# Celebrity Entrepreneurs vs Social Media Influencers:

An Analysis of the Interplay of Endorser Type and e-WOM

Valence on Consumers' Purchase Intention

Rizqia Faradiba Slamet
S2012790
04/09/2019

Master Thesis
Communication Studies
Digital Marketing Communication

Faculty of Behavioral, Management and
Social Sciences

**Supervisors**
R.S. Jacobs PhD
dr. A.D. Beldad PhD

## UNIVERSITY OF TWENTE.

# Abstract

**Introduction:** In this present era, the use of endorsement of celebrities and social media influencers (SMIs) has become a trend to be one of the most effective marketing tools. Progressively, there has been a phenomenon, especially in Indonesia, where celebrities who engage themselves in business do not only act as the owner, but also as endorser for their own business. They are known to be Celebrity Entrepreneur Endorsers (CEEs).

**Objective:** The present study aimed to accomplish several goals, that are: comparing two endorser type (CEEs vs SMIs) and eWOM valence on source credibility and purchase intention. This study also examined the influence of source credibility on purchase intention.

**Method:** An online experimental design was chosen; consisted of a 2 (endorser type: celebrity entrepreneurs versus SMIs) x 3 (eWOM valence: positive eWOM vs negative eWOM vs no eWOM) between subject factorial design. This study used 309 data from Indonesian who are actively using social media.

**Results:** It was found that SMIs are perceived to be more trustworthy than CEEs. However, without comparing the CEE and SMI, only the endorser's attractiveness has positive impact toward the purchase intention. Moreover, there was no significant difference between the use of CEEs and SMIs when it comes to purchase intention. The current research also could not find any evidence saying that positive eWOM could lead to high credibility and high intention to purchase.

**Discussion/Conclusion:** This study can fill the literature gap which can be useful for future studies about CEEs, SMIs, and/or eWOM valence. Besides that, this study provides the information to marketers that they should put SMIs into consideration, for instance, by arranging partnerships since people trust SMIs more than CEEs. Furthermore, this study also suggests the future studies to consider only focusing on eWOM valence.

*Keywords: Celebrity Entrepreneur Endorsements, Social Media Influencer, Electronic Word of Mouth, Source Credibility, Purchase Intention*

# Table of Contents

# 1. Introduction

The use of celebrity and social media influencer (SMI) endorsements has become one of the most effective marketing tools for promoting brands. According to Friedman and Friedman (1979), celebrity endorser refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (p.63). Celebrity endorser used to endorse the product through traditional advertisement. However, since the rise of social media, celebrity endorsers nowadays have the freedom to do endorsement on their own social media.

There is a phenomenon that has been happening regarding celebrity endorsement, where celebrities start their own businesses and take advantage of their popularity to endorse their own brands. That phenomenon is called celebrity entrepreneur endorsements, and the person who does this is called a Celebrity Entrepreneur Endorser (CEE). Hunter (2010) describes a celebrity entrepreneur as an individual who owns and runs an enterprise (or is portrayed as doing so). Meanwhile, Hassan and Jamil (2014) define celebrity endorsers as 'the inviters' who encourage people to buy particular products, and they have excessive power due to their fame and credibility. The correlation between celebrity entrepreneurs and celebrity endorsers is that celebrity entrepreneurs are also celebrity endorsers because they endorse their own products (Hunter, 2010). For instance, Rihanna, an American singer, runs a cosmetics business called Fenty Beauty, or Kylie Jenner, an American model, who owns a cosmetics business called Kylie Cosmetics. As the owners and celebrities, they have distinctive positions where they have excessive power to encourage people to buy their product due to their popularity. They created contents on their social media accounts to endorse their own brand.

The liberty to create contents offered by the social media gives the chance to not only famous people such as celebrities, but also ordinary people to create contents. This chance is used by the opinion leaders who can create contents and persuade and/or shape their viewers' perception. An SMI can be defined as a third party who can shape others' opinion, attitudes and actions toward particular things through their recommendation, which could be an image or other social media contents (Freberg, Graham, McGaughey, Freberg, 2010). Through their contents, SMIs influence their audience's opinion and encourage them to buy the product they endorse or give review about. An example of an SMI is Nikkie de Jager, a Dutch makeup artist who created contents about cosmetics products. She reviewed or endorsed products from Fenty Beauty and Kyle Cosmetics, the brands that are owned by CEEs.

The CEE and SMI endorsement phenomenon have also been happening in Indonesia since the last decade. Many Indonesian celebrities started different businesses, endorse their own product and work with SMI to give review and/or endorse the products. The businesses run in different categories such as clothing, accessories, technology, cosmetics line, and the biggest one; culinary. The trend to build and run culinary business by the celebrity entrepreneurs has made remarkable contribution to Indonesia's Creative Economy Gross Domestic Product which amounted more than 40% Prasasya (2018). Taking this notable contribution, this study focuses on CEE and SMI endorsement in culinary category.

An example of Indonesian CEE is Ruben Onsu, a comedian and presenter who started his culinary business named Geprek Bensu (fried chicken with chili), Bensu Bakso (meatball soup), and Bensu.co (frozen foods and soft drinks). Even though he is still active as a comedian and presenter in television, he also focuses on his culinary business and uses his Youtube channel called 'The Onsu Family' and his Instagram (@ruben_onsu) as his channel to promote his businesses. He creates content on Youtube, such as reviewing the newest menu on Geprek Bensu (see Figure 1) or posted some photos of the newest Geprek Bensu restaurant on his Instagram account (see Figure 2).



**Figure 1**. The review of newest menu on Geprek Bensu (The Onsu Family, 2019)



**Figure 2.** The newest restaurant of Geprek Bensu (Onsu, 2019)

An example of an Indonesian SMI is Farida Nurhan, a YouTuber who creates video contents related to food. This type of SMI is often called a food vlogger, as she makes video blog (vlog) about food. As a food vlogger, she created a video reviewing food from Geprek Bensu, a restaurant owned the CEE mentioned in previous paragraph, Ruben Onsu (Figure 3). In the video, together with her daughter, they tasted the chicken with chili, and while eating, they gave their opinion about the portion, the price, the texture of the chicken, and the level of spiciness of the chili.



**Figure 3.** One of Farida Nurhan's Youtube videos (Nurhan, 2017)

Both CEEs and SMIs rely on their credibility; which could determine the successfulness of their endorsements. In that sense, the importance of discussing the endorser's credibility is inevitable. This study investigates the credibility of endorsers with The Ohanian Model of Source Credibility. The model was developed by Ohanian (1990) to inspect the credibility of celebrity through measuring his/her expertise, trustworthiness, and attractiveness. Besides credibility, this study also focuses on Electronic Word of Mouth that relates to the effectiveness of endorsement. Electronic Word of Mouth (eWOM) refers to any positive or negative statements made by consumers on social media, which in turn could influence other consumers' opinion about a product (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004).

There are several studies that have been conducted about the effectiveness of celebrity endorsement, SMI endorsement, and eWOM to purchase intention (Wu & Wang, 2011; Pornpitakpan, 2014; Uzunoglu & Kip, 2014; Ahmed, Farooq, & Iqbal, 2014; Gashi, 2017;

Saleem, 2017). Yet these variables were examined separately and to the best of the author's knowledge, nothing is still known about the relationship between those three variables concurrently. Hence, this study took the initiative to examine it.

This research investigated the relative effectiveness of using CEEs compared to using SMIs, particularly in Indonesia. Besides that, this study aimed to compare eWOM valence towards source credibility and consumers purchase intention. Since there were still few studies that focusing on comparing celebrity endorsements (especially celebrity entrepreneur endorsements) and social media influencer endorsements, the results of this study could be used to fill the literature gap. Furthermore, the results of this study could be used for practical implications which offered insight to marketers regarding the extent which endorser give more influence on the consumers. To conclude, this study focused on answering the following research questions: There were three research questions formulated to lead this research: 1) *How do endorser type and eWOM valence influence source credibility?; 2) How do endorser type and eWOM valence influence consumers' purchase intention?;* and *3) How does endorsers' credibility influence consumers' purchase intention?;* and *4) How do endorser type and eWOM valence influence each other?.* The literature review about these constructs will be explained in the next section.

## 2. Theoretical Framework

### 2.1. Endorser Type
#### 2.1.1. Celebrity Entrepreneur Endorser

The 'celebrity' term refers to an individual that has an impact on general public's consciousness (Hunter, 2010; Kaur & Grag, 2016) because of his/her appearance or credibility or both (Ghaffar, Rashid, Nisar, Rehman, & Abbas, 2016). Related to the previous statement, Frizzell (2010) defined celebrities as people who get their fame in the entertainment industry, such as in television, film, or sport. Some of the celebrities associate themselves with particular brand or company as they get sponsored, and they are known as celebrity endorsers (Hunter, 2010). The term of a celebrity endorser refers to a person that is recognized by the public regarding his/her achievements in particular fields (entertainment, sports, broadcasting, etc.). These achievements encourage other people to use specific products or services (Carvalho, 2012; Hasan & Jamil, 2014). Celebrity endorsers could also be defined as people who enjoy public recognition which make affiliation with particular brand or company for the sake of

promoting the product of the brand or the company (McCracken, 1989; Bergkvist & Zhou, 2016).

As a matter of fact, celebrity endorsement has been used as one of the important tools in marketing (Ahmed et al., 2014; Gupta, Kishore, & Verma, 2015). Marketers have been using celebrity endorsements on conventional media such as television, newspapers, and radio until the present time when social media became new platform to do the endorsement. Nowadays, a lot of celebrities do the endorsement on their social media; such as Instagram, YouTube, and Twitter. It can be said that since the existence of social media, celebrities have had more freedom and flexibility to express their creativity to do endorsement because they can use it at their own will.

Progressively, there is a new phenomenon where celebrities who engage themselves in business do not only act as endorsers but start to build their own businesses. Hunter (2010) described celebrity entrepreneur as an individual who is known by public and takes part both in possessing and running an enterprise (or are portrayed as doing so). In a similar vein with Hunter's definition, other study described that celebrity entrepreneur endorsement happens when a celebrity engages in business not only to promote and/or be the representative of a brand, but also has financial and decision-making power (Muda, Musa, Mohamed, and Borhan; 2014). As previously mentioned in the introduction, this phenomenon has been happening in Indonesia, where celebrities decided to be the owner and the endorser for their own business, especially in the culinary industry. Hence, this study only focused on celebrity endorsers who have their culinary business, and they actively promote their own brands on their own social media.

In the study of Susanto & Harahap (2017), they analyzed the use of CEE with a specific brand; Gigieatcake. This cake brand is owned by Nagita Slavina, an Indonesian actress (see Figure 4). The result of the study showed that this brand has a unique selling point and strength because Nagita Slavina, as the owner, acts as the ambassador as well. This study emphasized that the result was quite predictable since Nagita Slavina performed the four attributes that celebrity ambassadors should have. The attributes are popularity, credibility, attractiveness, and power to influence her followers.

**Figure 4.** Gigieat Cake (gigieat.com)

2.1.2. Social Media Influencer

The freedom to generate the content that social media offer allows everyone who can create good contents and have the ability to persuade or shape their viewers' perception to do endorsement. These opinion leaders now are being known as Social Media Influencers (SMIs). According to Frebreg et al. (2010), the term SMIs refers to the third parties who can shape others' opinion, attitudes and actions toward particular things through their recommendation, which could be an image, video, or other social media contents.

The main difference between celebrities and SMIs lies in where they attained their fame (York, 2016). York (2016) explained that celebrities generally become famous through conventional media (e.g., television and radio) by pursuing their careers, for example, being actresses or singers. Meanwhile, SMIs gain fame through their social media (e.g., Youtube, Instagram, Twitter, and Facebook). Additionally, Srinivasan, Srinivasa, & Thulsasidasan (2013) mentioned that celebrities could be SMIs, but SMIs are not necessarily celebrities.

A previous study conducted by Glucksman (2017) described there are three characteristics that influencers have; confidence, interactivity, and authenticity. Influencers

have their confidence because of their trust in their capability to encourage other people to believe in what they say. Related to interactivity, it means that influencers collaborate with their viewer to seek their feedback. Furthermore, influencers have authenticity since they tend to focus on a specific category (e.g., beauty or culinary); they most likely have specific viewers who interested in their categories. Their authenticity makes them relatable and genuine with their viewers.

An SMI has the ability to influence people with a strong personal brand (Li & Du, 2011) by sharing her/his personal experiences and opinions towards a particular brand (Uzunoglu & Kip, 2014). For that reason, companies are today widely using these people to reach out to the consumers (Grafström, Jakobsoon, & Wiede, 2018). SMIs endorse particular products on their social media by giving reviews about it. In the context of this study, there are few of SMIs who endorse the products that are owned by celebrities. For instance, Mgdalenaf, a food vlogger made content about reviewing restaurants owned by celebrities on her Youtube channel.

## 2.2. Source Credibility

At its most basic, the definition of credibility is a measurement to discover how trustable a message or information is (Pepper, 2012). Information from a credible source (e.g. celebrity) can affect attitude, behavior, belief, and opinion (Erdogan, 1999; Wang, Kao, & Ngamsiriudom, 2017). According to Belch and Belch (2003), the definition of credibility is "…the extent to which the recipient sees the source as having the relevant knowledge, skill, or experience and trust the source to give unbiased, objective information" (p.168). Credibility is quite crucial for the company to select celebrities for endorsement (Malik & Sudhakar, 2014). The effective use of celebrity endorsement could happen because they are perceived as highly trustworthy, persuasive, likable, and believable (Frieden (1984) cited in Silvera & Austad, 2004). The most used model for the source of credibility is The Source Credibility Model, which was developed by Ohanian (1990). The author of this model constructed 15 measurement scales and divided them into three main factors/elements. The factors that comprise the source credibility of a celebrity are trustworthiness, attractiveness, and expertise. Each of these factors has different characteristics explained below.

### 2.2.1. Trustworthiness

Trustworthiness refers to honesty, integrity (Erdogan, 1999), dependable, reliable, and sincerity (Ohanian, 1990; Rajeshkanna & Inbalaskshmi, 2016). Trustworthiness is the most desirable element of credibility by the customer (Ahmed et al., 2014; Saleem, 2017) compared

to two other factors; expertise and attractiveness. Therefore, trustworthiness of an endorser is essential. The reason is that the company would expect their target audiences to believe in the message if the source is trustable (Belch & Belch, 2003). Based on The Ohanian Model of Source Credibility, there are five sub-point to measure the level of trustworthiness; which are dependability, reliability, honesty, sincerity, and trustworthy.

## 2.2.2. Expertise

The endorser could be called an expert if he or she demonstrates considerable experience, has knowledge and qualification about the product (Apejoye, 2013; Ohanian, 1990). Oyeniyi (2014) describes that the ability of endorser to persuade is enhanced by the expertise that they possess. Hence, she or he can provide the valid assertion of the messages (Erdogan, 1999; Pepper, 2012; Oyeniyi, 2014). In addition, Aaker and Myers (1987) argued that people would more be persuaded by celebrities who have proper knowledge or by celebrities whose profession is closely related to brands. For instance, Jamie Oliver, a celebrity chef, becomes the face of a supermarket called Tesco because of his expertise in the culinary industry, which closely linked with the supermarket. In the Ohanian Model of Source Credibility, there are five sub-point to measure the level of expertise; which are expert, experienced, knowledgeable, qualified, and skilled.

## 2.2.3. Attractiveness

Attractiveness is closely related to someone's appearance such as their looks and styles. However, attractiveness is not only about physical attraction, but could also be endorsers' virtuous characteristics, such as lifestyles or competencies (Erdogan, 1999; Oyeniyi, 2014; Silvera & Austad, 2004). Based on the model, attractiveness is the consolidation of likeability, similarity, and familiarity (McGuire, as cited in Edorgan, 1999; Belch & Belch, 2003; Rajeshkanna & Inbalaskshmi, 2016). Belch & Belch (2003) explained that likability is a feeling and attitude from receiver toward the source as a result of the source's physical appearance, behavior, and other personal attributes. Similarity refers to the resemblance between the source and the receiver of the message, while familiarity indicates to the knowledge of receivers towards the source through exposure. In the Ohanian Model of Source Credibility, there are five sub-point to measure the level of trustworthiness; which are attractive, classy, beautiful, elegant, and sexy.

2.3. Endorser Type and Source Credibility

One of the purposes of this study is to seek the comparison between celebrities and influencers' credibility. The definition of CEE, SMI, and source credibility have been explained in the previous study. To the best of author's knowledge, there have been no studies that compared the effectiveness of using CEE and SMI. It is understandable since the study of celebrity entrepreneurs who are also endorsers at the same time is quite recent. However, there are few studies compared the use of celebrity (not CEE) and social media influencer in endorsement (Rajeshkanna & Inbalaskshmi, 2016; Djafarova & Rushworth, 2017; Nouri, 2018; Schouten, Janssen, & Verspaget, 2019).

The study of Rajeshkanna and Inbalaskshmi (2016) showed that celebrities are perceived to have more expertise and trustworthy compared to non-celebrities, which in this case would be SMIs. On the contrary, previous studies showed different results, showing that SMIs are more credible—in terms of trustworthiness, expertise, and attractiveness—than celebrities (Djafarova & Rushworth, 2017; Nouri, 2018; Schouten et al., 2019). Djafarova & Rushworth (2017) stated that SMIs have more power than celebrities, because people see influencers more credible and relate to them more easily, rather than celebrities. Since people can relate more to SMIs, they tend to put more trust towards SMIs' opinion (Nouri, 2018).

In addition, Nandagiri & Philip (2018) summarized that the work of SMI do have an impact on the followers. The followers see SMIs as credible source; thus, they are willing to try out the specific product that has been reviewed by SMIs. Hence, based on the review of literature above, the following hypothesis is formulated for this study:

**H1a.** Social media influencers are perceived as more trustworthy than celebrity entrepreneur endorsers.

**H1b.** Social media influencers are perceived to have more expertise than celebrity entrepreneur endorsers.

**H1c.** Social media influencers are perceived as more attractive than celebrity entrepreneur endorsers.

2.4. Purchase Intention

Purchase intention can be defined as an individual's plan or motivation to purchase a product (Eagly & Chaiken, 1993; Khan, Rukhsar, & Shoaib, 2016; Shah, Aziz, Jaffari, Waris, Ejaz, Fatima, & Sherazi, 2012; Spears & Singh, 2004). Morrison (1979) mentioned that purchase intention could predict actual purchase in the future (as cited in Hsu & Tsou, 2011).

Morwitz (2012) also described a similar statement, yet he added: "…but do so imperfectly." For instance, consumers might have an intention to purchase one of Kylie Cosmetics after they saw Kylie Jenner's post on Instagram. However, they may fail to actualize their intentions due to several reasons. For example; affordability and access to the product. On the contrary, there will be some consumers that do not have any intention to purchase at the beginning. Yet because they just got promoted or had a raise, they could just buy the product impulsively.

In the context of celebrity and SMI endorsements, celebrities or SMI are essential determinants of whether consumers will have the intention to purchase the product (Tran, 2011). For instance, Kylie Jenner posts on her Instagram using lipstick from her own brand, Kylie Cosmetics. On her caption, she wrote that this lipstick has very good ingredients to make her lips moisturized. If one of Kylie Jenner's followers saw that post, he or she would probably buy that lipstick from that store because his/her idol endorses the brand.

2.4.1. Endorser Type and Purchase Intention

Besides examining the credibility comparison of CEE and SMIs, this study also examines the effectiveness of using them towards purchase intention. Based on Ewers (2017), celebrity endorsement was found to generate higher intention to purchase than SMI endorsement. This result is also supported with few studies that found celebrity endorsements have positive and significant influence towards purchase intention (Zafar & Rafique, 2012; Gupta et al., 2015; Gaffar, et al., 2016). Celebrity endorsements could also enhance consumers' knowledge about product information, generate their awareness, and help them to recall the brands (Kaur & Grag, 2016).

Meanwhile, there were previous studies mentioned that selecting suitable influencers and creating good content about products have a significant impact on consumer buying and influencer marketing, rather using traditional celebrities (Hendrayati, Gaffar, & Dwiyantu, 2016; Rajeshkanna & Inbalaskshmi, 2016; Xu & Pratt, 2018). Moreover, Chiu (2018) explained one of the reasons why influencers are more effective than celebrity endorsements is because SMIs focus on niche audiences. They build trust and connect with their followers by generating authentic content that their followers' needs and wants. Celebrity endorsements, on the other hands, attain larger audiences, which make less of their followers would find the product relevant to them. Rajeshkanna and Inbalaskshmi (2016) also mentioned something similar, that SMI is more effective than celebrities because people tend to think that SMI represents the idea of "someone like me" could use the product. Thus, based on the review of literature above, the following hypothesis is formulated for this study:

**H2.** Social media influencers have bigger influence towards purchase intention than celebrity entrepreneur endorsers.

2.4.2. Source Credibility and Purchase Intention

Previous studies showed that three elements of source credibility (trustworthiness, expertise, and attractiveness) have positive impact on consumers' purchase intention (Pornpitakpan, 2004; Oyeniyi, 2014; Gupta et al., 2015; Priyankara, Weerasiri, Dissanayaka, & Jinadasa, 2017). In order to be influenced by celebrities, it is important for the consumers to feel the sense of interpersonal trust towards someone. Thus, when consumers' have the trust towards the endorser, it could lead to their intention to purchase (Pornpitakpan, 2004 & Oyeniyi, 2014). Besides that, consumers also expect the endorser to have a certain level of expertise towards the product (Oyeniyi, 2014). When the endorsers are perceived to be an expert or their profession are related to the product, consumers tend to be influenced since they think of the endorser is knowledgeable person in his/her field. Besides trustworthiness and expertise, attractiveness of an endorser also could influence consumers' purchase intention. Pornpitakpan (2004) explained that people were more concerned about attractiveness. Thus, it is expected that they could be affected by someone who were perceived to be attractive.

Moreover, similar results came from the previous researches that investigated about SMIs. The studies found that SMIs' credibility (trustworthiness, expertise, and attractiveness) have a positive influence on purchase intention (Kapitan & silvera, 2016; Nadezhda & Zeina, 2017; Hendrayati et al, 2016). In the study of Nadezhda & Zeina (2017), they explained that SMIs usually keep the communication alive and are very engaging in conversation. For that reason, they tend to have good relationship with their followers. Over the time, that relationship could build the sense of trust from the followers towards the SMIs. Since the followers already have trust in the influencers, people tend to believe what the influencers' recommendation that could lead to consumers' intention to purchase. Moreover, SMIs are known to have knowledge or expertise towards particular products. The expertise and knowledge later make them to be more credible since they know what product they recommend to their viewers. (Kapitan & Silvera, 2016). Furthermore, attractiveness of the SMIs could lead to consumers' purchase intention because the appearance of SMIs. When people perceived the SMIs as attractive, they tend to try or use the product to get the similar results as the SMIs (Hendrayati et al., 2016). Thus, based on the review of literature above, the following hypothesis is formulated for this study:

**H3a.** Trustworthiness positively influence consumers' purchase intention.

**H3b.** Expertise positively influence consumers' purchase intention.

**H3c.** Attractiveness positively influence consumers' purchase intention.

2.5. Electronic Word of Mouth

It is assumed before that source credibility could mediate the relationship between endorser type and purchase intention. Besides the self-assessment, people also count on other people's justification for their thoughts and action. This circumstance is better known as social proof. Social proof is a psychological state where individuals are likely to follow others' action (Talib & Saat, 2017); they determine what is correct by finding out what others think is correct (Cialdini, 2011). Robert Cavett mentioned that since 95 percent of people are imitators and only five percent are innovators; individuals are more likely to be influenced by their peers than by any other evidence we can offer (as cited in Cialdini, 2001, p. 101). Unconsciously, the collective information that people get from their society influences their decisions (Talib & Saat, 2017). People usually think if a lot of people do a certain thing, that means it is the right thing to do (Cialdini, 2001).

Social proof is more noticeable on social media platforms, where people can independently put their thoughts, and other users can see it. Hazelzet (2014) explained that people are more eager to look for social proof when they are not familiar or uncertain with particular conditions. In the online businesses' context, people tend to look at other recommendation to strengthen their will before buying a particular product. While social proof is the condition of people's nature, Electric Word of Mouth (eWOM) is one of the specific methods of sharing: person to person.

According to Wu & Wang (2011), eWOM can be described as "…the knowledge exchange consumers carry out online. This exchange has a direct relationship on customer loyalty, which in turn affects the overall value of the company." (p.448). eWOM is closely related to Consumer-Generated Content (CGC), which can be defined as any internet content that generated by ordinary users, not media or any communications practitioners (Wang & Rodgers, 2011). eWOM communication can take places in many ways (e.g. discussion forum, Web-based opinion platform) (Hennig-Thurau et al., 2004). This study focused on eWOM communication on social media as a platform that has been used by celebrities and SMIs for endorsement.

Furthermore, according to Vo (2017), the ubiquitousness of social media platforms allow people to receive huge amounts of information from others. Due to the sheer volume of eWOM on social media, it is common to find both and negative comments simultaneously (Hartman, Hunt, & Childers, 2013), and in this study, it will be known as eWOM valence. Roy, Datta, and Mukherjee (2019) described that the study of eWOM valence mostly concentrated on evaluating how positive and negative valence affect the dissemination of online reviews and online sales. Vo (2017) affixed that the valence of eWOM becomes important because the valence could depict contradicting experiences and opinions that are showing whether particular products or services are favorable or unfavorable. Hence, eWOM valence could influence consumers' purchase intentions.

### 2.5.1. Electronic Word of Mouth and Source Credibility

Empirical findings in the study of Fanoberova and Kuczkowska (2016) demonstrated that source credibility—trustworthiness, expertise, and attractiveness—have a positive influence towards eWOM source. Furthermore, according to Saleem and Ellahi (2017), trustworthiness and expertise are major influential elements of eWOM. The previous study that was conducted by Bush, Martin, and Bush (2004) showed that positive WOM is more likely to be generated when a popular athlete endorsed the product or service. Other studies also stated that WOM mediates the relationship between celebrity endorsements' credibility and purchase intention (Saleem, 2017; Wu & Wang, 2011). Another study has revealed that SMI endorsements have a significant impact on consumers' willingness to create a brand-promoting post on Instagram (Lampeitl & Åberg, 2017). Furthermore, eWOM is considered to be an effective source of information because it is formed as informal exchange of opinion between 'ordinary' people (Loureiro & Sarmento, 2018). It becomes reasonable that when consumers read positive eWOM, it could lead their thoughts to think that the endorsers are credible as other people left nice comments. Thus, based on the review of literature above, the following hypothesis is formulated for this study:

**H4a.** Positive valence of eWOM has a positive effect on trustworthiness.
**H4b.** Positive valence of eWOM has a positive effect on expertise.
**H4c.** Positive valence of eWOM has a positive effect on attractiveness.

2.5.2. Electronic Word of Mouth and Purchase Intention

In eWOM context, reviews of the users' experiences could form positive or negative opinions. According to Saleem and Ellahi (2017), those reviews could affect the purchase intention among potential consumers. Many consumers will look on online comments if they find a product or service they are interested in (Almana & Mirza, 2013). Furthermore, previous studies also showed that the more credible the eWOM they perceived, the more likely they have intention to purchase intention (Park, Wang, Yao, & Kang, 2011; Fan & Miao, 2012).

Moreover, the existed studies also found that eWOM would specifically lead to higher intention to purchase if the comments contain positive responses, while negative eWOM discourage consumers from obtaining particular product or service. (Hartman et al., 2013; Vo, 2017). Thus, based on the review of literature above, the following hypothesis is formulated for this study:

**H5.** Positive valence of eWOM positively influence consumers' purchase intention.

2.6. Conceptual Research Model

Based on the literature review and the hypothesis what have been explained, a conceptual research model is illustrated in order to give a clear vide of the pace that these constructs take. Figures 5 shows a summary of the overall variables: endorser type, eWOM, source credibility, and purchase intention.
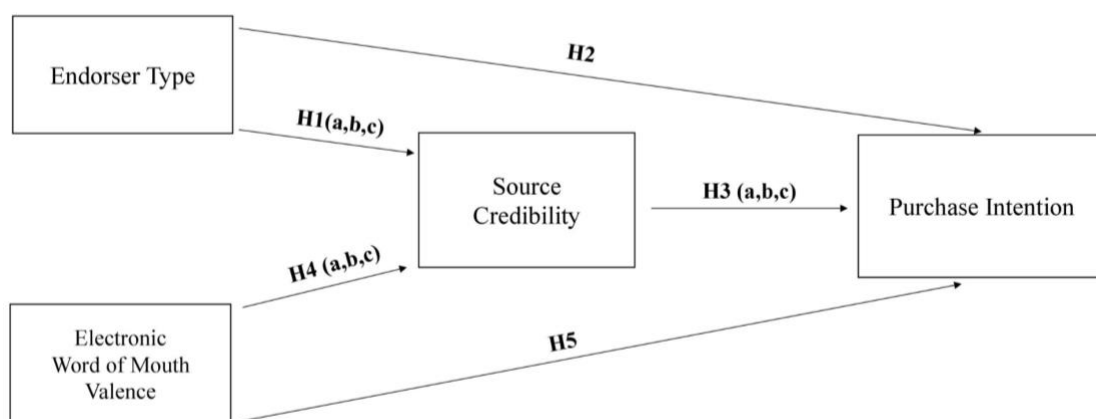


**Figure 5.** Conceptual research model

# 3. Methodology

## 3.1. Research Design

This study examined the relationship between endorser type and eWOM toward consumers' purchase intention, and the credibility of endorsers as the mediating role. An online experiment was set up in order to empirically test the formulated hypotheses. This study consisted of a 2 (endorser type: celebrities vs. SMIs) x 3 (eWOM valence: positive comments vs. negative comments vs. no comment) between-subjects factorial design. Thus, there were six conditions, whereby participants were randomly assigned online to one of the conditions (Table 1). The reason to undertake experimental design as a research method was because this method was one of the most suitable ways to explore the cause-effect relationship among variables (Bryman, 2015), which was the purpose of this study.

**Table 1.** The list of conditions

| Condition | Endorser Type | eWOM Valence |
|---|---|---|
| 1 | A celebrity entrepreneur endorser | Positive eWOM |
| 2 | A celebrity entrepreneur endorser | Negative eWOM |
| 3 | A celebrity entrepreneur endorser | No eWOM |
| 4 | A Social Media Influencer | Positive eWOM |
| 5 | A Social Media Influencer | Negative eWOM |
| 6 | A Social Media Influencer | No eWOM |

## 3.2. Development of the Stimulus Material

## 3.2.1. Selection of Endorsers

The celebrity and the SMI that were used in the stimuli were selected based on a set of criteria. First, both the celebrity and SMI had to be popular in Indonesia. The second criteria was that the celebrity had to own a culinary business and review their product on their social media. Meanwhile, the SMI had created a food review content for the food that was owned by the celebrity. The next requirement desired for both the celebrity and the SMI was that they were perceived as good public figures as it could influence their credibility to endorse products. Lastly, the celebrity and the SMI had to be in similar conditions for a fair comparison and to prevent a one-sided end result.

Therefore, an online pre-test (*N=22*) was arranged to determine which celebrities and SMIs who would be the objects for this study. A short questionnaire was developed with eight closed questions and two open questions that were generated, especially for this study. The

participants were asked about the familiarity, likeability, and similarity towards the celebrities and SMIs (4 celebrities and 4 SMIs, *N=8*). Thus, four couples consisted one celebrity and one SMI, respectively (see Appendix 1) This pre-test aimed to gather the information which celebrities and SMIs who were likely to be known, had good images, and had more similarity. Besides, the participants were asked whether they know about the scandal that might influence the credibility of celebrities and SMIs. The pre-test questionnaire was in Indonesian language and the English version can be seen in Appendix 1. After analyzing the responses of the surveys, the results revealed that Raffi Ahmad and Kenneth Chandra had scored the highest. Moreover, the results also showed that both did not have any scandals that could harm their credibility as reviewers. Detailed information about the pre-test is provided in Appendix 1.

Raffi Ahmad is an Indonesian presenter, actor, and singer (see Figure 6). Aside from his activities in the entertainment industry, he has several businesses in clothing and culinary industry. His clothing line called as RA Jeans and Sarung Tenun Rahmad. Moreover, he also has a few culinary businesses, such as Kingkong Keripik Singkong (cassava snack), Aa Raffi Fried Chicken, and My BBQ. Through his Youtube channel (RANS Entertainment) and Instagram account (@raffinagita1717) that he built together with his wife, Nagita Slavina, who is also an actress and singer, they actively promote their products by reviewing products and posts all information related to the brands. Meanwhile, Kenneth Chandra started his career through his Youtube channel that he built together with his girlfriend, Gratiana, and they gave it name 'Ken & Grat' (see Figure 7). They usually make their contents by tasting food and drink then they give a review after tasting it.

**Figure 6.** The Celebrity: Raffi Ahmad (Raffiahmad Nagitaslavina1717, 2019)



**Figure 7.** The SMI: Kenneth Chandra (Chandra, K., 2018)

3.3.2. Selection of Video Stimuli

For this purpose of this study, two one-minute videos were edited based on two existing videos on Youtube that were uploaded by the celebrity and the SMI. For the celebrity video, the video titled *Usaha Baru untuk Masa Depan Rafathar (*A New Business for Rafathar's Future). In this video, Raffi Ahmad introduced his new culinary business which he prepared for his son, Rafathar. This video was taken from Youtube channel 'Rans Entertainment', owned by Raffi Ahmad. Meanwhile for the SMI video, the video titled *Fried Chicken Aa Raffi Ahmad Antriannya Panjang!! Seeanak apa sih??* (The Line at Friend Chicken Aa Raffi Ahmad is so long!! Is it that good??). Together with his girlfriend, Gratiana, Kenneth Chandra came to Raffi's restaurant to taste and give a review toward the food. This video was taken from Youtube channel 'Ken & Grat', owned by Kenneth Chandra and Gratiana. Nevertheless, for the sake of the study, only Kenneth's part was taken in order to make both videos reasonably comparable. The screenshots about the videos can be found in Figure 8 and Figure 9.



**Figure 8**. The Screenshot of The Celebrity Video (Rans Entertainment, 2018)

**Figure 9**. The screenshot of The SMI Video (Ken & Grat, 2018)

### 3.3.3. Selection of Electronic Word of Mouth's Section

eWOM was one of the independent variables for this study. In this study, participants not only were tested regarding the endorsers but also about how comments that were generated by other users influence participants' purchase intention. In order to manipulate this variable, there were three different versions for each endorser: positive, negative, and no comment at all. All the comments were made up for the sake of this study based on both original videos that have been mentioned in the previous section.

There were three comments for positive and negative comments, respectively. Although all the positive and negative comments were not real, they were made up based on the collection of real comments from Raffi and Kenneth's videos. Therefore, there were three kinds of comments; viewers' opinion about the taste in general, their feeling after watching the video, and their opinion about the specific food (in this case, it would be the sauce for the chicken dip). For the positive comments, the sentences had gentle tones, such as giving compliment because they have tasted before and given the vibe that has the intention to try after watching the video. On the other hand, for the negative comments, the valences were more about disappointment towards the products, such as the bad opinion from a person who has tried the chicken or did not feel attracted to the food after watching the video. Moreover,

there was a comment for each category that used emoji since there were few people used emoji in the real comment on Raffi and Kenneth's videos. For positive comments, the emoji was 'Face Savouring Food,' and the emoji for the negative comments was 'Face with Rolling Eyes'. The comments were in the Indonesian language and the list of the comments with the English version can be seen in Table 2.

**Table 2**. eWOM's stimulus materials

| Indonesian | English |
| --- | --- |
| Aku pernah nyoba nih, rasanya enak banget | I have tried this, it is really delicious |
| Sausnya rekomen banget loh… | The sauce is very recommended |
| Kok kayaknya menarik ya 😋😋 | It looks appealing though 😋😋 |
| Aku pernah nyoba nih, rasanya enggak enak | I have tried this, it is really bad |
| Sausnya ngga rekomen banget loh… | The sauce is not recommended… |
| Kok kayaknya enggak menarik ya 🙄🙄 | It does not look appealing though 🙄🙄 |

### 3.3.4. Selection of Background Templates

In the questionnaire, before the video was shown, all participants were asked to choose which device they used when they filled the questionnaire in. For those who chose 'Laptop/PC' or 'Tablet', they were given a screen with a desktop Instagram format that contained a video from one of the subjects. Next to the video on the screen, there were three comments that were specially made up for this study. Meanwhile, for those who chose 'mobile phone', they were given a screen with a mobile phone Instagram format with comments' section below the video. Therefore, there were 12 different screens for every condition and every device.

In conditions that related to the CEE, the background was taken from the Instagram of Raffi Ahmad (@raffinagita1717). The video, as mentioned earlier, was taken from Raffi Ahmad's Youtube channel (Rans Entertainment). The caption for this post was the same title as the video, which was *Usaha Baru untuk Masa Depan Rafathar (*A New Business for Rafathar's Future). The example of the screen for the conditions related to CEE can be seen in Figure 10 and Figure 11.

Furthermore, in the conditions that related to the SMI, the background was taken from the Instagram of Kenneth Chandra and Gratiana (@kenandgrat). The video, as mentioned earlier, was taken from Kenneth and Gratiana's Youtube channel (Ken & Grat), which was *Fried Chicken Aa Raffi Ahmad Antriannya Panjang!! Seeanak apa sih??* (The Line at Friend

Chicken Aa Raffi Ahmad is so long!! Is it that good??). The example of the screen for the conditions related to CEE can be seen in Figure 12 and Figure 13.
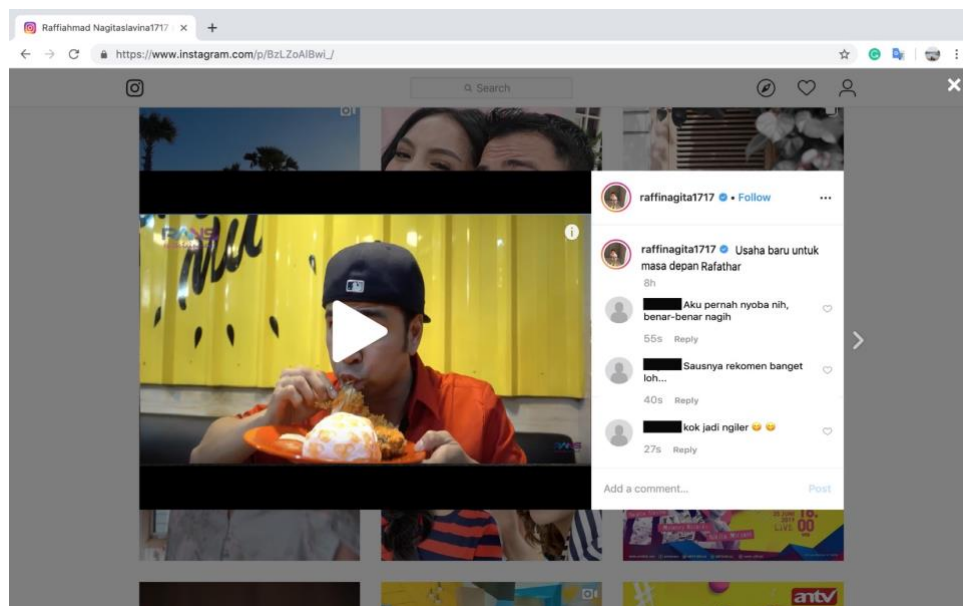
.



**Figure 10.** The Personal Computer (PC) Display for CEE conditions with positive comments



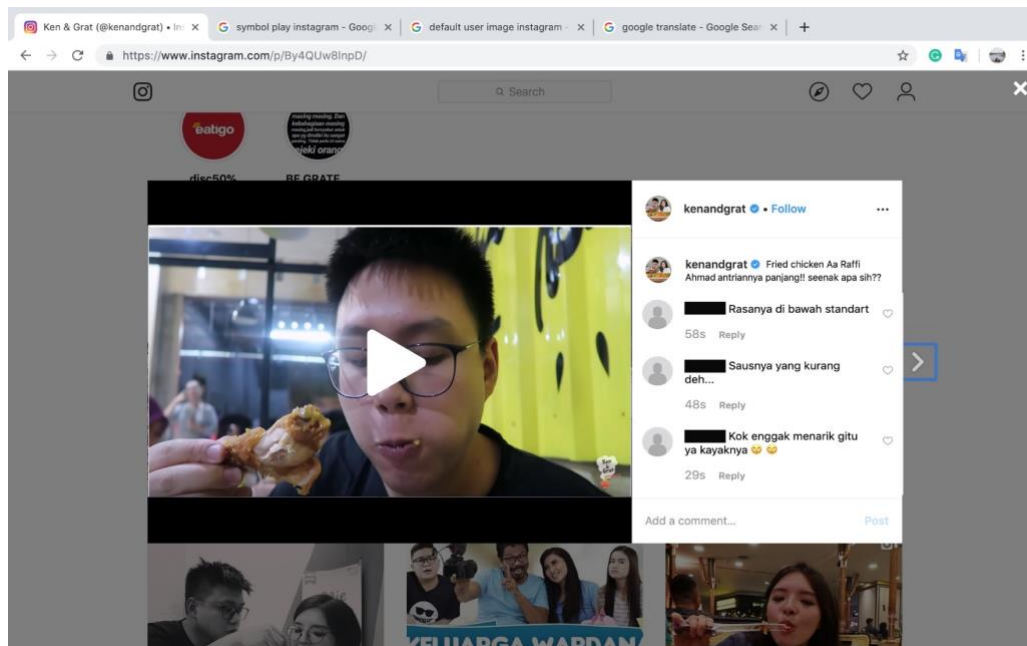**Figure 11.** The Mobile Display for CEE conditions with positive comments

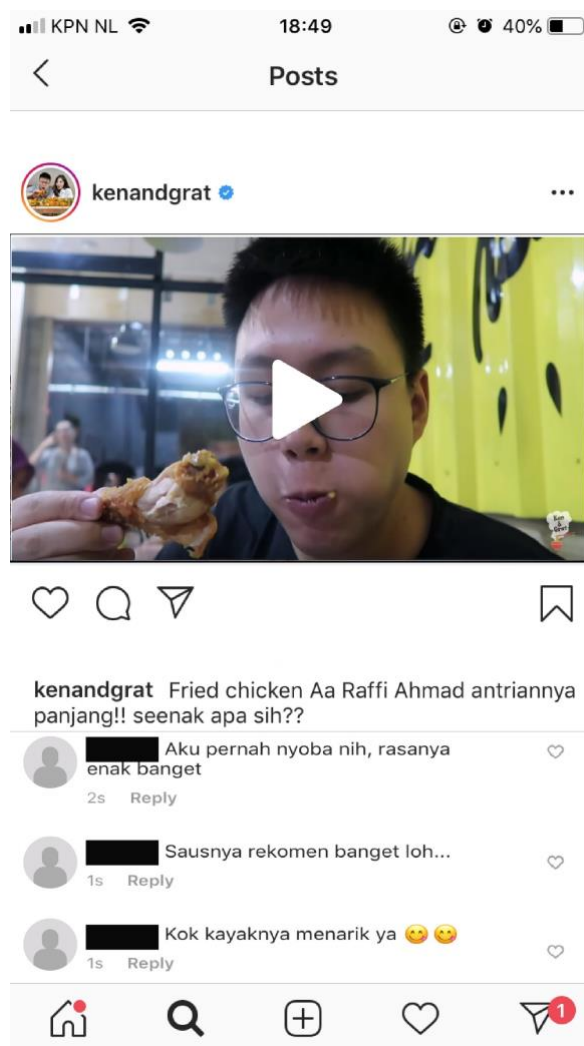**Figure 12.** The Personal Computer (PC) Display for CEE conditions with negative comments



**Figure 13.** The Mobile Display for CEE conditions with negative comments

## 3.4. Procedure

The questionnaire of this study was made on Qualtrics platform. An anonymous link to the questionnaire was generated and distributed through social media, messaging applications, or emails. All participants were welcomed by a brief explanation of the purpose of the study, the researcher who conducted the study, as well as privacy consent agreement. If participants agreed to the terms, they could proceed with the questionnaire. After that, participants were asked questions related to participants' demographic characteristics; such as age, gender, level of education, and level of income, Participants were asked to choose which device they were using to get a suitable display format in consideration of their convenience.

After that, participants were randomly assigned to one of six experimental conditions. Each participant was given a short scenario and was shown to a video that was assigned to them. For instance, the first condition was a one-minute video of a celebrity who reviewed his food on his Instagram, followed by positive comments from other social media users on the celebrity's comment section. Meanwhile, for the second condition, participants were presented with the same Instagram post, yet they saw negative comments from other social media users on the celebrities' comment section, and so on with the other conditions. Additionally, the timing questions on Qualtrics were added on each video to track and manage the time a participant spends on that page for 15 seconds. Moreover, all participants were asked questions about whether they familiar with the endorser. After that, the participants were questions about their intention to buy and the items about endorser's credibility after seeing the video. On the last page, participants were asked questions about how they enjoy watching the video, the estimation of the food's price, and their questions or comments towards the requirements.

## 3.5. Measures

Both independent variables, which are endorser types and eWOM were manipulated as explained in the 'Development of the Stimulus Material' section before. Furthermore, the other variables that were used in this study were source credibility and purchase intention as the dependent variables. Besides, familiarity and enjoyment scale were used as control variables. These variables were treated as factors or constructs and to measure these constructs, there were items formulated. All the items were adopted from previous studies with the consideration that the measurement qualities have already been tested hence make this study even more reliable. Purchase intention, familiarity and enjoyment scale were estimated on a seven-point Likert scale, from strongly disagree to strongly agree. Source credibility was measured with two-semantic differentials with a seven-point Likert scale. The source of measurements used

can be seen in Table 3 below. The Indonesian version of the items that was used in the questionnaire can be found in Appendix 2.

**Table 3.** The source of measurements

| Construct/Factor | Sub-Factors | Label | Item | Source |
|---|---|---|---|---|
| Source Credibility | Trustworthiness | SC_T1 | Undependable – dependable | |
| | | SC_T2 | Dishonest – honest | |
| | | SC_T3 | Unreliable – reliable | |
| | | SC_T4 | Insincere – sincere | |
| | | SC_T5 | Untrustworthy – trustworthy | |
| | Expertise | SC_E1 | Non-an expert – an expert | |
| | | SC_E2 | Inexperienced – experienced | (Ohanian, 1990) |
| | | SC_E3 | Unknowledgeable – knowledgeable | |
| | | SC_E4 | Unqualified – Qualified | |
| | | SC_E5 | Unskilled – skilled | |
| | Attractiveness | SC_A1 | Unattractive – attractive | |
| | | SC_A2 | Not classy – classy | |
| | | SC_A3 | Ugly – beautiful | |
| | | SC_A4 | Unsexy – sexy | |
| | | SC_A5 | Plain – elegant | |
| Purchase Intention | | PI1 | I Intend to buy the product that I just saw in the video. | |
| | | PI2 | I am considering buying the product that I just saw in the video. | (Hsu and Tsou, 2011; Rachbini, 2018) |
| | | PI3 | I am interested try the product that I just saw in the video. | |
| | | PI4 | I am willing to spend my money for the product that I just saw in the video. | |
| | | PI5 | I will actually buy the product that I just saw in the video. | |
| Familiarity | | F1 | I am familiar with the person in the video | |
| | | F2 | I recognize the person in the video | (Spry, Pappu, and Cornwell, 2011) |
| | | F3 | I have heard of the person in the video before. | |
| Enjoyment | | E1 | I like watching this video. | |
| | | E2 | I had fun watching this video. | (Jacobs, 2015) |
| | | E3 | The video entertained me. | |

In addition, there were some items that were specially constructed for this study, such as questions about manipulation checks and some of the control variable items. The use of manipulation checks was aimed to test the participants' seriousness in contributing to the study. One of the manipulation check questions was *"what do you think the video was about?"* and there were five choices, such as traveling, culinary, lifestyle, music, or gaming. At the end of the questionnaire, participants were asked about their opinion about the estimation price for the product that they saw in the video.

### 3.5.1. Validity and Reliability Analysis

In order to determine whether all items formulated measured the right constructs, a factor analysis was performed. Orthogonal rotation (Varimax) method was used to rotate the factors one another to see the correlation among factors and the relationship among the constructs. According to Field (2013), a construct should have at least three items with >0.40 factor loading score. The factor analysis for this study showed that all items have factor loading score more than 0.40 which means all items are valid to measure the constructs. In addition, the results showed four components which were already expected. Furthermore, reliability analysis showed that all items of purchase intention and source credibility had relatively high internal consistency with above .90 Cronbach's alpha score. Details about the factor analysis and reliability test can be found in Table 4 below.

**Table 4.** Scores of factor Analysis and reliability test

| Component | Trustworthiness | Expertise | Attractiveness | Purchase Intention |
|---|---|---|---|---|
| | $\alpha = .95$ | $\alpha = .96$ | $\alpha = .93$ | $\alpha = .94$ |
| Trustworthiness: Undependable – dependable | .69 | | | |
| Trustworthiness: Dishonest – honest | .99 | | | |
| Trustworthiness: Unreliable – reliable | .86 | | | |
| Trustworthiness: Insincere – sincere | .81 | | | |
| Trustworthiness: Untrustworthy – trustworthy | .87 | | | |

| Component | Trustworthiness | Expertise | Attractiveness | Purchase Intention |
|---|---|---|---|---|
| Expertise: Non-an expert – an expert | | .95 | | |
| Expertise: Inexperienced – experienced | | .95 | | |
| Expertise: Unknowledgeable – knowledgeable | | .88 | | |
| Expertise: Unqualified – Qualified | | .84 | | |
| Expertise: Unskilled – skilled | | .90 | | |
| Attractiveness: Unattractive – attractive | | | -.54 | |
| Attractiveness: Not classy – classy | | | -.63 | |
| Attractiveness: Ugly – beautiful | | | -.71 | |
| Attractiveness: Unsexy – sexy | | | -.97 | |
| Attractiveness: Plain – elegant | | | -.89 | |
| Purchase intention: I Intend to buy the product that I just saw in the video. | | | | .87 |
| Purchase intention: I am considering buying the product that I just saw in the video. | | | | .81 |
| Purchase intention: I am interested try the product that I just saw in the video. | | | | .93 |
| Purchase intention: I am willing to spend my money for the product that I just saw in the video. | | | | .90 |
| Purchase intention: I will actually buy the product that I just saw in the video. | | | | .90 |

Extraction Method: Principal Component Analysis.
Rotation Method: Oblimin with Kaiser Normalization.[a]

a. Rotation converged in 7 iterations.

3.6. Manipulation Checks

Four manipulation check questions were asked in order to decide if the participants have understood the study correctly. The questions were about the type of the video and the food. The next one was about the comments below or next to the video they just saw. The last question was about the endorsers' response toward the product they just reviewed.

There were two questions that applied for every condition; which were the topic of the video and the kind of the food. The result showed that 96.3% of participants (312 people) answered culinary, which was correct. Meanwhile, only 0.6% of participants (2 people) answered traveling, and 3.1% of participants (10 people) answered lifestyle, which was not correct. Furthermore, these 312 participants were screened again by the next manipulation check question about the type of food that they just saw in the video, and the expected answer was *ayam goreng tepung (*fried chicken). The result showed that 98.1% (309) answered correctly, while the others were not. In order to generate more reliable data set, it was decided only 309 respondents were used for further analysis. Details about the percentage of these questions can be seen in Table 6 and Table 7.

**Table 5.** Manipulation Check 1

|  |  | Traveling | Culinary | Lifestyle | Music | Games | Total |
|---|---|---|---|---|---|---|---|
| What do you think the video was about? | N | 2 | **312** | 10 | 0 | 0 | 324 |
|  | % | 0.6% | **96.3%** | 3.1% | 0.0% | 0.0% | 100.0% |

**Table 6.** Manipulation Check 2

|  |  | Mie Ayam | Nasi Goreng | Rendang | Ayam Goreng Tepung | Total |
|---|---|---|---|---|---|---|
| What kind of food did you just see? | N | 2 | 1 | 0 | **309** | 312 |
|  | % | 0.6% | 0.3% | 0% | **99%** | 100.0% |

Moreover, one of the manipulation checks was developed in order to check whether all respondents recognize about the eWOM section, which was the comment's column below or next to video (it depends on the device they used). Each condition required a different correct answer. In Table 7 below, it can be seen that for the conditions that had positive eWOM, most of the respondents seemed answered correctly. Meanwhile, conditions that had negative or no

eWOM, respondents seemed not sure about what tone of the comments was about. Nevertheless, even though not all conditions had met the requirements for this manipulation checks, it was decided to continue with this data set. This action was done with consideration of high rate of survey drop out and the limit of time that the researcher had.

**Table 7.** Manipulation Check 3

| | | Condition | | | | | |
|---|---|---|---|---|---|---|---|
| | | **CEE Positive eWOM** | **CEE Negative eWOM** | **CEE No eWOM** | **SMI Positive eWOM** | **SMI Negative eWOM** | **SMI No eWOM** |
| Positive eWOM | N | **32**\* | 23 | 32 | **46**\* | 27 | 35 |
| | % | **78.0%** | 41.8% | 61.5% | **80.7%** | 46.6% | 76.1% |
| Negative eWOM | N | 5 | **27**\* | 4 | 3 | **23**\* | 6 |
| | % | 12.2% | **49.1%** | 7.7% | 5.3% | **39.7%** | 13.0% |
| No eWOM | N | 4 | 5 | **16**\* | 8 | 8 | **5**\* |
| | % | 9.8% | 9.1% | **30.8%** | 14.0% | 13.8% | **10.9%** |
| Total | N | 41 | 55 | 52 | 57 | 58 | 46 |
| | % | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

\*The expected answers.

The last manipulation check question was about the response of endorsers toward the food. The participants were shown a positive food review in the video and exposed to the statement "In your opinion, the endorser has a positive response toward the food." The participants could indicate their agreement to the statement with a seven-point Likert scale, from strongly disagree (1) to strongly agree (7). The mean score generated from the manipulation check result was 4.97, meaning that the participants agreed to the statement and passed the check and no participants needed to be discarded. After all the manipulation check questions were reviewed, this study uses the clear dataset (n=309) in order to conduct further analyses.

3.7. Participants

In this study, the online questionnaire was distributed to Indonesian populations who actively use social media (e.g., Instagram, YouTube, Facebook). Subsequently, this research consisted of two nonprobability-sampling techniques, namely: convenience sampling and snowball sampling. At first, the questionnaire was distributed based on predetermined criteria;

Indonesians who are actively using social media. Furthermore, the respondents were asked to distribute the questionnaire to other Indonesian social media users.

The data collection was completed from 6th July 2019 until 22nd July 2019. As a result, 560 responses were collected, yet only 386 questionnaires were answered completely. Furthermore, it was assumed that in order to get the overall idea of the video, a participant needs to watch at least a half of the video. Therefore, to reassure that all participants' responses were reliable, the researcher needed to discard the participants who stayed less than 30 seconds on the video page. With the 324 participants left from this action, the researcher performed manipulation checks. Responses from15 participants who failed to answer the manipulation questions were eliminated, and only 309 participants were used for further analysis.

From the data set it was known that 58.9% of participants (182 people) were women, 40.1%% of participants (124 people) were male, while 1.0% of participants (3 people). preferred not to say their gender. The age of participants was categorized into three groups. Most of the participants, 70.2% were in the age between 17 and 40 years old (217 people). Furthermore, more than half of participants hold a degree from a university where 194 people (61.4%) completed their bachelor education. Details about the demographic characteristics of the participants can be found in Table 8.

**Table 8.** Demographic characteristics of the participants

| | | Condition | | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | CEE | | | SMI | | | |
| | | Positive eWOM | Negative eWOM | No eWOM | Positive eWOM | Negative eWOM | No eWOM | |
| **Gender** | | | | | | | | |
| Male | N | 17 | 22 | 17 | 28 | 20 | 20 | **124** |
| | % | 5.5% | 7.1% | 5.5% | 9.1% | 6.5% | 6.5% | **40.1%** |
| Female | N | 24 | 32 | 35 | 29 | 37 | 25 | **182** |
| | % | 7.8% | 10.4% | 11.3% | 9.4% | 12.0% | 8.1% | **58.9%** |
| Prefer not to say | N | 0 | 1 | 0 | 0 | 1 | 1 | **3** |
| | % | 0.0% | 0.3% | 0.0% | 0.0% | 0.3% | 0.3% | **1.0%** |
| **Age** | | | | | | | | |
| < 17 years old | N | 1 | 3 | 2 | 1 | 3 | 2 | **12** |
| | % | 0.3% | 1.0% | 0.6% | 0.3% | 0.9% | 0.6% | **3.9%** |
| 17-40 years old | N | 29 | 38 | 35 | 41 | 43 | 31 | **217** |
| | % | 9.3% | 12.4% | 11.3% | 13.3% | 13.9% | 10.1% | **70.2%** |
| >40 years old | N | 11 | 14 | 15 | 15 | 12 | 13 | **80** |
| | % | 3.6% | 4.5% | 4.9% | 4.9% | 3.9% | 4.2% | **25.9%** |
| **Level of Education** | | | | | | | | |
| Junior high school | N | 3 | 2 | 2 | 1 | 3 | 1 | **12** |
| | % | 0.9% | 0.6% | 0.6% | 0.3% | 0.9% | 0.3% | **3.7%** |
| Senior high school | N | 6 | 13 | 7 | 13 | 9 | 11 | **59** |
| | % | 1.9% | 4.2% | 2.3% | 4.2% | 2.9% | 3.6% | **19.1%** |
| Bachelor | N | 26 | 35 | 36 | 36 | 36 | 25 | **194** |
| | % | 8.4% | 11.3% | 11.7% | 11.7% | 11.7% | 8.1% | **62.8%** |
| Master / PhD | N | 6 | 5 | 7 | 7 | 10 | 9 | **44** |
| | % | 1.9% | 1.6% | 2.3% | 2.3% | 3.2% | 2.9% | **14.2%** |
| **Total** | **N** | **41** | **55** | **52** | **57** | **58** | **46** | **309** |
| | **%** | **13.3%** | **17.8%** | **16.8%** | **18.4%** | **18.8%** | **14.9%** | **100.0%** |

# 4. Results

## 4.1. Hypotheses Testing

In order to test the hypotheses of this study, three tests were conducted. Firstly, a multivariate analysis of variance (MANOVA) was conducted to test the effects of endorser

type and eWOM on source credibility (trustworthiness, expertise, and attractiveness) (Hypotheses 1a, 1b, 1c and 4a, 4b, 4c). Secondly, a two-way between-group analysis of variance was conducted to test the effect of endorser and eWOM on purchase intention (Hypotheses 2 and 5). Then a regression analysis was conducted to test the influence of source credibility on purchase intention (Hypothesis 3).

4.1.1. The main and interaction effect on source credibility

In this study, a MANOVA was conducted with consideration that its advantages could help to analyze the multiple dependent variables at the same. The independent variables were endorser type and eWOM valence, while the dependent variables were three sub-factors from source credibility; trustworthiness, expertise, and attractiveness. After performing the MANOVA, Wilks' Lambda value shows significant results for a main effect of endorser type [F (3, 301 = 22.28, $p <$.05]. However, no main effect of eWOM valence and interaction effects between independent variables were found.

The first hypotheses (H1 a,b,c) posed that *"Social media influencer are perceived as (a) more trustworthy, (b) have more expertise, and (c) more attractive than celebrity entrepreneur endorsers."* There was a main effect for endorser type, which allowed further investigation for the dependent variables. The dependent variables are the sub-factors of credibility; which are trustworthiness, expertise, and attractiveness. Since there were three dependent variables investigated; therefore, an alpha level of .05 will be divided by 3, giving a new alpha level of .017. Thus, it will be considered as significant results only if the probability value (Sig.) is less than .017.

When the results for the dependent variables were considered separately, the only difference to reach statistical significance, using a Bonferroni adjusted alpha level of .017, was trustworthiness [F (1,303)=29.57, *p < .017,* $\eta^2 = $ *.09*]. An inspection of the mean scores indicated that SMI reported having higher credibility (M=4.58, SD=1.13) than CEE (M=3.77, SD= 1.42). Therefore, it can be concluded that only H1a is supported, while H1b and H1c are not supported. Details about the tests of between-subject effect can be found in Table 9.

The fourth hypothesis (H4) posed that "*Positive valence of eWOM has a positive effect on (a) trustworthiness, (b) expertise, and (c) attractiveness."* Since there was no significant result on the multivariate test of significance, thus there would not be any further investigations in relation to each of the dependent variables. Due to these results, thus, H4 is not supported.

**Table 9.** Tests of between-subject effects on source credibility

| Independent variables | Dependent variables | df | F-value | p | η² |
|---|---|---|---|---|---|
| Endorser type | Trustworthiness | 1 | 29.57 | .00* | .09 |
| | Expertise | 1 | .04 | .83 | .00 |
| | Attractiveness | 1 | 1.63 | .20 | .00 |
| eWOM valence | Trustworthiness | 2 | .79 | .46 | .00 |
| | Expertise | 2 | 1.03 | .36 | .01 |
| | Attractiveness | 2 | 2.97 | .05 | .02 |
| Endorser type*eWOM valence | Trustworthiness | 2 | 1.16 | .31 | .01 |
| | Expertise | 2 | .26 | .77 | .00 |
| | Attractiveness | 2 | .25 | .78 | .00 |

*$p < .017$

4.1.2. The main and interaction effect on purchase intention

A two-way between-group ANOVA was carried out to explore the impact of endorser type and eWOM valence on purchase intention. A two-way between group ANOVA was performed in order to test H2 and H5. Furthermore, there were no interaction effects of both endorser type and eWOM valence as independent variables on purchase intention as dependent variables [F (2, 303) = 1.10, $p$ = .33, $η^2$ = .01].

The second hypothesis (H2) posed that "*Social media influencers have bigger influence towards purchase intention than celebrity entrepreneur endorsers.*" The result showed that there was not any significant difference found between endorser type (CEE or SMI) and purchase intention [F (1, 303) = 1.10, $p$ = .29, $η^2$ = .004]. In short, there is no support for the hypothesis that SMI is more significant influence than CEE. Hence, it can be concluded that H2 is not supported.

The fifth hypothesis (H5) posed that *"Positive valence of eWOM positively influence consumers' purchase intention."* The result showed that there was a statistically significant main effect for eWOM valence [F (2, 303) = 4.44, $p$ = .01, $η^2$ = .03]. Furthermore, Post-hoc comparisons using the Tukey HSD test, which can be seen in Table 10, indicated that the mean score for negative eWOM *(M= 3.26, SD=1.48)* was significantly different from both positive eWOM *(M= 3.82, SD=1.40)* and no eWOM *(M= 3.74, SD=1.42).* Meanwhile, positive eWOM did not differ significantly from no eWOM. From the results, it can be interpreted that positive eWOM does not lead to high intention to purchase, considering there is no significant difference between positive eWOM and no eWOM. Due to these results, H5 is rejected.

**Table 10.** Multiple Comparisons on Purchase Intention

| eWOM Valence | | MD | SE | *p* | 95% CI Lower bound | 95% CI Upper bound |
|---|---|---|---|---|---|---|
| Positive eWOM | Negative eWOM | .59* | .20 | .01 | .09 | 1.02 |
| | No eWOM | .08 | .20 | .92 | -.40 | .56 |
| Negative eWOM | Positive eWOM | -.59* | .20 | .01 | -1.02 | -.09 |
| | No eWOM | -.48* | .20 | .04 | -.94 | -.01 |
| No eWOM | Positive eWOM | .08 | .20 | .92 | -.56 | .40 |
| | Negative eWOM | .48* | .20 | .04 | .01 | -.94 |

## 4.1.3. Regression analysis

This section shows the result of regression analysis that was executed in this study. This analysis aimed at examining the influence of source credibility (trustworthiness, expertise, and attractiveness) and purchase intention. Table 11 shows the overall result that will be explained further in the following paragraph.

**Table 11.** Regression Analysis on Purchase Intention

| | β | *p* | *df (reg, res)* | *F-value* | *Adj. R²* |
|---|---|---|---|---|---|
| (Constant) | | .00 | (3, 305) | 47.86 | .31 |
| Trustworthiness | .10 | .21 | | | |
| Expertise | .09 | .18 | | | |
| Attractiveness | .42 | .00* | | | |

*\*p<.05*

The third hypothesis (H3) posed that *"A high level (a) trustworthiness, (b) expertise, and (c) attractiveness positively influence consumers' purchase intention."* The results indicated that the independent variable that has three components, which are trustworthiness, expertise, and attractiveness, are able to explain 31% of the variance in the consumers' purchase intention [Adj. $R^2$=.31, F(3, 305) = 47.86, *p < .05]*. Based on the results, it can be seen that only attractiveness (β=.42, *p<.05)* has a positive impact on purchase intention. Meanwhile, trustworthiness (β=.10, *p=.21)* and expertise (β=.09, *p=.18)* do not indicate positive impact on purchase intention. In sum, H3a and H3b are not supported, but H3c is supported.

### 4.1.4. Hypotheses Overview

The interpretation of analysis results in the previous sections is used to determine whether the hypotheses that have been formulated are supported, rejected, or partly supported. The outcome can be seen in Table 17. Almost all the hypotheses were rejected, yet there are two hypotheses that are partly supported.

**Table 12.** Hypotheses Overview

| | Hypotheses | Result |
|---|---|---|
| H1a | Social media influencers are perceived as more trustworthy than celebrity entrepreneur endorsers. | Supported |
| H1b | Social media influencers are perceived to have more expertise than celebrity entrepreneur endorsers. | Not Supported |
| H1c | Social media influencers are perceived as more attractive than celebrity entrepreneur endorsers. | Not Supported |
| H2 | Social media influencers have bigger influence towards purchase intention than celebrity entrepreneur endorsers. | Not Supported |
| H3a | Trustworthiness positively influence consumers' purchase intention. | Not Supported |
| H3b | Expertise positively influence consumers' purchase intention. | Not Supported |
| H3c | Attractiveness positively influence consumers' purchase intention. | Supported |
| H4a | Positive valence of eWOM has a positive effect on trustworthiness. | Not Supported |
| H4b | Positive valence of eWOM has a positive effect on expertise. | Not Supported |
| H4c | Positive valence of eWOM has a positive effect on attractiveness. | Not Supported |
| H5 | Positive valence of eWOM positively influence consumers' purchase intention | Not Supported |

### 4.2. Additional Analysis

In the questionnaire, all participants were asked about how familiar they are with the endorsers, in this case it would be either the celebrity or the SMI. In order to explore the impact of endorser type and eWOM valence on familiarity, a two-way between group ANOVA was executed. As the result, which can be seen in Table 13, there was a statistically significant main effect for endorser type [$F_{(1, 303)} = 402.52$, $p < .01$, $\eta^2 = .57$]. Furthermore, from the mean score (see Table 19) it implied that people are more familiar with the celebrity ($M= 6.13$, $SD=1.03$) than the SMI ($M= 2.79$, $SD=1.75$). However, the main effect for eWOM valence [$F_{(2, 303)} = .83$, $p=.43$, $\eta^2 = .03$] and the interaction effect [$F_{(2, 303)} = .31$, $p =.73$, $\eta^2 = .01$] did not reach statistical significance.

**Table 13.** Tests of between-subject effects on Familiarity

| Independent variables | df | F-value | p | η² |
|---|---|---|---|---|
| Endorser type | 1 | 402.52 | .00* | .004 |
| eWOM valence | 2 | .83 | .43 | .03 |
| Endorse type*eWOM valence | 2 | .31 | .73 | .01 |

*p < .05

**Table 14.** Descriptive statistics of endorser type on familiarity

| Endorser type | M | SD | N |
|---|---|---|---|
| CEE | 6.13 | 1.03 | 148 |
| SMI | 2.79 | 1.75 | 161 |

# 5. Discussion

## 5.1. General Discussion of the Results

The goal of this study was to compare the effectiveness of endorser type and eWOM valence on source credibility and purchase intention. This study also aimed at examining the influence of source credibility towards purchase intention, without considering the type of endorsers. In this study, endorser type (CEE and SMI) and eWOM valence (positive, negative, and no eWOM) acted as independent variables which predicted two dependent variables, which were source credibility and purchase intention. In addition, source credibility did not only act as dependent variables but also as independent variables to predict whether there was an influence on consumers' purchase intention. Although source credibility acted as one variable, yet it has three sub-factors—trustworthiness, expertise, attractiveness—that were tested separately. Overall, the results showed that there were two hypotheses supported (H1a and H3c) while the other hypotheses were rejected.

The first hypotheses (H1 a,b,c) posed that *"Social media influencers are perceived as (a) more trustworthy, (b) have more expertise, and (c) more attractive than celebrity entrepreneur endorsers."*. The results showed that SMIs are perceived to be more trustworthy than CEEs, yet no evidence was found for the aspect of expertise and attractiveness. These results were supported by Ahmed et al. (2014) and Saleem (2017) who described trustworthiness is the most desirable elements of credibility by the consumers compared to two other factors. It is also in a similar vein to what Schouten et al. (2019) stated that people tend to trust SMIs because SMIs are more similar and relevant to them.

Furthermore, there was no significant difference found when it comes to SMIs and CEEs' attractiveness. One of the possible assumptions why there was no significant difference between them is because each person has different preferences about someone's attractiveness. The hypothesis related to expertise difference was not confirmed either since people might think that both endorsers were no expert in this culinary field. The celebrity, Raffi Ahmad is presenter and actor who just opened his culinary business recently. While the SMI, Ken Chandra did not have any background of being culinary expertise, yet he likes to create contents of reviewing food solely based on his own opinions. Hence, their experience, knowledge, and other aspects that comprise their expertise are less relevant for the participants.

The second hypothesis (H2) posed that "*Social media influencers have bigger influence towards purchase intention than celebrity entrepreneur endorsers.*" H2 was not confirmed because the result did not show any significant difference between both endorser type (CEE or SMI) and consumers' purchase intention. This result turned down the prior expectation that social media influencer has a positive influence on consumers' purchase intention due to their trustworthiness. As exhibited in the result of H1, the endorsement done by social media influencer is perceived as more reliable by the consumers than the endorsement done by celebrity entrepreneur endorser. However, H2 generated the result that consumers' purchase intention was not affected by the social media influencer's trustworthiness, let alone the celebrity entrepreneur endorsers. One of the possible explanations to this circumstance is due to the social media influencer's uncertainty in reviewing the video. The consumers rely on SMI's overall review, yet the SMI in the video gave very long explicit review about the food, without any final conclusion whether he recommends his viewers to purchase the product or not. On the other hand, while the CEE in the video gave very short, certain, and straightforward review about the product and encourage people to purchase it, it is known before that people trust the CEE less than SMI. This situation where people cannot certainly rely to SMI nor CEE's review led to the absence of purchase intention difference.

Besides that, another possibility that leads to this condition is the effect of the video for manipulating the endorser type is probably also depends on the context in which the video is watched. Kamphuis (2017) mentioned about this that in the experiment the participants were asked to watch the video as part of the experiment, while in real-life they are more likely to encounter the video in social media. This context difference generated different reaction towards the video, depends on their intention. For instance, some people might want to watch culinary videos when they feel hungry, yet they have not decided what kind of food they want (cognitive motivation). Others might search for this video on social media for entertainment

(affective motivation). This reason could provide the explanation why the obtained results did partly confirm the established expectations.

The third hypothesis (H3) posed that *"A high level (a) trustworthiness, (b) expertise, and (c) attractiveness positively influence consumers' purchase intention."* It was hypothesized that source credibility, without considering the endorser type, has a positive influence on consumers' purchase intention. And based on the result, H3 is partly supported. It turned out that when the endorser type was not considered, only attractiveness that has positive influence on purchase intention. This result is interesting since it contains a contradiction. Based on H1 result, it is known that trustworthiness is the most desired element of source credibility, while the H3 result implied that attractiveness is the most desirable one. Taking the facts this way, it could be inferred that when one perceives any type of endorsers has the same level of trustworthiness, the next thing that weighs one's consideration is the attractiveness of the endorsers. It confirmed what Erdogan (1999) explained that attractiveness of the source could affect consumers' purchase intention.

The fourth hypothesis (H4) posed that "*Positive valence of eWOM has a positive effect on (a) trustworthiness, (b) expertise, and (c) attractiveness."* In the results section, there was no evidence for any differences between CEE and SMI on source credibility; therefore, H4 was rejected. Although the mean score of positive eWOM on trustworthiness, expertise, and attractiveness tends to slightly higher than negative or no eWOM, it still not enough to infer that positive valence of eWOM could lead to a high level of source credibility. The fifth hypothesis (H5) posed that *"Positive valence of eWOM positively influence consumers' purchase intention."* Even though there was a statistically significant main effect for eWOM valence, after comparing using post-hoc test, the results were not as quite predicted. The mean score of negative eWOM was found significantly different from both positive eWOM and no eWOM, yet it was not the case for positive and no eWOM. There was no evidence that both were different. That is why H5 was be rejected.

The fact that both H4 and H5, which related to eWOM were not confirmed requires an explanation. It could be speculated that this happened due to the manipulation check that was developed to test whether all respondents recognize the eWOM section or not. In 'Manipulation Checks' section, it has been mentioned that most of the respondents who have been showed the positive eWOM answered the questions correctly. However, that did not happen for those who have been given negative eWOM and no eWOM. Based on the results, people seemed not sure about the valence or even about the existence of eWOM section. This reason could explain why H4 and H5 were not supported because people might not recognize that there was

comments' section. Another assumption is people might not read the comments because the people who wrote the comments were anonymous. This statement is supported by Menkveld (2013) who stated that the use of the real name, or in this case showing their names and profile picture, tend to give people a sense of security and control because they know that they read the comments from real people who gave their opinion about the food.

Besides answering the hypotheses, the analysis done could also indicate the answer of interaction between two independent variables, which are endorser type and eWOM valence. Based on the results, there is no interaction found between the independent variables.

Furthermore, there were some additional interesting findings when familiarity that acted as a control variable was examined to determine whether there is any statistically significant difference between the endorser type. The results showed that there was a statistically significant main effect for endorser type. The results also gave the information that people are more familiar with the celebrity than the influencer.

## 5.2. Theoretical Implications

Academic research that compares the use of celebrity endorsements and SMI is limited. This could be because CEE is a relatively new phenomenon that has grown only in recent years. Moreover, to the best author's best knowledge, there are no previously published studies that compare specifically CEEs and SMIs on source credibility and purchase intention. This study gives the information that people tend to put more trust in SMIs than celebrity entrepreneurs, although there is no difference in using them when it comes to people's intention to purchase the product. Nevertheless, different results were shown when the influence of source credibility on purchase intention was explored. The result showed that endorsers' attractiveness has a positive impact on purchase intention, while others do not.

Besides endorser type, this study also gives the literature background about eWOM valence. Previous studies explored the impact of eWOM valence, yet this study's results give new perspective towards the study of eWOM valence (Hartman et al., 2013; Saleem, 2017; Vo, 2017; Roy et al., 2019). This study gives a new point of view that people might not read the comments or not recognized it because they were more focus on watching the video. Thus, it will not be impacting on their intention to purchase the food. This assumption was based on the consideration that many respondents were not able to answer one of the manipulation checks.

## 5.3. Practical Implications

This study began from the new phenomenon that has been happening in Indonesia where celebrities start their own businesses and take advantages of their popularity to endorse their own brands and this phenomenon called celebrity entrepreneur endorsements. Therefore, this study could give some information to these celebrities who are entrepreneurs and endorsers at the same time. The result of this study showed that people have more trust in influencers than the celebrity. It might happen due to the celebrity's opinion towards the food. As both the owner and endorser, the celebrity might not want to explicitly say the product is too good because it might influence the celebrity's level of trust, that could lead to lower consumers' intention to purchase. This study also could give the celebrity entrepreneur the information that they should not underestimate the influencers who reviewed their products, as people put more trust in the SMIs rather than the celebrity. The other practical implication that could be useful for the marketers, that even though there was no evidence to support that positive eWOM leads to a high level of credibility and purchase intention, however, the marketer should not ignore the comments from social media.

## 5.4. Limitation and Future Research Suggestions

Based on the research process, analyses, and results, a couple of limitations have been detected. These limitations will be explained in the following, as they should be considered when looking at the results and conducting further research.

The first limitation of this study is the comparability of the subjects, which were the endorsers. In the beginning of this study, a pre-test was conducted to determine the subject for this study based on their similarity, likeability, and familiarity. That is why Raffi Ahmad (the CEE) and Ken Chandra (the SMI) were chosen. However, in the additional results, the CEE and SMI were compared to see the difference towards the familiarity. The results showed that CEE was way more popular than SMIs. It would be better if in the future research, the subject for the comparison should have the same level of popularity.

The other reason why the endorsers were not equally comparable is related to their opinion about the food. It could happen since to make the manipulation materials as real as possible, all the videos were taken from existing videos on YouTube, which were uploaded by the celebrity and the influencers. After that, to make it as comparable as possible, an editing process was done. Thus, the videos provided the same content and same duration. The same content means there was part of the endorser tried the food and gave their opinion about the food. There was also part of the visual content showing the ambiance of the restaurant.

However, their opinion about the food was quite different, which was inevitably to happen. The celebrity, who is also the owner the restaurant, constantly giving good opinion toward the food, while the influencer, although he also gave a positive review toward the food, yet he seemed to give his honest opinion, such as when he said the chicken was good, but the cheese sauce was too sweet for him. The difference between endorser's reaction could be one of the limitations of this study. Taking a lesson from this limitation, it would be better if the researcher could make a more comparable manipulation; not only from the video but also its content.

The other limitation for this study is related to one of the manipulation check questions related to eWOM. The question was developed to test the participants' awareness toward the comment sections that contains either positive, negative, or no eWOM. Based on the results, many people failed to answer it correctly. This could be explained with the assumption that people might not realize that there were comments section below/next to the video; thus, they did not read the comments. They might be too focused on the video, and after watching it, they directly pressed 'next' button without even recognizing the comments' section. Even though this manipulation check were considered as failed, it is retained because of the limited time that the researcher had to collect more respondents. Taking a lesson from the last limitation, another method or format of eWOM could be tried to be applied in further researcher where the participants would be more focused to read it. These results also give the idea that the future study should consider to only focus on eWOM valence.

Moreover, after collecting the data and reviewing the research model, the researcher realized that it could be important to develop and formulate another hypothesis to test the relationship between endorser type and purchase intention, with the mediation of source credibility. It would be possible to be tested since the research model seems to visualize a mediation. However, for ethical reason, the mediation was not included in the main analysis, but conducted as an additional analysis instead. Regardless, after the examination of different hypotheses, it was found that mediation analysis could not be conducted as the requirements were not met. Taking a lesson from this limitation, the future study should consider treating source credibility as a mediator, since there were previous studied that confirmed it (Ewers, 2017; Matti 2018).

# 6. Conclusion

This study started with the idea that the use of CEEs, SMIs, and positive eWOM could influence consumers' purchase intention. For this purpose, an online experiment was conducted focusing on comparing two endorser types (CEE vs. SMIs) and eWOM valence on source credibility and purchase intention. Even though this study could not show which endorser is the most credible or most effective to influence consumers' purchase intention, this current study could explain that people put more trust to SMIs than CEEs. However, without comparing the CEE and SMI, only the endorser's attractiveness that has a positive impact on the purchase intention. Moreover, there was no significant difference between the use of CEE and SMI when it comes to purchase intention. This results could give the insight to marketers that besides using the celebrity to promote their own products, they should consider arranging a partnership with SMIs to give their consumers different impression towards the products that might lead to their purchase intention. Furthermore, the current research also could not find any evidence saying that positive eWOM could lead to high credibility and high intention to purchase. Taking a lesson from this finding, it gives the idea that a future study should consider to only focus on eWOM valence.

References

Aaker, D.A., & Myers, J.G. (1987). *Advertising Management (3rd ed.)*. Englewood Cliffs, New Jersey: Prentice-Hall, Inc.

Ahmed, R., Farooq, O., & Iqbal, J. (2014). Credibility of celebrity endorsement and buying intentions an evidence from students of Islamabad, Pakistan. *International Letters of Social and Humanistic Sciences, 20, 1-13*. doi:10.18052/www.scipress.com/ILSHS.20.1

Almana, A.M., & Mirza, A.A. (2013). The impact of electronic word of mouth on consumers' purchase decisions. *International Journal of Computer Application, 82(9), 23-31*.

Apejoye, A. (2013). Influence of celebrity endorsement of advertisement on students' purchase intention. *J Mass Communication & Journalism*, *3*(152), 2. doi:10.4172/2165-7912.1000152

Belch, G., & Belch, M. (2003). *Advertising and promotion: An integrated marketing communication perspective* (6th ed.). Boston: Irwin/McGraw-Hill.

Bergkvist, L., & Zhou, K.Q. (2016). Celebrity endorsements: A literature review and research agenda. *International Journal of Advertising*, *35*(4), 642-663.

Bryman, A. (2015). *Social research methods*. Oxford: Oxford University Press.

Bush, A.J, Martin, C.A., & Bush, V.D. (2004). Sports celebrity influence on the behavioural intentions of generation y. *Journal of Advertising Research, 108-118.* doi: 10.1017/S0021849904040206

Carvalho, A. (2012). *The effects of celebrity endorsement on consumers purchasing intention* (Master's thesis). Instituto Universitario de Lisboa, Lisboa, Portugal.

Chandra, K. [@kenkendut]. (2018, November 8). The world won't change to fit you. You have to change to fit in [Instagram photograph]. Retrieved from https://www.instagram.com/p/Bp5xL_KBCul/

Chiu, K. (2018, October 18). *4 Reasons Why Infuencer Marketing is More Effective than Celebrity Endorsements.* Retrieved from https://matchmade.tv/blog/4-reasons-influencer-marketing-is-more-effective-than-celebrity-endorsements/

Cialdini, R. B. (2001). Harnessing the science of persuasion. *Harvard Business Review, 79(9), 72-81*.

Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities'

Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior, 68, 1-7.*

Eagly, A.H., & Chaiken,S. (1993). *The Psychology of Attitudes*. New York: Harcourt Brace College Publishers.

Erdogan, B.Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management 15(4), 291-314.* doi: 10.1362/026725799784870379

Ewers, N.L. (2017*). #sponsored – influencer marketing on Instagram: An analysis of the effects of sponsorship disclosure, product placement, type of influencer and their interplay on consumer responses* (Master's thesis, University of Twente). Retrieved from  https://essay.utwente.nl/72442/1/Ewers_MA_BMS.pdf

Fan, Y., & Miao, Y. (2012). Effect of electronic word-of-mouth on consumer purchase intention: The perspective of gender differences. *International Journal of Electronic Business Management, 10(3), 175-181.*

Fanoberova, A., & Kuczkowska, H. (2016). *Effects of source credibility and information quality on attitudes and purchase intentions of apparel products* (Master's thesis, Umeå School of Business and Economics). Retrieved from https://umu.diva-portal.org/smash/get/diva2:946730/FULLTEXT01.pdf

Freberg, K., Graham, K., McGauhghey, K., & Freberg, A. (2010). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review* (2010). doi: 10.1016/j.pubrev.2010.11.001

Friedman, H.H., & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*, 19(5), 63-71.

Frizzell, C. (2011). Public opinion and foreign policy: The effects of celebrity endorsements. *The Social Science Journal, 48, 314-323.*

Gashi, L. (2017). *Social media influencers – why we cannot ignore them: An exploratory study about how consumers perceive the influence of social media influencers during the different stages of the purchase decision process* (Bachelor's thesis, Kristianstad University Sweden). Retrieved from https://pdfs.semanticscholar.org/0bcc/3fd002c73e0b818fc98915ce5f63c1b6189f.pdf

Gigi Eat Cake (2017). Harga Baru Gigi Eat Cake. [photograph]. Retrieved from http://www.gigieatcake.com/2017/08/harga-baru-gigi-eat-cake.html

Ghaffar, S., Rashid, A., Nisar, Q.A., Rehman, S.U., & Abbas, A. (2016, December). *Does celebrity endorsement influence the consumer purchase intentions & corporate image? Mediating role of advertising appeal.* Paper presented at Conference of

Business Management, SBM. Retrieved from
https://www.researchgate.net/publication/320420689

Glucksman, M. (2017). The rise of social media influencer marketing on lifestyle branding:
A case study of Lucie Fink. *Elon Journal of Undergraduate Research in
Communications, 8(2), 77-82.*

Grafstöm, J., Jakobsoon, L., & Wiede, P. (2018). *The impact of influencer marketing on
consumers' attitude* (Bachelor's thesis, Jönköping University). Retrieved from
https://pdfs.semanticscholar.org/26f1/371e6424dc8703ffe09109bbe59c0db1667e.pdf

Gupta, R., Kishore, N., & Verma, D. (2015). Impact of celebrity endorsements on
consumers' purchase intention: A study of Indian consumers. *Australian Journal of
Business and Management Research, 5(3), 1-15.*

Hartman, K.B., Hunt, J.B., Childers, C.Y. Effect of eWOM valence: Examining consumer
choice using evaluations of teaching. *Journal of Behavioral Studies in Business.*
Retrieved from
http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.476.7049&rep=rep1&type
=pdf

Hassan, S., & Jamil, H.A. (2014). Influence of celebrity endorsement on consumer
purchase intention for existing products: A comparative study. *Journal of
Management Info, 4(1), 1-23.*

Hazelzet, R. (2014). *How to implement social proof online effectively* (Master's thesis,
Eramsmus University Rotterdam). Retrieved from
https://thesis.eur.nl/pub/16373/MAThesis-Ruben-Hazelzet-Final-version.pdf

Hendrayati, H., Gaffar, V., & Dwiyanty, D.S. (2016). Influence of celebgram on online
purchasing decision. *Advances in Economics, Business and Management Research,
15, 425-430.*

Hennig-Thurau, T., Gwinner, K.P., Walsh, G., & Gremler, D.D (2004). Electronic word-of
mouth via consumer-opinion platforms: What motivates consumers to articulate
themselves on the internet? *Journal of Interactive Marketing, 18(1), 38-52.* doi:
10.1002/dir.10073

Hsu, H., & Tsou, H. (2011). Understanding customer experiences in online blog
environments. *International Journal of Information Management, 31, 510-523.* doi:
10.1016/j.ijinfomgt.2011.05.003

Hunter, E.J. (2010). *Celebrity entrepreneurship and celebrity endorsement:*

*Similarities, differences and the effect of deeper engagement* (Doctoral dissertation).
Retrieved from https://eprints.qut.edu.au/38902/1/Erik_Hunter_Thesis.pdf

Jacobs, R.S. (2018). Play to win over: Effects of persuasive games. *Psychology of Popular Media Culture, 7(3), 231-240.* doi: 10.1037/ppm0000124

Kamphuis, F. (2017). *Who is more credible? A branded expert or a likeable influencer?: The effect of appearance of a message and similarity between the message source and the viewer on source credibility and attitude towards the brand in informational online marketing videos on social media* (Master's thesis, University of Twente). Retrieved from https://essay.utwente.nl/74278/

Kaur, S., & Grag, A. (2016). Celebrity endorsement and buying behavior: A study of Panjat University students. *International Journal of Research Granthaalayah, 4(11), 122-136.* doi: 10.5281/zenodo.206106

Kapitan, S., & Silvera, D. H. (2016). From digital media influencers to celebrity endorsers: attributions drive endorser effectiveness. *Marketing Letters*, *27*(3), 553-567.

Ken & Grat (2018, October 26). *Friend chicken aa Raffi Ahmad antriannya panjang!! Seenak apa sih??* [Video file]. Retrieved from https://www.youtube.com/watch?v=jIy6vTJ7-R8

Khan, S.K., Rukhsar, A., & Shoaib, M. (2016). Influence of celebrity endorsement on consumer purchase intention. *IOSR Journal of Business and Management, 18(1), 06-09.*

Lampeitl, A., & Åberg, P. (2017). *The role of influencers in generating customer-based equity & brand-promoting user-generated content* (Master's thesis, Lund University). Retrieved from https://lup.lub.lu.se/student-papers/search/publication/8921874

Li, F., & Du, T.C. (2011). Who is talking? An ontology-based opinion leader identification framework for word-of-mouth marketing in online social blogs. *Decision Support systems, 51, 190-197.* doi: 10.1016/j.dss.2010.12.007

Loureiro, S. M. C., & Sarmento, E. M. (2018). The role of word-of-mouth and celebrity endorsement in online consumer-brand relationship: the context of Instagram. *The role of word-of-mouth and celebrity endorsement in online consumer-brand relationship: the context of Instagram*, 1119-1129.

Malik, A., & Sudhakar, B. (2014). Brand positioning through celebrity endorsement – a review contribution to brand literature. *International Review of Management and Marketing, 4(4), 259-275.*

Matti, D. (2018). *Finding the perfect match: The impact of congruence between brand,*

consumer and social media influencer on source credibility and endorsement *effectiveness* (Master's thesis, University of Twente). Retrieved from https://essay.utwente.nl/75781/

Menkveld, B. (2013). *Exploring credibility in electronic word-of-mouth* (Master's thesis, University of Twente). Retrieved from https://essay.utwente.nl/64040/1/Menkveld_Bas_-s_1025228_scriptie.pdf

McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *The Journal of Consumer Research 16(3), 310-321.*

Morwitz, V. (2012). Consumers' purchase intentions and their behavior. *Foundations and Trends in Marketing, 7(3), 181-230.*

Muda, M., Musa, R., Mohamed, R.N., Borhan, H. (2014). Celebrity entrepreneur endorsement and advertising effectiveness. *Procedia – Social and Behavioural Sciences, 130, 11-20.* doi: 10.1016/j.sbspro.2014.04.002

Nandagiri, V., & Philip, L. (2018). Impact of influencers from Instagram and Youtube on their followers. *International Journal of Multidisplinary Research and Modern Education, 4(1), 61-65.*

Nouri, M. (2018). The power in influence: Traditional celebrity vs social media influencer. *Advanced Writing: Pop Culture Intersections, 32.* Retrieved from https://scholarcommons.scu.edu/engl_176/32/

Nurhan, F. (2017, December 6). *Level 10….Ayam gepruk artis Ruben Onsu….Sambalnya banyak dan pedas asli!!!* [Video file]. Retrieved from https://www.youtube.com/watch?v=amNtSJ9gd60

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising 19(3), 39-52.*

Onsu, R. [@ruben_onsu]. (2019, May 26). Now open @geprekbensu real by Ruben Onsu cabang ke -2 di Sidoarjo…. [Instagram photograph]. Retrieved from https://www.instagram.com/p/Bx6h7chJBW7/

Oyeniyi, O. (2014). Celebrity endorsements and product performance: A study of Nigerian consumers markets. *Management & Marketing, 7(1), 41-51.*

Park, C., Wang, Y., Yao, Y., & Kang, Y. (2011). Factors influencing eWOM effects: Using experience, credibility, and susceptibility. *International Journal of Social Science and Humanity, 1(1), 74-79.*

Pepper, N. (2012). *Source credibility and the persuasiveness of public safety*

*messages communicated via social media* (Master's thesis, University of Missouri). Retrieved from https://mospace.umsystem.edu/xmlui/bitstream/handle/10355/15371/research.pdf?sequence=2&isAllowed=y

Pornpitakpan, C. (2004). The effect of celebrity endorses' perceived credibility on product purchase intention. *Journal of International Consumer Marketing, 16(2), 55-75.* doi: 10.1300/J046v16n02_04

Prasasya, D.C. (2018, May 7). *Kue artis, fenomena yang "manis".* Retrieved from https://www.kompasiana.com/himiespa/5aefe58ef1334411134723b2/kue-artis-fenomena-yang-manis?page=all

Priyankara, R., Weerasiri, S., Dissanayaka, R., & Jinadasa, M. (2017). Celebrity endorsement and consumer buying intention with relation to the Television advertisement for perfumes. *Management*, *5*(2), 128-148.

Rachbini, W. (2018). The influence of celebrity endorsements on purchase intention (a study on Vivo V7). *IOSR Journal of Business and Management, 20(8), 59-66.*

Raffiahmad Nagitaslavina1717 [@raffinagita1717]. (2019, May 18). Sahabat JD yang kamu tunggu sudah tiba! JD Mart Fair spesial dengan beragam penawaran spesial dari brand favorit kamu. Yuk penuhi kebutuhan kamu selama ramadhan dan jelang hari raya idul fitri disini http://bit.ly/JDMartFair2019 [Instagram photograph]. Retrieved from https://www.instagram.com/p/BxmX-gjBhMN/

Rajeshkanna, B. & Inbalakshmi, M. (2016). Celebrity endorsement and endorsement in the age of social media. *Indian Journal of Research, 5(11), 530-533*

Rans Entertainment (2018, October 21). *Usaha baru untuk masa depan Rafathar* [Video file]. Retrieved from https://www.youtube.com/watch?v=Zbl30whRxUM

Roy, G., Datta, B., & Mukherjee, S. (2019). Role of electronic word-of-mouth content and valence in influencing online purchase behavior. *Journal of Marketing Communication, 25(6), 661-684.* doi: 10.1080/13527266.2018.1497681

Saleem, A. & Ellahi, A. (2017). Influence of electronic word-of-mouth on purchase intention of fashion products on social networking websites. *Pakistan Journal of Commerce and Social Sciences, 11(2), 597-622.*

Saleem, F. (2017). The impact of celebrity endorsement on brand affection and purchase intention: The mediating role of word of mouth. *The Lahore Journal of Business, 5(2), 45-66.*

Schouten, A.P., Janssen, L., Verspaget, M. (2019). Celebrity vs. influencer endorsements in

advertising: The role of identification, credibility, and product-endorser fit. *International Journal of Advertising*. doi: 10.1080/02650487.2019.1634898

Shah, S., Aziz, J., Jaffari, A.R., Waris, S., Ejaz, W., Fatima, M., & Sherazi, S.K. (2012). The impact of brands on consumer purchase intentions. *Asian Journal of Business Management, 4(2), 105-110.*

Silvera, D., & Austad, B. (2004). Factors predicting the effectiveness of celebrity endorsement   advertisements. *European Journal of Marketing 38(11-12), 1509-1526.* doi: 10.1108/030905604110560218

Spry, A., Pappu, R., Cornwell, T. (2011). Celebrity endorsement, brand credibility and brand equity. *European Journal of Marketing, 45(6), 882-909.* doi: 10.1108/03090561111119958

Srinivasan, M.S, Srinivasa, S., & Thulsasidasan, S. (2013). Exploring celebrity dynamics on twitter. *Proceedings of the 5th IBM Collaborative Academia Research Exchange Workshop, 13: 1-4.* doi: 10.1145/2528228.2528242

Susanto, T., & Harapahap, M.S. (2017) Analisis *celebrity brand ambassador* (Studi kasus *celebrity brand ambassador* Nagita Slamvina, Rafii Ahmad Gigieatcake). *Seminar Nasional Riset Terapan 2017.* Retrieved from http://e-jurnal.lppmunsera.org/index.php/senasset/article/view/429

Talib, Y. & Saat, R. (2016). Social proof in social media shopping: An experimental design research. *SHS Web of Conferences 34.* doi: 10.1051/shsconf/20173402005

Tran, L.M. (2011). *The persuasive of celebrity endorsement with celebrities from the in group and out-group* (Master's thesis, Tilburg University). Retrieved from http://arno.uvt.nl/show.cgi?fid=115027

The Onsu Family (2019, April 23). *The onsu family – geprek nasi bumbu rendang* [Video file]. Retrieved from https://www.youtube.com/watch?v=J58q38y-0FI

Uzunoglu, E., & Kip, S. (2014). Brand communication through digital influencers: Leveraging blogger engagement. *International Journal of Information Management, 34, 592-602.*

Vo, D. (2017). *The Influence of Electrnic Word-of-Mouth Valence Towards Customers' Purchase Intentions – Role of Customer-Firm Relationships* (Bachelor's thesis, Aalto University). Retrieved from https://aaltodoc.aalto.fi/handle/123456789/26058

Wang, S.W., Kao, G.H., & Ngamsiriudom, W. (2016). Consumers' attitude of endorser

credibility, brand and intention with respect to celebrity endorsement of the airline

sector. *Journal of Air Transport Management, 60, 10-17.* doi:

10.1016/j.jairtraman.2016.12.007

Wang, Y., & Rodgers, S. (2011). Electronic of mouth and consumer generated content: From

concept to application. *Handbook of Research on Digital Media and Advertising:*

*User Generated Content Consumption: Ch. 11 (pp. 212-231).* doi: 0.4018/978-1-

60566-792-8.ch011

Wu, P., & Wang, Y. (2011). The influences of electronic word-of-mouth message appeal and

message source credibility on brand attitude. *Asian Pasific Journal*

*of Marketing and Logistics, 23(4), 448-472.* doi: 10.1108/13555851111165020

Xu, X., & Pratt, S. (2018). Social media influencers as endorsers to promote travel

destinations:

An application of self-congruence theory to the Chinese generation Y. *Journal of*

*Travel & Tourism Marketing.* doi: 10.1080/10548408.2018.1468851

York, A. (2016). *Revitalize your celebrity social media engagement strategy.* Retrieved from

https://sproutsocial.com/insights/celebrity-social-media

management/#sm.000015jw1u5ik5fklv8dom40zq2kt

Zafar, Q., & Rafique, M. (2012). Impact of celebrity advertisement on customers' brand

perception and purchase intention. *Asian Journal of Business and Management*

*Sciences, 1(11), 53-67.*

Appendices

**Appendix 1:** Part 1: A list of Celebrities and SMIs

| No | Celebrities | SMI | Reviewed Products |
|---|---|---|---|
| 1. | Ruben and Jordi Onsu | Felix Kurniawan and Aditya Brian | Bensu Bakso (Meetball soup) |
| 2. | Jessica Inskandar and Richard Kyle | Raisan Purnama and Yudho Perwiro | Baby El Bakery |
| 3. | Aurel & Azriel Hermansyah | Farida Nurhan & Yudho Perwiro | Dapur Asix |
| 4. | Raffi Ahmad | Kenneth Chandra | Aa Raffi Fried Chicken |

**Appendix 1:** Part 2: English Version of Pre-test Questionnaire

Please indicate your age.

**Couple 1**

**Couple 2**

**Couple 3**



**A**

LOLLYPOP - MUKBANG CHALLENGE BARENG AZRIEL
282,016 views    4.6K    140    SHARE    SAVE

**B**

DAPUR ASIX MAHAL TAPI CUMI NYA DIKIT W/ FARIDA NURHAN
100,105 views    1.7K    88    SHARE    SAVE ...

**Couple 4**



**A**

Usaha Baru Untuk Masa Depan Rafathar
665,785 views    16K    323    SHARE    SAVE ...

**B**

FRIED CHICKEN AA RAFFI AHMAD ANTRIANNYA PANJANG!! SEENAK APA SIH ??
1,605,163 views    28K    1.4K    SHARE    SAVE ...

Please indicate the level of agreement with the following statements after looking at picture above: *(using seven-point Likert scale ranging from 1(=strongly disagree) to 7(=strongly agree).*

1. I am familiar with the youtubers in picture A.
2. I am familiar with the youtubers in picture B.

3. In my opinion, the youtubers in picture A are percieved to be likable.
4. In my opinion, the youtubers in picture B are perceived to be likable.
5. I watch videos that are uploaded by youtubers in picture A.
6. I watch videos that are uploaded by youtubers in picture B.
7. In both pictures, I think they reviewed the same food from the same restaurant.
8. The Youtubers in both pictures have a lot in common with each other.

In your knowledge, have you heard any recent scandals or controversies related to the youtubers in picture A? if yes, please explain.
   a. No
   b. Yes, [                    ]

In your knowledge, have you heard any recent scandals or controversies related to the youtubers in picture B? if yes, please explain.
   a. No
   b. Yes, [                    ]

**Appendix 1:** Part 3: Analysis Pre-test

| No | Questions (*in English*) | Mean | | | |
|---|---|---|---|---|---|
| | | Couple 1 | Couple 2 | Couple 3 | Couple 4 |
| 1 | I am familiar with the youtubers in picture A. | 5.33 | 5.74 | 5.18 | **6.32** |
| 2 | I am familiar with the youtubers in picture B. | 2.42 | 3.48 | 3.00 | **3.73** |
| 3 | In my opinion, the youtubers in picture A is perceived to be likable. | 5.00 | 5.00 | 4.59 | **5.23** |
| 4 | In my opinion, the youtubers in picture B is perceived to be likable. | 4.38 | 4.35 | 4.00 | **4.45** |
| 5 | I watch videos that are uploaded by youtubers in picture A. | 3.04 | 2.57 | 3.09 | **3.45** |
| 6 | I watch videos that are uploaded by youtubers in picture B. | 2.05 | 2.74 | 2.95 | **3.05** |
| 7 | In both pictures, I think they reviewed the same food from the same restaurant. | 5.21 | 3.83 | 4.59 | **5.73** |
| 8 | In both pictures, I think the youtubers have similarities | 3.50 | 2.91 | 3.09 | **4.05** |

Appendix 2: The Online Questionnaire

UNIVERSITY OF TWENTE.

Selamat pagi/siang/malam Bapak/Ibu,

Saya Rizqia Faradiba Slamet, mahasiswi master program Communication Studies di University of Twente, sedang melakukan penelitian sebagai bagian dari tesis jenjang master. Sebelum pengisian kuesioner, harap perhatikan informasi berikut.

Penelitian ini berjudul **"Efek dari Tipe *Endorser* dan *Electronic Word of Mouth* terhadap Minat Beli: Kredibilitas *Endorser* sebagai Mediator".** Tujuan dari penelitian ini adalah untuk menginvestigasi perbandingan keefektifan dalam penggunaan selebritis dan *social media influencers* dalam *endorsement*, khususnya di Indonesia. Survei ini akan memakan waktu tidak lebih dari **10 menit**.

Partisipasi Anda dalam survei ini bersifat sukarela. Oleh karena itu, Anda berhak untuk mundur dari penelitian ini kapan saja Anda inginkan.

Saya percaya bahwa tidak ada resiko yang dapat timbul dalam penelitian ini; walau bagaimanapun kemungkinan resiko tesebut tetap ada. Maka dari itu, semua informasi yang peneliti dapatkan dari survei ini akan terjamin kerahasisannya dan hanya akan digunakan untuk kepentingan penelitian akademis.

Terima kasih sebelumnya atas bantuan Anda!


Salam,

Rizqia Faradiba Slamet

---

**\*1. Saya setuju untuk berpartisipasi dalam penelitian ini. Saya mengerti tujuan dari penelitian ini. Saya mengerti bahwa saya dapat mundur dari penelitian ini kapanpun, tanpa hukuman dan konsekuensi apapun.**

○ Ya
○ Tidak

→

Dalam bagian ini, semua informasi akan terjamin kerahasiaannya dan hanya kaan digunakan untuk kepentingan penelitian akademis.

Apakah jenis kelamin Anda?

○ Pria

○ Wanita

○ Tidak memilih

○ Lainnya

Berapakah usia Anda saat ini?

○ < 17 tahun

○ 17 - 25 tahun

○ 26 - 34 tahun

○ 35 - 40 tahun

○ > 40 tahun

Apa jenjang pendidikan terakhir Anda?

○ SD

○ SMP

○ SMA

○ S1

○ S2/S3

Berapakah pemasukan Anda per bulan?

○ < Rp 2.000.000

○ Rp 2.000.001 – Rp 5.000.000

○ Rp 5.001.000 – Rp 10.000.000

○ Rp 10.001.000 – Rp 20.000.000

○ > Rp 20.000.001

○ Tidak memilih

→

Di halaman berikutnya, terdapat sebuah skenario berupa *post* Instagram. Mohon bayangkan dan baca skenario dengan seksama.

---

Sebelum Anda menekan tombol selanjutnya, mohon sebutkan perangkat yang Anda gunakan saat mengisi survei ini:

○ Laptop / Komputer

○ Tablet

○ Handphone

→

Bayangkan, Anda sedang membuka Instagram dari laptop, komputer, atau tablet. Anda sedang membuka 'explore' dan memutuskan untuk menonton video berikut ini. Mohon untuk menyalakan volume di laptop atau komputer Anda.



Timing

*These page timer metrics will not be displayed to the recipient.*

| | |
|---|---|
| **First Click** | 0 seconds |
| **Last Click** | 0 seconds |
| **Page Submit** | 0 seconds |
| **Click Count** | 0 clicks |

Bagaimanakah nada dalam komentar di samping / di bawah video tersebut?

O  Positif

O  Negatif

O  Tidak berlaku

Menurut Anda, tentang apakah video tersebut?

O  Plesiran

O  Kuliner

O  Gaya hidup

O  Musik

O  Permainan

Apakah jenis makanan yang baru Anda lihat?

O  Bakso

O  Mie ayam

O  Nasi goreng

O  Rendang

O  Ayam goreng tepung

Isilah pernyataan dibawah ini yang sesuai pengalaman Anda dengan memilih di kolom yang sesuai.

| | Sangat Tidak Setuju | Tidak Setuju | Agak Tidak Setuju | Netral | Agak Setuju | Setuju | Sangat Setuju |
|---|---|---|---|---|---|---|---|
| Menurut Anda, endorser memberikan tanggapan positif terhadap makanan tersebut. | O | O | O | O | O | O | O |

Isilah pernyataan dibawah ini yang sesuai pengalaman Anda dengan memilih di kolom yang sesuai.

| | Sangat Tidak Setuju | Tidak Setuju | Agak Tidak Setuju | Netral | Agak Setuju | Setuju | Sangat Setuju |
|---|---|---|---|---|---|---|---|
| Saya familier dengan orang dalam video tersebut. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Saya mengenali orang dalam video tersebut. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Saya pernah mendengar tentang orang dalam video tersebut. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Apakah Anda mengikuti orang tersebut di media sosial? (contoh: Youtube dan Instagram)

○ Ya

○ Tidak

○ Saya tidak yakin

Pernahkah Anda menemui *post* seperti ini sebelumnya?

○ Ya

○ Tidak

○ Saya tidak yakin

Isilah pernyataan dibawah ini yang sesuai pengalaman Anda dengan memilih di kolom yang sesuai.

| | Sangat Tidak Setuju | Tidak Setuju | Agak Tidak Setuju | Netral | Agak Setuju | Setuju | Sangat Setuju |
|---|---|---|---|---|---|---|---|
| Saya berniat untuk membeli produk yang baru saya lihat di video. | O | O | O | O | O | O | O |
| Saya mempertimbangkan untuk membeli produk yang baru saya lihat di video. | O | O | O | O | O | O | O |
| Saya tertarik untuk mencoba produk yang baru saya lihat di video. | O | O | O | O | O | O | O |
| Saya bersedia mengeluarkan uang untuk produk yang baru saya lihat di video. | O | O | O | O | O | O | O |
| Saya akan membeli produk yang baru saya lihat di video. | O | O | O | O | O | O | O |

→

Dalam skala 1 sampai 7, angka mana yang paling mencerminkan perasaan Anda terhadap **keterpercayaan (*trustworthiness*)** kepada *endorser* tersebut?

| Tidak dapat diandalkan | | | | | | Dapat diandalkan |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Tidak jujur | | | | | | Jujur |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Tidak reliabel | | | | | | Reliabel |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Tidak tulus | | | | | | Tulus |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Tidak dapat dipercaya | | | | | | Dapat dipercaya |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Dalam skala 1 sampai 7, angka mana yang paling mencerminkan perasaan Anda terhadap **keahlian *(expertise)*** kepada *endorser* tersebut?

| Tidak ahli | | | | | | Ahli |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Tidak berpengalaman | | | | | | Berpengalaman |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Tidak berpengetahuan | | | | | | Berpengetahuan |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Tidak memenuhi kualifikasi | | | | | | Memenuhi kualifikasi |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Tidak bekemampuan | | | | | | Berkemampuan |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Dalam skala 1 sampai 7, angka mana yang paling mencerminkan perasaan Anda terhadap **ketertarikan *(attractiveness)*** kepada *endorser* tersebut?

| Tidak menarik | | | | | | Menarik |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Tidak berkelas | | | | | | Berkelas |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Buruk | | | | | | Indah |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Tidak seksi | | | | | | Seksi |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

| Polos | | | | | | Elegan |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

UNIVERSITY OF TWENTE.

Isilah pernyataan dibawah ini yang sesuai pengalaman Anda dengan memilih di kolom yang sesuai.

| | Sangat Tidak Setuju | Tidak Setuju | Agak Tidak Setuju | Netral | Agak Setuju | Setuju | Sangat Setuju |
|---|---|---|---|---|---|---|---|
| Saya suka menonton video ini. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Saya mendapatkan kesenangan menonton video ini. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| Video tersebut menghibur saya. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

Menurut Anda, berapakah kira-kira harga dalam makanan tersebut dalam rupiah? (contoh: 10.000)

Apakah Anda mempunyai komentar atau pertanyaan tentang survei yang baru saja Anda isi?

○ Ya,

○ Tidak

UNIVERSITY OF TWENTE.

Respons Anda telah direkam.

Terima kasih atas waktu yang sudah Anda luangkan untuk mengikuti survei ini.
Jika Anda memiliki pertanyaan atau ingin mendapatkan form persetujuan, silahkan hubungi saya di rizqiafaradibaslamet@student.utwente.nl.