The Influence of Celebrity Endorser and Product Quality on Purchase Decision Through Brand Image Umroh Package at PT Arminareka Perdana

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Abstract

This research aims to look at the direct and indirect effects of celebrity endorser, product quality, and brand image on purchasing decisions. The group studied was PT Arminareka Perdana Umrah pilgrims. Samples were taken from 100 respondents randomly. Data collection was carried out by conducting a survey of consumers of Umrah pilgrims. The variables studied were celebrity endorser (X1), product quality (X2), product image (Y), and purchase decision (Z). The data obtained were then analyzed using descriptive methods and path analysis. After the research was carried out, the results obtained were that the variable celebrity endorser (X1) and product quality (X2) had a direct effect on purchasing decisions (Z). Meanwhile, the relationship between celebrity endorser (X1) and product quality (X2) can indirectly affect purchasing decisions. The results of the path analysis test show that the research variable celebrity endorser (X1) influences purchasing decisions through brand image and product quality (X2).

Keywords: Celebrity Endorser, Product Quality, Brand Image, and Purchase Decision

A. INTRODUCTION

Economic growth and corporate activities are now becoming more active. This changed the economic competition that used to be a seller's market, a market where buyers search for goods, to a buyer's market and a market where buyers search for goods. This causes intense competition to occur. As a result, the company must change its product marketing strategy from product-centric to consumer-centric. The process of determining the right marketing strategy, causes a company to need to examine consumer behavior. Specially to meet the demands of desire in making purchasing decisions for goods offered to consumers.

The decision to purchase a product made by a consumer is the result of a series of choices made before buying a product or using a service offered by the company (Yuniar et al., 2021). The series of choices of consumers is one of them influenced by advertising. Advertising can also be used by producers of a service product to form a positive image and also to influence purchasing decisions made by consumers. In addition, there are several things that can influence a consumer in deciding to buy a product, including celebrity endorsemer, product quality and brand image (Gauns et al., 2017; Vijaya and Ramakrishnan, 2016; Vidyanata et al., 2018; Malik and Guptha,2014; Darmansyah et al., 2014; Rasyiidi, 2016; Wulandari and Iskandar, 2018; Wulandari and Nurcahya, 2015; Dewi, 2019). Celebrity endorser is often used by a company, be it a service or a product, to be able to lure consumers into buying the company's products (Gauns et al., 2017)

Another thing that can affect the quality of purchases is the quality of products and services, this was described by Kotler and Keller (2009) who stated that product quality is a characteristic of a product or service combined with its ability to satisfy the customer needs presented. Apart from product quality, the brand image variable is said to be a factor influencing purchases, this is because brand image is defined as a consumer belief and trust in assessing a particular product brand (Adriayini et al., 2012).

One of the products of travel agents is Umrah pilgrimage services. This religious trip is a trip that is in great demand by the Muslim community in Indonesia. This is because the annual haj quota provided by the Government of Saudi Arabia for Muslims in Indonesia has been added from year to year but due to very high public interest, they cannot perform the pilgrimage according to the desired schedule. One way to accommodate the religious journey of Muslims in Indonesia is the umroh trip, because this trip is also a sunnah worship. One of the Travel Agencies that focuses on providing Umrah travel services is PT Arminareka Perdana. This company has been widely known by the public in Indonesia for more than thirty years and one of its marketing strategies is to use celebrity endorser. Celebrities who support PT Arminarka Perdana's umrah products come from various backgrounds to target the market segments they want to target, celebrity names such as Dewi Perssik (dangdut singer), Pasha "Ungu" (band vocalist), Yadi Sembako (comedian), Komar " Preman Pensiun" (actor), Indah Dewi Pertiwi (female solo singer), Andre Taulani (actor and television host), Ippho Santosa (entrepreneur and motivator), Dedi Mizwar and Rano Karno (senior actors and government officials).

Based on a request from PT Aminareka Perdana and a theoretical review and referring to the results of previous research, celebrity endorseme and product quality influence purchasing decisions made by umroh pilgrims, but currently PT Aminareka Perdana still needs the right strategy in maintaining the company's position in the era of competition for umroh products in Indonesia which is very dynamic. Seeing this explanation, it can be formulated that the problem in this research is to see **"The influence of celebrity endorser and product quality on purchase decision through brand image umroh package at PT Arminareka Perdana"**

B.   RESEARCH METHOD

In this research the method used was survey method with descriptive and verification research types using path analysis. Sources of data obtained from the collection of primary data and secondary data.

Primary data in this study were obtained through observation and interviews with company management, as well as distributing questionnaires to Umrah consumers who had purchased PT Arminareka Perdana's Umrah packages in the 2019-2020 period. The number of consumers who were sampled in this study were 100 respondents. In addition to primary data, researchers also use secondary data in the form of journals, literature, and results of similar studies conducted by previous researchers.

Data testing techniques performed are validity and reliability tests. Data analysis was carried out through descriptive analysis and verification analysis. Verification analysis uses path analysis to assess the causality relationship between variables previously determined based on the theory.

Path analysis is used to determine the direct or indirect effect of the relationship between the independent variables, namely celebrity endorser and product quality, on the dependent variable, namely purchasing decisions, with brand image as an intervening variable. The following is the path analysis model in this study using SPSS AMOS 22:

Image 2.1
Path Analysis Model
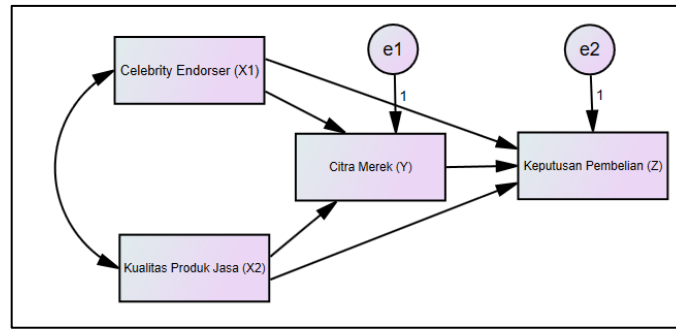
In the picture above, path analysis is used to determine the magnitude of the independent influence of variable X1, namely celebrity endorser and X2, namely the quality of service products on variable Z, namely purchasing decisions, through variable Y as an intervening variable, namely brand image.

C. RESULTS AND ANALYSIS

1. Instrument Testing

    1.1 Validity Test

    Based on the results of data processing using SPSS 22, the results of validity testing on the independent variable, namely Celebrity Endorser (X1), have valid instruments on statement items with the highest value of 0.522 and the lowest value of 0.278. In the independent variable Product Quality (X2), there is a valid instrument with the highest value of 0.624 and the lowest value of 0.291. In the brand image intervening variable (Y), there is a valid instrument for statement items with the highest value of 0.368 and the lowest value of 0.244. Whereas in the dependent variable, namely Purchase Decision (Z), there is a valid instrument in the statement item with the highest value of 0.418 and the lowest value of 0.276. So that it can be concluded from the calculation of the validity test, the statements given in a questionnaire in this study are valid and can be used to measure the variables studied.

    1.2 Reliability Test

    Based on the results of the reliability test, it was found that the research instrument variable X1 was celebrity endorser, X2 was the quality of service products and Y was brand image and variable Z was the purchase decision process was reliable. This can be seen from the results of Cronbach's alpha values for the four variables above 0.7, namely 0.883 in the X1 variable, namely celebrity endorsers, 0.814 in the X2 variable, namely product quality and 0.895 in the Y variable, namely brand image, and 0.838 in variable Z is the purchase decision. So that the measurement results in this study are relatively consistent even though the measurement is repeated twice or more the results will still be reliable.

2. Descriptive Analysis

    Based on the data obtained from the answers to the questionnaire distributed to 100 respondents who were Umrah pilgrims from PT Arminareka Perdana regarding variable X1, namely celebrity endorser, they agreed that celebrities who support Umrah products meet the criteria of Trustworthiness, Expertise, Attractiveness, Respect, Similarity. Meanwhile, regarding variable X2, namely the quality of service products, information was obtained that the majority of respondents agreed that the quality of Umrah products fulfilled the values of Reliability, Responsiveness, Assurance, Empathy, Tangible. In variable Y, namely brand image, information is obtained that respondents agree that the PT Arminareka Perdana brand has strengthness, uniqueness, and favourability. Finally, on variable Z, namely the decision to purchase the Umrah package, information is obtained that the factors that influence respondents in choosing Umrah

package products are product selection, brand selection, time selection, and payment method selection.

3. Verification Analysis

Image 3.1
Path Analysis Model
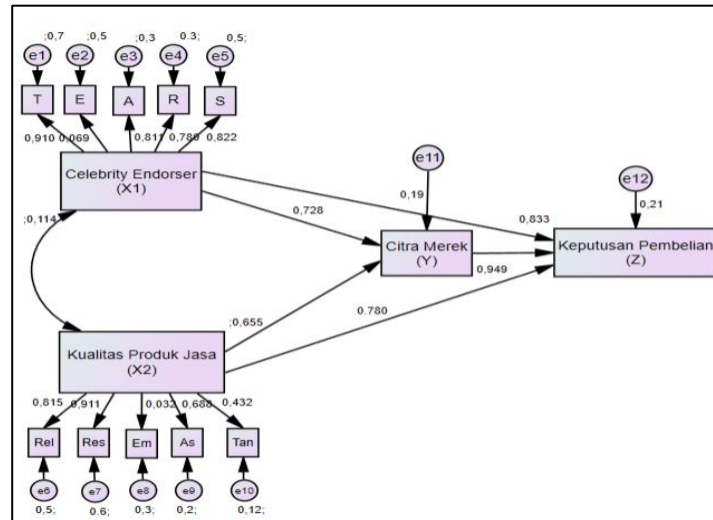
In this study, path analysis uses SPSS AMOS 22 to see the total value of the relationship between variables. Based on the diagram above, explains the relationship between variables along with the value of the effect of each variable X on variable Y. Where the correlation relationship between the celebrity endorser variable (X1) and the quality of service products (X2) is equal to 0.114, thus the correlation relationship between brand image and stated strong. The correlation between the celebrity endorser variable (X1) and brand image (Y) is 0.728, thus the correlation between brand image and positioning is stated to be strong. The correlation between the quality of service products (X2) and brand image (Y) is 0.885. Thus, the correlation between service product quality and brand image is stated to be strong.

As for the effect of each variable X on variable Z, it can be explained that the influence of celebrity endorser (X1) on purchasing decisions (Z) is 0.833. Then the effect of service product quality (X2) on purchasing decisions (Z) is 0.780. So, it can be said that there is a direct relationship between X1 to Z and X2 to Z, both have a strong relationship.

D. CONCLUSION

Celebrity endorser has proven to have a positive and significant direct effect on the decision to purchase an umroh package at PT Arminareka Perdana, meaning that the more frequent advertisements that include celebrities at PT Arminareka Perdana, the higher the influence on the decision to purchase an umroh package at PT Arminareka Perdana. Product quality has proven to have a direct and significant effect on the decision to purchase an Umrah package, meaning that the higher the quality of the Umrah package product, the higher the purchase decision for PT Arminareka Perdana's Umrah package. In this study, it was also found that indirectly brand image had an influence on the relationship between celebrity endorsers and purchasing decisions and also indirectly brand image had an influence on the relationship between product quality and purchasing decisions.

Through the results of this study, to maintain PT Arminareka Perdana's position in the competition for Umrah travel agents in Indonesia, the use of celebrities in supporting decisions to purchase PT

Arminareka Perdana's Umrah packages can be continued and improved, taking into account celebrities who meet the factors of trustworthiness, expertise, attractiveness, respect. , and similarity. In line with the quality of Umrah products owned by PT Arminareka Pedana, it maintains and improves product quality values which include reliability, responsiveness, assurance, empathy, and tangible. The two variables studied are also indirectly influenced by brand image, so that PT Arminareka Perdana must prioritize values in forming brand image, namely strengthness, uniqueness, and favourability. So that the purchasing decisions made by potential customers for Umrah packages sold by PT Arminareka Perdana can continue to increase in the future.

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