

## The Effect of Celebrity Endorsement on Brand Image in Determining Purchase Intention

<b>Title</b>	The Effect of Celebrity Endorsement on Brand Image in Determining Purchase Intention
<b>Author Order</b>	2 of 3
<b>Accreditation</b>	3
<b>Abstract</b>	<p>Smartphone becomes a standard platform for people to communicate with others. Nowadays, almost everyone has a smartphone because of its dependable functions. Therefore, the smartphone business is presently highly competitive, especially in Indonesia. One of the top smartphone brands in Indonesia is Oppo. To compete with other smartphone brands, Oppo uses celebrity endorsement as its marketing strategy. Oppo hires one of the eminent endorsers. This research purposes to investigate the effect of celebrity endorsement on brand image in determining purchase intention, using the case of Oppo smartphone in Indonesia. This research uses a convenience sampling method utilizing 177 respondents who use Oppo smartphones and know Chelsea Islan. Data are analyzed using structural equational modeling (SEM) and AMOS statistical software. The results of hypothesis testing on this study shows that celebrity expertise, celebrity attractiveness, and celebrity trustworthiness have a positive effect on brand image. On the other hand, celebrity match-up has a negative effect on brand image. Finally, brand image has a positive effect on purchase intention</p>
<b>Publisher Name</b>	STIE Malang kecewara
<b>Publish Date</b>	2020-10-23
<b>Publish Year</b>	2020
<b>Doi</b>	DOI: 10.31966/jabminternational.v27i2.700
<b>Citation</b>	
<b>Source</b>	Journal of Accounting, Business and Management (JABM)
<b>Source Issue</b>	Vol 27 No 2 (2020): October
<b>Source Page</b>	60-73
<b>Url</b>	<a href="http://journal.stie-mce.ac.id/index.php/jabminternational/article/view/700/306">http://journal.stie-mce.ac.id/index.php/jabminternational/article/view/700/306</a>
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