

# Effect of Instagram and Celebrity Endorser on Purchasing Motive of Le Minerale Packaging Water with Image Brands as Intervention Variables

*By Isnurhadi*



## Effect of Instagram and Celebrity Endorser on Purchasing Motive of Le Minerale Packaging Water With Image Brand as Intervention Variables



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### Abstract

This study aimed to analyze the effect of online marketing methods through Instagram and *celebrity endorsers* mediated by *the brand image* on purchase interest consumers of bottled drinking water under the Le Minerale brand produced by PT. Tirta Fresindo Jaya (Mayora Group). The data used are obtained from questionnaires given to respondents who have never been consuming a brand product. The collected data then analyzed using multiple linear regression with SPSS version 26 *software*. The results revealed that Instagram has a positive influence on Le Minerale's *brand image*. However, *celebrity endorser* does not show a positive influence on mineral water. Through *the brand image*, Instagram can have a positive influence on consumer buying interest, while the positive influence of *celebrity endorser* has made consumer purchase is more fantastic directly than currently mediated by *brand image*.

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## 1 Introduction

According to [Haug & Assael \(2001\)](#), buying interest is a consumer tendency to buy a brand or take action on order, as calculated by buyers' chance of purchasing. ([Macdonald & Sharp, 2000](#); [Ragulina et al., 2017](#); [Tran et al., 2017](#)). Customers with buying interest can be impacted by two variables environmental and marketing stimuli. Environmental factors influence consumer buying interest selection of a particular product, while the marketing stimulus factor seeks to stimulate consumers to attract consumer buying interest. According to [Semanjski & Gautama \(2019\)](#), social media is one of the online marketing techniques much favored by internet marketers because of its cheap and promotional costs if done manually; it can be said that there is no cost. Instagram is one of the most widely used social media platforms today ([Toffler, 1970](#); [Toffler, 1980](#)). After successfully being an application in demand by many users, Instagram has become a social media that has many business opportunities because it can be used as a medium of marketing communications through photo sharing. [Boyle et al., \(2003\)](#), calculated buyers' chance to buy the product, buy a brand, or take any action on a request. Independent quantities may affect customers with purchase desires. From several studies that have been done, celebrity endorsers are influential in shaping a product's brand image, and both become variables ([Boylund et al., 2013](#); [Dwivedi & Johnson, 2013](#); [Ifeanyichukwu, 2016](#)).

## 2 Materials and Methods

The scope discussed is two independent variables, namely Instagram ( $X_1$ ) and Celebrity Endorser ( $X_2$ ), the intervening variable Brand Image ( $Z$ ), and the dependent variable of Purchase Interest ( $Y$ ) for the Le Minerale brand ([Creswell & Creswell, 2017](#); [McCusker & Gunaydin, 2015](#); [Östlund et al., 2011](#)). The population is potential consumers who have never consumed this product, with an age range of 18-40 years, and have an Instagram account. The sample to be used is 100 respondents. The weighting of the answers to the questionnaire used a five (5) point Likert scale. Meanwhile, each item's weight value is 1 to 5, according to the alternative answers chosen from each statement/statement. The five weighted score assessments are as follows options:

- a) Strongly Disagree : Score of 1
- b) Disagree : Score of 2
- c) Disagree : Score of 3
- d) Agree : Score of 4
- e) Strongly Agree : Score of 5

The greater the number of values given by the respondent for each factor shows that these factors are increasingly having a positive effect on purchasing decisions. To calculate upwards of one predictor factor (outcome variable) to the predictor variables is essential, a multiple linear regression was used. The regression formula can be expressed as follow, depending mostly on variables to be researched:

$$Z = a + b_1X_1 + b_2X_2 + e$$

$$Y = a + b_1X_1 + b_2X_2 + b_3Z + e$$

## 3 Results and Discussions

### Validity test results

Table 1  
Results of the research instrument variable validity test

Indicator	Point	<i>r</i> -hitung	<i>r</i> -tabel	Description
<i>Instagram</i> ( $X_1$ )	1	0,845	0,514	Rational
	2	0,883	0,514	Rational
	3	0,832	0,514	Rational

<i>Celebrity Endorser (X<sub>2</sub>)</i>	4	0,707	0,514	Rational
	1	0,898	0,514	Rational
	2	0,823	0,514	Rational
	3	0,850	0,514	Rational
	4	0,808	0,514	Rational
	5	0,665	0,514	Rational
	6	0,605	0,514	Rational
	7	0,847	0,514	Rational
<i>Brand Image (Z)</i>	8	0,883	0,514	Rational
	1	0,714	0,514	rational
	2	0,683	0,514	Rational
	3	0,761	0,514	Rational
Minat Beli (Y)	4	0,809	0,514	Rational
	1	0,830	0,514	Rational
	2	0,948	0,514	rational
	3	0,948	0,514	Rational
	4	0,951	0,514	Rational

Data Sources: From the survey, 2020

It is established in Table 1 which each variable (item) for each autonomous Instagram and Brand Personality factor, the accompanying Brand Identity variables, and also the contingent Purchasing Interest variable, factors in r-count larger than r-table 0.514 so that the indicator (items) used for this testing variable could be declared valid which can be used as data collection items.

#### Testing results for reliability

Table 2  
Tests of the factor reliability analysis for research instruments

Indicator	Cronbach's Alpha	Cutt Off	N of Case	N of Item	Description
<i>Instagram (X<sub>1</sub>)</i>	0,86019	> 0,60	30	5	Reliable
<i>Celebrity Endorser (X<sub>2</sub>)</i>	0,91353	> 0,60	30	6	Reliable
<i>Brand Image (Z)</i>	0,73812	> 0,60	30	5	Reliable
<i>Buying Interest (Y)</i>	0,94219	> 0,60	30	10	Reliable

Data Source: The Survey, 2020

Table 2 each predictor (item) in each exponential function is understood to also be Instagram and *Celebrity Endorser*, intervening variables *Brand Image*, as well as the dependent variable Purchase Interest, have *Cronbach's Alpha* results above 0.60. Based on these results, it can be concluded that the research instrument reliable.

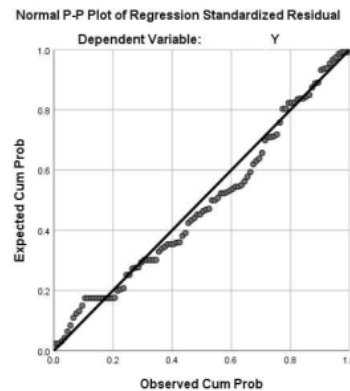
*Normality test results*

Figure 1. Graphic results of the Research Instrument Variable Normality Test  
Data Source: Processed from the Questionnaire, 2020

By looking at the *Normal Probability plot* display in graph one above, he can conclude that the dots are seen spreading around the diagonal line, as well as the direction the spread follows the diagonal line. The graph *expected probability plots* show that the data used to meet the assumptions of normality and is feasible to use.

*Multicollinearity test results*

Table 3  
Results of the research instrument variable multicollinearity test

Model		Coefficients <sup>a</sup>				Collinearity Statistics	
		Standardized Coefficients Beta	t	Sig.	Tolerance	VIF	
1	(Constant)	-3,956	2,930	-1,350	0,180		
	Instagram	0,407	0,155	0,306	2,618	0,010	0,337
	<i>Celebrity Endorser</i>	0,322	0,092	0,373	3,491	0,001	0,402
	<i>Brand Image</i>	0,296	0,169	0,156	1,748	0,084	0,578

Data Source: the Survey, 2020

Based on the results of figure 3, multicollinearity among predictor factors doesn't exist since it shows that the VIF value is much less than 10.

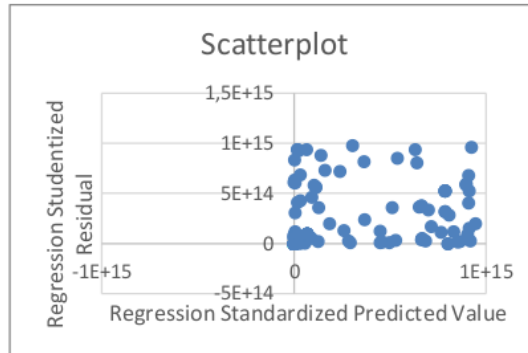


Figure 2. Results of the heteroscedasticity factor for able to collect and analyze  
Data Source: Questionnaire, 2020

By looking at the display of the *Scatter Plot* graph in graph two above, it can see the dots the data a precision measuring also isn't generated by distribution centers. It was thus assumed that perhaps the study data have are heteroscedasticity-free.

Multiple Linear Analysis Results

Table 4  
Multiple linear regression analysis test results in X1 and X2 against Z

		Coefficients <sup>a</sup>		Standardized Coefficients Beta	t	Sig.
1	(Constant)	14,807	2,551		5,805	0,000
	INSTAGRAM	0,314	0,085	0,449	3,711	0,000
	CELEBRITY ENDORSER	-0,440	0,212	-0,251	-2,072	0,041

Dependent Variable: BRAND IMAGE  
Data Source: Questionnaire, 2020

Based on the results of the very first linear regression line (Table 4) above, it can be seen that the positive calculated term of 14.807 indicates that the alternative hypothesis Instagram (X<sub>1</sub>) has a good impact of 0.314, while the predictor variables Celebrity Supporter (X<sub>2</sub>) does have a positive influence of -0.440 relative to -0.440. Brand Logo Interfering Vector (Z).

Table 5  
Multiple linear regression analysis test results in X<sub>1</sub>, X<sub>2</sub>, and Z against Y

		Coefficients		Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,830	1,207		3,173	0,002
	INSTAGRAM	-0,110	0,039	-0,295	-2,789	0,006
	CELEBRITY ENDORSER	0,282	0,098	0,303	2,895	0,005
	BRAND IMAGE	0,380	0,114	0,284	3,328	0,001

Dependent Variable: BUY INTEREST  
Data Source: Questionnaire, 2020

Based on the results of the first linear regression line (Table 4) below, it can be seen that the positive calculated term of 14.807 shows a positive impact of 0.314 between both the variable Instagram ( $X_1$ ), a point up of -0.440 between both the variable Celebrity Endorser ( $X_2$ ) and -0.314 between the independent variable brand Identity ( $X_1$ ) ( $Z$ ).

*Model Feasibility Test Results (F Test)*

Table 6  
Feasibility Test Results for Models F  $X_1$  and  $X_2$  against  $Z$

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	195,629	2	97,814	38,061	.000 <sup>b</sup>
	Residual	249,281	97	2,570		
	Total	444,910	99			

Dependent Variable: BRAND IMAGE

Predictors: (Constant), CELEBRITY ENDORSER, INSTAGRAM

Data Source: Questionnaire, 2020

That calculated value, based on table 6, is 38.061 with such a level of significance of 0.000. Therefore, the F-number 38.061 meaning is more basic F table ( $df = 3:96$ ) = 3.99 and sig. F 0.000, implying less than 0.05, so the  $H_1$  hypothesis is acknowledged, and  $H_0$  is rejected. The variable used in the linear regression, respectively Instagram ( $X_1$ ) or Brand Personality ( $X_2$ ) s, can infer that.

Table 7  
Feasibility Test Results for Models F  $X_1$ ,  $X_2$ , and  $Z$  against  $Y$

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77,034	3	25,678	51,115	.000 <sup>b</sup>
	Residual	48,227	96	0,502		
	Total	125,261	99			

Dependent Variable: BRAND IMAGE

Predictors: (Constant), CELEBRITY ENDORSER, INSTAGRAM

Data Source: Questionnaire, 2020

Predictors: (Constant), BRAND IMAGE, CELEBRITY ENDORSER, INSTAGRAM

Based on table 7, the calculated F value is 51,115 with a significance level of 0,000. Thus the value of F count 51,115 is more basic F table ( $df = 3:96$ ) = 3.99 and sig. F 0,000, which means less than 0.05, so the hypothesis  $H_1$  is accepted and  $H_0$  is rejected. The independent variables used in the regression model, namely Instagram, may thus be inferred ( $X_1$ ) and Celebrity Endorser ( $X_2$ ), as well as the intervening variable Brand Image ( $Z$ ), simultaneously (together) affect the dependent variable Purchase of interest ( $Y$ ) bottled drinking water Le Minerale in Palembang City (Cretu & Brodie, 2007; Wu et al., 2011).

It can be represented based on the results of the t-test study results in Tables 8 and 9.

Just as follows:

- 1) The study of the brand picture ( $Z$ ) effect of Instagram ( $X_1$ ) has a beta value of 0.314 with a substantial value of 0.000 lower than 0.05. This suggests that there is a positive and vital impact of the Instagram variable on the brand profile.
- 2) The celebrity endorser ( $X_2$ ) effect on the brand profile ( $Z$ ) study has a beta value of -0.440 with a significance value of 0.041, which is less than 0.05. This suggests that celebrities' sponsorship has a negative and vital influence on the reputation of the brand.

- 3) Instagram's ( $X_1$ ) impact on buying decision (Y) evaluation has a beta impact of -0.119 with a critical value of 0.006, which would be lower than 3. A. 0.05. This means there is a negative and significant impact of the Instagram variable on purchasing interest.
- 4) The effects on purchasing interest (Y) of the celebrity endorser (X2) study has a beta effect of 0.282 with a significance value of 0.005 smaller than 0.05. This suggests that factors helping celebrities have a positive and powerful impact on the purpose of buying.
- 5) Examining the effect of the brand name (Z) on the decision to buy (Y) is right; the beta impact is 0.380 with a significance value of 0.001 below 0.05. This suggests that the brand value predictor has a vital and robust influence on the purpose of buying.

#### Recapitulation of Research Results

Table 8  
Recapitulation of research results

Hypothesis	Research Results
H0: Instagram towards <i>brand image</i> rejected	H1: Instagram has a positive effect and significant to the <i>brand image</i>
Ha: Instagram on the <i>brand image</i> be accepted	
H0: <i>Celebrity endorser</i> of <i>brands image</i> rejected	H2: An influential <i>celebrity endorser</i> negative and significant to the <i>brand image</i>
Ha: <i>Celebrity endorser</i> toward <i>brand image</i> accept	
H0: Instagram on buying interest rejected	H3: Instagram has a negative effect and significant to purchase interest
Ha: Instagram on buying interest dit accept	
H0: <i>Brand image</i> mediates Instagram and <i>celebrity endorsers</i> against buying interest is rejected	H4: Influential <i>celebrity endorser</i> positive and significant towards interest buy
Ha: <i>Celebrity endorser</i> towards interests buy accepted	
H0: <i>Brand image</i> mediates Instagram and <i>celebrity endorsers</i> against buying interest is rejected	H5: Instagram and <i>celebrity endorser</i> through an influential <i>brand image</i> positive and significant towards interest buy
Ha: <i>Brand image</i> mediates Instagram and <i>celebrity endorser</i> on interests buy accepted	

Data Source: Processed from the Questionnaire, 2020

#### Implication

It is predicted that this research's theoretical results would be useful for the creation of theoretical knowledge related to buying interest, which can be seen from the marketing method, which has a significant effect on buying interest in bottled drinking water products Le Minerale. There are many functional consequences for the affiliated companies, including the marketing department of Le Minerale, based on the results of the research that has been done, and more investigators are expected to use this analysis as an alternative to choose which variable is better used, based as to what is seen from related parties and further investigators towards evaluation criteria.

#### 4 Conclusion

- a) The positive and significant impact of Instagram on the image of the Le Minerale product is celebrity endorsers hurt Le Minerale's brand image Instagram hurts consumer buying interest in drinking water Le Minerale packaging in Palembang City.
- b) *Celebrity endorsers* have a positive and significant effect on purchase intention consumers of Le Minerale bottled drinking water in Palembang City.
- c) In mediating the impact of Instagram and celebrity supporters on customers purchasing an interest in drinking water, Le Minerale packaging in Palembang City has a positive and important effect on brand recognition.



**1*****Conflict of interest statement***

The authors declared that they have no competing interests.

***Statement of authorship***

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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