, good interaction with the consumers (during promotion), and success in delivering the specific facts about celebrity cakes. Meanwhile, viewing online reviews (clarity, understandability, credibility, reasonability) is helpful for consumers in building their confidence in purchase intention. The most influential variable on consumer's purchase intention of celebrity cakes is a celebrity brand ambassador.

Keywords: Celebrity Brand Ambassador, e-WOM, Celebrity Cakes, Purchase Intention

ABSTRAK: Penelitian ini bertujuan untuk menganalisis pengaruh *celebrity brand ambassador*, *eWOM quality*, *eWOM quantity*, dan *sender's expertise* terhadap niat pembelian kue oleh-oleh selebriti di Kota Yogyakarta, Solo, dan Semarang. Metode penentuan lokasi dalam penelitian ini secara *purposive*. Pengambilan sampel menggunakan metode *convenience sampling*. Sampel berjumlah 100 responden. Pengujian instrumen dan analisis data menggunakan *software SPSS 25.0*. Hasil penelitian menunjukkan bahwa *celebrity brand ambassador*, *eWOM quality*, *eWOM quantity*, dan *sender's expertise* secara simultan berpengaruh positif terhadap niat pembelian kue oleh-oleh selebriti. Variabel *Celebrity brand ambassador* dan *eWOM quality* secara parsial berpengaruh positif terhadap niat pembelian kue oleh-oleh selebriti. Selebriti yang menjadi *brand ambassador* cukup familiar, memiliki kepribadian yang baik, memiliki interaksi yang baik dengan konsumen saat promosi, dan menyampaikan fakta mengenai kue oleh-oleh selebriti. Melihat ulasan/komentar online yang jelas, dapat dimengerti, dapat dipercaya, dan memiliki alasan yang mendukung dapat membantu konsumen untuk lebih percaya diri dalam niat pembelian. Variabel yang berpengaruh paling besar terhadap niat pembelian kue oleh-oleh selebriti adalah *celebrity brand ambassador*.

Kata kunci: *Celebrity Brand Ambassador*, e-WOM, Kue Oleh-oleh Selebriti, Niat Pembelian

INTRODUCTION

Internet-based electronic commerce is growing rapidly with the poliferation of commercial Web sites and the increasing acceptance of on-line transactions by consumers (Hong *et al.*, 2004). For businesses operating in the food and beverage industry, the impact of celebrity brand ambassador and online reviews is considered to be very important as consumers cannot interact with the products before consumption. The growth in the number of online platforms provides an opportunity not only for consumers to express their comments, but makes e-WOM a powerful marketing tool. This simple that eWOM is an important source for consumers to get information about the product (Bowen and Ozuem, 2019). Other that, now there is a strong marketing strategy, which make the ads of the product more attractive and effective. That is celebrity brand ambassador which can easily grape the consumer attention (Aurangzeb *et al.*, 2017). In celebrity cakes business with highly competitive market, use of celebrity brand ambassador and e-WOM may be a solution that can make survival possible.

In recent years, the food and beverage industry in Indonesia has experienced an explosion of celebrity cakes. At least, there are 10 brands of celebrity cakes in Yogyakarta, Solo, and Semarang likes Jogja Scrummy, Mamahke Jogja, Jogja Cushy Cheese, Bakpia Princess Cake, Solo Pluffy, Solovely, Solo Prabu, Semarang Wingkorolls, Semarang Roru Cake, and Kuenya Ayu, that indicate the highly competition in this business. Celebrities are not only successful in entertainment, but also trying the cake and pastry business. The opportunity of this business is getting better when using the popularity of celebrity names (Susanto and Harahap, 2017).

Use celebrity brand ambassador and eWOM may be a powerful marketing tools. In which famous and popular well

known person are used to make the ads more effective and attracting. A perfect celebrity with the brand can help to increase awareness about the brand. For maximum result the celebrity which is going to be endorsed it the advertisement his/her personality should match with the of brand (Aurangzeb *et al.*, 2017). Celebrity endorsement has a reasonable impact on consumer's attitude and purchase intention. Physical attractiveness, credibility, congruence of celebrity with reference to the endorsed advertisement all have impact on the consumer's perception about the product (Radha and Jija, 2013).

Other that, several researchers thinks that e-WOM becoming important roles to help marketers, retailer even consumers in market place. This is due to internet become tools as connect to each other within any restriction especially information sharing. Indeed, reliable information from eWOM activity become an essential for consumers doing right purchase decision especially in young generation (Thoumrungrejo, 2014). Social media becoming a platform that attract many internet user to shared their experience towards certain products or services which occur e-WOM activity (Wang *et al.*, 2015). Therefore, this research aims to investigate the influence of celebrity brand ambassador and e-WOM (including quality and quantity of e-WOM as well as sender's expertise) on purchasing intention of celebrity cakes in Indonesia (Yogyakarta, Solo, and Semarang).

RESEARCH METHODOLOGY

Research Model

Throughout a thorough analysis of hypothesis development, the researcher proposed this model, as shown in figure (1), which includes dependent and independent variable. Dependent variable is purchasing intention and the independent variable are celebrity brand ambassador, e-WOM quality, e-WOM quantity, and sender's expertise.

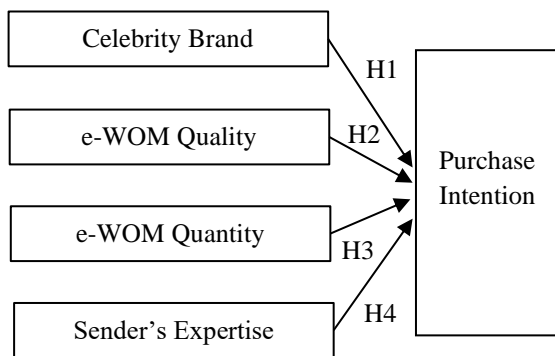


Fig. 1. Proposed Research Model

Research Population and Sample

The research population is defined as all people who know the information of celebrity cakes in Yogyakarta, Solo, and Semarang through online media. Convenience sampling technique has been used in data collection; the sample size was determined to be 100 respondents with the criteria are someone who know the information of celebrity cakes in Yogyakarta, Solo, and Semarang through online media and never bought this product.

Questionnaire and Data Collection

The research questionnaire was developed based on relevant literatures, and used to collect data from the research sample. The questionnaire was distributed online through google forms and consisted of three part as follows:

Part one asking respondents about characteristics, knowledge about the information of celebrity cakes, and general use of social networking sites. This part consists of three main questions. First, asking the respondent's name, gender, origin, age, education, livelihood, and income. Second, asking about the most activity usually do on online media and how often read the online reviews. Third, asking do you know the information about celebrity cakes, which is online media you used to know the information, and do you know the celebrity brand ambassador.

Part two collecting data for all research variables. Part two using five-point Likert scale, ranging from (1 = strongly disagree) to (5 = strongly agree).

Part three contains open questions about independent variable. The questions in the third part used to reinforcing the respondent's answer in the second part. Open questions (essay) used because it can explain the reason of respondent's answer.

Instrument Test and Data Analysis Method

After spreading questionnaires, the data is analysed further through validity test, reliability test, classic assumption test (normality, multicollinearity, and heteroscedasticity), multiple linear regression, and hypotheses test. In this research, the research main statistical analytical tool is SPSS software V.25.0.

The measurement of validity test is based on the comparison between the r-table and r-value. Each variable is regarded valid when the r-value is higher than the r-table. The r-table used in this current research is 0.361 while the r-value is seen from Corrected Item-Total Correlation (Widoyoko, 2012). The measurement of reliability test is based on the value of Cronbach's Alpha. All indicators for each variable are categorized reliable when the Cronbach's Alpha is higher than 0.6 (Arifin, 2017).

The classic assumption test consists of normality, multicollinearity, and heteroscedasticity test. Normality test is conducted to test whether the residuals follow normal distribution or not. This test is conducted through the Kolmogorov-Smirnov (Ghozali, 2014). Multicollinearity test is used to test whether there is correlation between independent variables. Multicollinearity test was seen from the value of Tolerance and VIF. This test is passed when Tolerance is greater than 0.10 and VIF is less than 10 (Ghozali, 2014). Heteroscedasticity test aims to measure the difference of variance error at different

time frames of observations that conducted through Glejser test (Ghozali, 2014).

Multiple linear regression will form a regression equation. Hypotheses test in this research consist of coefficient determination (R^2) test, F-test, and t-test. This part analysis mainly aims to identify the effect of independent variable (celebrity brand ambassador, e-WOM quality, e-WOM quantity, and sender's expertise) to dependent variable (purchase intention).

DATA ANALYSIS AND RESULT

Sample Characteristics

Table (1) exhibits the research sample characteristics. A filtering question was used to reveal if each respondent has an active account on online media to proceed in answering the questionnaire. The question is about the gender, origin, age, last education, livelihood, and income per month (Rp).

Table 1. Sample Characteristic

| Variable | Freq. | Percent |
|-----------------------------|-------|---------|
| Gender | | |
| Males | 22 | 22 |
| Females | 78 | 78 |
| Origin | | |
| Yogyakarta | 14 | 14 |
| Solo | 12 | 12 |
| Semarang | 14 | 14 |
| Others | 60 | 60 |
| Age (y.o) | | |
| < 20 | 10 | 10 |
| 20 – 30 | 89 | 89 |
| > 30 | 1 | 1 |
| Last Education | | |
| Primary School | 0 | 0 |
| Junior High School | 2 | 2 |
| Senior High School | 66 | 66 |
| Bachelor | 25 | 25 |
| Others | 7 | 7 |
| Livelihood | | |
| Student | 86 | 86 |
| Government Employees | 3 | 3 |
| Employee | 6 | 6 |
| Entrepreneurship | 3 | 3 |
| Teacher/Lecturer | 1 | 1 |
| Others | 1 | 1 |
| Income/month (Rp) | | |
| ≤ 1.800.000,00 | 79 | 79 |
| 1.800.001,00 – 3.000.000,00 | 11 | 11 |
| 3.000.001,00 – 4.800.000,00 | 6 | 6 |

| | | |
|-----------------------------|-----|-----|
| 4.800.001,00 – 7.200.000,00 | 3 | 3 |
| > 7.200.000,00 | 1 | 1 |
| Total | 100 | 100 |

Source: Primary Data Analysis, 2019

Table (1) show that 78% respondents are females because females are very easily influenced by online media (social media and online reviews or comments) in terms of shopping (Lubis, 2014). The majority respondents (60%) came from outside the region that's means celebrity cakes enthusiasts are very broad, other that celebrity cake also can be food souvenir for many traveler. Based on the age, 89% respondents were 20 – 30 years old who is an active internet user according to APJII' survey, so they can access more information about celebrity cakes. The last education of respondents 66% are Senior High School. Then, 86% respondents are student at campus; in Indonesia student as the livelihood that uses the most internet than other livelihood (Sugiharto, 2016). The majority respondents based on his/her income, 79% samples have an income of ≤ Rp1.800.000,00 in accordance with the majority sample's livelihood who is still in college.

Table (2) shows about the generally of respondent's activity on online media and the information about celebrity cakes that respondents know based on online media.

Tabel 2. Sample Activities

| Variable | Freq. | Percent |
|---|-------|---------|
| Activity usually do on online media | | |
| Chatting | 64 | 64 |
| Searching products/services | 23 | 23 |
| Others | 13 | 13 |
| Intensity of reading online reviews (in a day) | | |
| 1 – 3 times | 73 | 73 |
| 4 – 6 times | 16 | 16 |
| 7 – 9 times | 2 | 2 |
| More than 10 times | 9 | 9 |
| Online media to know about celebrity cakes | | |
| Website | 4 | 4 |
| Instagram | 88 | 88 |
| Facebook | 1 | 1 |
| Line | 2 | 2 |
| Whatsapp | 0 | 0 |
| Youtube | 5 | 5 |
| Know or don't know about celebrities who become brand ambassadors of celebrity cakes | | |
| Know | 93 | 93 |

| | | |
|--------------|-----|-----|
| Don't know | 7 | 7 |
| Total | 100 | 100 |

Source: Primary Data Analysis, 2019

Table (2) results show that the most activity usually respondents do on online media is chatting with average of 64%, and then searching products/services with average of 23%; this finding specify that respondents main concern in online media is to connect and communicate with family, peers, friends, and colleagues, but they are also in ready to search of certain products and services from those of contact list (Bataneh, 2015). The most intensity of reading online reviews in a day is 1 – 3 times with average of 73%; the finding points that the respondents will be open to receive reviews on online media about negative or positive product's experience, which might influence respondent's purchase intention. Table (2) show that 88% respondents are finding out information about celebrity cakes through Instagram; this is because celebrity brand ambassador usually promote celebrity cakes in Instagram, so that respondents more interested to finding out the information through Instagram. The last, 93% respondents knowing about celebrities who become brand ambassador because the majority of celebrities have been famous for along time.

Instrument Test

Validity test used to measurement all indicators (celebrity brand ambassador (Kusuma dan Santika 2017), e-WOM quality, e-WOM quantity, sender's expertise (Lin *et al.*, 2013), and purchase intention (Widjaja, 2015)). The result shows in Table (3). Based on Table (3), all indicators have higher r-value than the r-table, thats means all indicator is valid and can be used in the questionnaire.

Table 3. Validity Test

| Indicator | r-table | r-value |
|--|---------|---------|
| Celebrity Brand Ambassador | | |
| Celebrities have the ability to convey the intent of the message during the promotion. | 0.361 | 0.681 |
| Celebrities have a good personality. | 0.361 | 0.567 |
| Celebrities have good interaction when delivering message. | 0.361 | 0.658 |
| Celebrities are familiar/famous. | 0.361 | 0.417 |
| Celebrities have the ability to attract prospective buyers. | 0.361 | 0.786 |
| Celebrities say honestly according to the fact when promoting product. | 0.361 | 0.703 |
| e-WOM Quality | | |
| The online review is clear. | 0.361 | 0.751 |
| The online review is understandable. | 0.361 | 0.665 |
| The online review is helpful. | 0.361 | 0.684 |
| The online review is credible. | 0.361 | 0.756 |
| The online review has sufficient reasons supporting the opinions. | 0.361 | 0.815 |
| In general, the quality of each online review is high. | 0.361 | 0.781 |
| e-WOM Quantity | | |
| The number of online review is large, inferring that the product is popular. | 0.361 | 0.862 |
| The quantity of online review information is great, inferring that the product has good sales. | 0.361 | 0.818 |
| Highly ranking & recommendation, inferring that the product has good reputations. | 0.361 | 0.724 |
| Sender's Expertise | | |
| The persons who provided online review, I think they are experienced. | 0.361 | 0.633 |
| The persons who provided online review, I think they have abundant knowledge toward the product. | 0.361 | 0.842 |
| The persons who provided online review, I think they have the ability on judgment. | 0.361 | 0.776 |
| This person provided some different ideas than other sources. | 0.361 | 0.747 |
| This person mentioned some things I had not considered. | 0.361 | 0.744 |
| Purchase Intention | | |
| I am interested to buy celebrity cake. | 0.361 | 0.898 |
| I think of celebrity cake as a choice while buying cake products. | 0.361 | 0.922 |
| I will give efforts to buy celebrity cake. | 0.361 | 0.885 |
| I have the intention to buy celebrity cake in the future. | 0.361 | 0.879 |

Source: Primary Data Analysis, 2019

Table (4) show the reliability coefficients for all variables of this research, which ranged between (0.711 to 0.916). in view of that, the research instrument and variables have a reasonable internal reliability coefficient. The Cronbach's Alpha of all indicators for each variable are higher than 0.6, that's means all variables are reliable and can be used in this research.

Table 4. Reliability Test

| Variables | Number of Items | Cronbach's Alpha |
|--------------------|-----------------|------------------|
| Celebrity BA | 6 | 0,711 |
| e-WOM Quality | 6 | 0,835 |
| e-WOM Quantity | 3 | 0,724 |
| Sender's Expertise | 5 | 0,792 |
| Purchase Intention | 4 | 0,916 |

Source: Primary Data Analysis, 2019

Regression

A stated in Table (5) for normality test, the residuals of four relationships follow normal distribution as well based on Kolmogorov-Smirnov test. The sig. value is 0.561 > alpha value 0.05 that's indicates the test distribution is normal.

Table 5. Normality Test

| | Standardized Residual |
|------------------------|-----------------------|
| N | 100 |
| Test Statistic | 0.790 |
| Asymp. Sig. (2-tailed) | 0.561 |

Source: Primary Data Analysis

For multicollinearity test, it is applied for the four relationships which is the relationship of independent variables (celebrity brand ambassador, e-WOM quality, e-WOM quantity, and sender's expertise) towards dependent variable (consumer purchase intention). As stated in Table (6), it can be summed up that multicollinearity does not exist between the independent variables because the value of Tolerance is greater than 0.10 and VIF is less than 10.

Table 6. Multicollinearity Test

| Variables | Collinearity Statistics | |
|--------------------|-------------------------|-------|
| | Tolerance | VIF |
| Celebrity Brand A. | 0,544 | 1,837 |
| e-WOM Quality | 0,627 | 1,596 |
| e-WOM Quantity | 0,673 | 1,485 |
| Sender's Expertise | 0,890 | 1,124 |

Source: Primary Data Analysis, 2019

Table (7) shows heteroscedasticity test of four relationships in this research. The four relationships are homoscedasticity instead of heteroscedasticity, because the sig. of Glejser Test > alpha value 0.05. Overall, the four relationships have passed the classical assumption tests and can be used for further analysis.

Table 7. Heteroscedasticity Test

| Variables | Sig. of Glejser Test |
|----------------------------|----------------------|
| Celebrity Brand Ambassador | 0.270 |
| e-WOM Quality | 0.647 |
| e-WOM Quantity | 0.671 |
| Sender's Expertise | 0.951 |

Source: Primary Data Analysis, 2019

The equation model is formed from the constant value and regression coefficient values which can be seen from the value of B in the Unstandardized Coefficients' table. Based on the regression test, the regression equation formed is as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = -5.962 + 0.360X_1 + 0.296X_2 + 0.056X_3 + 0.213X_4 + e$$

Which is Y is Purchase Intention, X₁ is Celebrity Brand Ambassador, X₂ is e-WOM Quality, X₃ is e-WOM Quantity, and X₄ is Sender's Expertise.

With the purpose of testing the research hypotheses, the researcher depended on multiple regression analysis to examine the influence of independent variables perceived celebrity brand ambassador, e-WOM quality, e-WOM quantity, and sender's expertise on the dependent variable purchase intention and

the most influential variable on purchase intention.

Based on Table (8), the variance proportion for 33.7% of consumer purchase intention can be explained by all independent variables (celebrity brand ambassador, e-WOM quality, e-WOM quantity, and sender's expertise) according to Adjusted R² value. While the remaining 66.3% is influenced by the other variables which is not examined in this research model such as taste, type, packaging, price, location, socio-economic, environmental, etc.

Table 8. Model Summary

| Model | R | R ² | Adj. R ² | Std. Error of the Estimates |
|-------|-------|----------------|---------------------|-----------------------------|
| 1 | 0.603 | 0.363 | 0.337 | 2.709 |

Source: Primary Data Analysis, 2019

Table (9) shows that the model of this research is significant, because the sig. value in ANOVA table is 0.000. This value is smaller than Alpha value 0.05. It means the independent variables simultaneously have a significant influence on consumer purchase intention of celebrity cakes.

Table 9. ANOVA

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|----------|----------------|----|-------------|--------|-------|
| Reg. | 397,860 | 4 | 99,465 | 13,554 | 0,000 |
| Residual | 697,140 | 95 | 7,338 | | |
| Total | 1095,000 | 99 | | | |

Source: Primary Data Analysis, 2019

Table (10) shows the relationship of independent variables (celebrity brand ambassador, e-WOM quality, e-WOM quantity, and sender's expertise) towards dependent variable (purchase intention) partially.

Table 10. Coefficients

| Model | Unstandardized Coefficients | | T | Sig. |
|--------------|-----------------------------|------------|--------|-------|
| | B | Std. Error | | |
| (Constant) | -5,962 | 2,609 | -2,285 | 0,025 |
| Celebrity BA | 0,360 | 0,128 | 2,812 | 0,006 |
| e-WOM ql | 0,296 | 0,118 | 2,513 | 0,014 |
| e-WOM qn | 0,056 | 0,144 | 0,389 | 0,698 |
| S Expertise | 0,213 | 0,110 | 1,932 | 0,056 |

Source: Primary Data Analysis, 2019

H1: The celebrity brand ambassador positively affects consumer's purchase intention.

As shown in Table (10), the sig. value of celebrity brand ambassador is 0.006 < alpha value 0.05. Hence, the findings point out that there is a positive effect of celebrity brand ambassador on consumer's purchase intention. Thus, the findings offer support to accept H1.

H2: The e-WOM quality positively affects consumer's purchase intention.

As shown in Table (10), the sig. value of e-WOM quality is 0.014 < alpha value 0.05. Hence, the findings point out that there is a positive effect of e-WOM quality on consumer's purchase intention. Thus, the findings offer support to accept H2.

H3: The e-WOM quantity positively affects consumer's purchase intention.

As shown in Table (10), the sig. value of e-WOM quantity is 0.698 > alpha value 0.05. Hence, the findings point out that there is no significant effect of e-WOM quantity on consumer's purchase intention. Thus, the findings offer support to reject H3.

H4: The sender's expertise positively affects consumer's purchase intention.

As shown in Table (10), the sig. value of sender's expertise is 0.056 > alpha value 0.05. Hence, the findings point out that there is no significant effect of sender's expertise on consumer's purchase intention. Thus, the findings offer support to reject H4.

DISCUSSIONS AND CONCLUSIONS

Prior research has studied the impact of celebrity brand ambassador and electronic word of mouth in different research, marketer's needs to better recognized and analyse how celebrity brand ambassador and e-WOM as a marketing strategy might influence consumer's purchase intention. The findings of the data analysis point out that there is a positive effect of celebrity brand ambassador on purchase intention.

Celebrities who are familiar/famous, have a good personality and have a good interaction with consumers will increase consumer's purchase intention. This result is consistent with previous literatures that the celebrity brand ambassador positively affects consumer's purchase intention (Aurangzeb, Kusuma dan Santika (2017)).

The second result shows that there is a positive effect of e-WOM quality on purchase intention. When looking for information about celebrity cakes, respondents immediately focus on the content of online reviews. Comments that are clear, logical and persuasive, with sufficient reasons based on specific fact about the product, have a strong positive effect on the purchase intention. This result is consistent with previous literatures that the e-WOM quality positively affects consumer's purchase intention (Park *et al.* (2007), Widagdo *et al.* (2017)).

Furthermore, the result shows that there is no effect of e-WOM quantity and sender's expertise on purchase intention. When reading online reviews, respondents were more interested with the content of online reviews than seeing the number of reviews and the sender's expertise. This result is consistent with previous literatures e-WOM quantity (Zangeneh *et al.*, 2014); sender's expertise (Khan *et al.*, 2015). The last result shows that the most influential variable is a celebrity brand ambassador.

In order to enhance the celebrity brand ambassador and e-WOM quality on consumer's purchase intention, there are two recommendations proposed by writer. The first recommendation is to organize a mini talk show, there will be presence of celebrity brand ambassador, free samples of celebrity cakes, discount coupons and merchandise. The mini talk show is free and conducted on the weekend in the venue that can be seen and visited easily by people. The second recommendation is the employee of celebrity cakes requested reviews from consumers who were buying

celebrity cakes at the outlet and had previously tried the product, then the reviews will be uploaded to social media.

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