The Influence Of Celebrity Endorsement, Brand Equity, AndFeatures Services On Purchasing Decisions

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***Abstract**.*

The purpose of this research is to determine the influence of Celebrity Endorsement, Brand Equity, and Features Services on purchasing decisions (Study on TikTok Shop during January-March). Celebrity Endorsement, Brand Equity, and Features Services are the independent variables of this research. Purchase decision is the dependent variable.This research uses quantitative methods with primary data and data collection using questionnaires. This research analyzes data using multiple linear regression analysis. The partial test results show that (1) celebrity endorsements do not have a significant effect on purchasing decisions with a calculated value of t count< t table (0.045< 2.028) and a sig value.0.964 > 0.05 (2)brand equity has a significant positive effect on purchasing decisions with t count > t table (2.206 > 2.028) and sig. 0.034 < 0.05 (3)feature services have a significant negative effect on purchasing decisions with t count<t table (0.927<2.028) and sig. 0.360 < 0.05. Meanwhile, the results of the simultaneous test show that Celebrity Endorsement, Brand Equity, and Features Services do not have a significant effect on purchasing decisions with value F count < F table (1.872 < 2.866) and sig value. (0.152>0.05).

Keywords :*Celebrity Endorsement, Brand Equity, Feature Service and Purchase Decisions.*

I. INTRODUCTION

In the post-Covid-19 pandemic era, due to circumstances that force people to minimize outdoor activities, many new ways have emerged, one of which is online shopping. The TikTok application isa form of social networking that is now increasingly popular. In August 2020, TikTok was the most downloaded application in the Apple Store and Google Play Store, with 63.3 million downloads, according to Pertiwi (2020). With 11% of all TikTok application downloads, Indonesia is the country with the most downloads of this application. Byte Dance is the business that operates TikTok. The idea behind the site is short music videos that offer details about different types of material. As more people use the platform, there are more opportunities to learn aboutthe commercial interests of the community, which led to the creation of a TikTok feature that combines social media with a marketplace called Tiktok Shop.Many factors influence people's decisions in making purchases through the TikTok application. Some of the dominant factors in author identification are celebrity endorsements. This is in accordance with previous research such as "Khan and Lodhi (2016) stated that celebrity endorsements play an important role in increasing online spending if the endorser provides a positive image to the target market effectively and has attractiveness in influencing consumers." If a company names its brand appropriately,it will be easier for customers to remember it and make repeat purchases. This will increase brand recognition for the company. Brand war is one way to emerge victorious in the competition because brand equity makes it easier for businesses to market and understand what customers want.

Marketing involves more than just pushing a product; an easy- to-remember brand positively influences consumers' opinions of the product. "Brand equity is the added value provided to products and services. Brand equity can be reflected in the way consumers think, feel and act in relation to the brand, and also the price, market share and profitability that the brand provides for the company (Kloter and Keller, 2009: 263)"Endorsements and promotions from celebrities are recognized as having a significant impact on the choices made by a buyer. This can be seen from a celebrity, for example Fadil Jaidi, a celebrity phenomenon who is often used on TikTok, regarding what to buy through the TikTok Shop application. Influencer Fadil Jaidi has a distinctive and entertaining way of advertising products, which gives confidence

to his audience and encourages them to buy. For example, he always likes men's and women's clothing such as cardigans, negligees, hats, etc., so he promotes these products with his complete and unique style. In this case, he has significant power as he has 11.2 million TikTok followers. It would be interesting to conduct further research to determine the relationship between these two factors and purchasing decisions, especially for users of the TikTok Shop application.

II. METHODS

Celebrity Endorsements, Brand Equity, and Features Services as the independent variable or what we usually call the independent variable, and is the subject of research, then the purchasing decision as the dependent variable or dependent variable. Meanwhile, the object studied is someone who has used the TikTok Shop application consecutively from January to March. The quantitative research method was chosen as the method used in this research using primary data. Data collection method using questionnaire method. Using the Statistical Program for Social Science version 26 in data analysis and using multiple linear regression analysis data analysis techniques. All users who are interested in shopping on the Tiktok Shop application constitute the population of this research. Purposive sampling technique was used in this research, so various criteria were determined which were used to filter the population until 40 respondents were obtained who met the criteria, which means that this research had 40 samples.
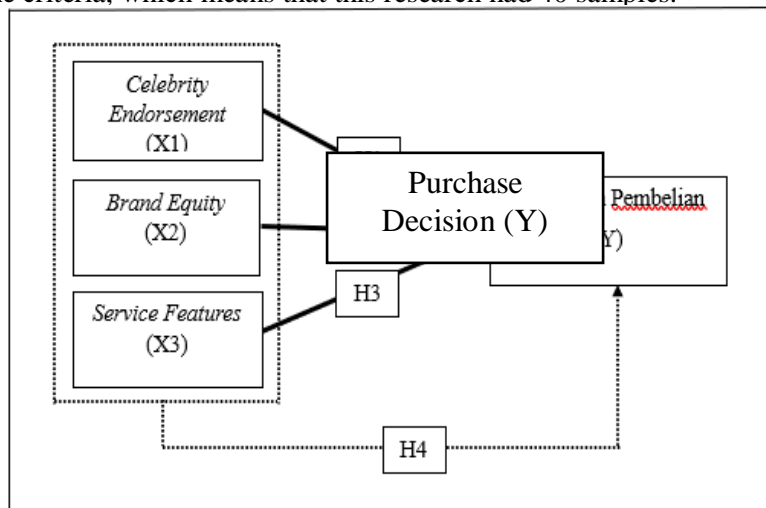
The above-mentioned framework allows the formulation of the following hypotheses:

H1: Partially, the celebrity endorsement variable influences purchasing decisions in TikTok Shop.

H2: Partially, brand equity variables which include brand awareness, perceived quality and brand loyalty have an influence on study purchasing decision variables in TikTok Shop.

H3: Partially, the service feature variable has an influence on the purchase decision variable in TikTok Shop.

H4: Simultaneously, the celebrity endorsement variable, brand equity variable and service features variable influence the purchase decision variable in TikTok Shop.

III. RESULT AND DISCUSSION

The validity test has the value of r table = 0.312 all the Pearson correlation (r calculated) values are more than r table and all sig values. Less than 0.05 indicates that all instruments / variable items are declared valid. Reliability result test using Cronbach's alpha values are more than 0.6, which means that all the instruments are declared reliable. The normality test can be seen that the Asymp.Sig (2-tailed) value in the Kolmogorov-Smirnov table is 0.200. This value exceeds the significant value of 0.05. Therefore, it can be concluded that based on the One-Sample Kolmogorov-Smirnov test, it is proven that the data is normally distributed. The coefficient table shows that the celebrity endorsement variable has a tolerance and VIF value of 0.951 and 1.051 respectively. For the brand equity variable, the tolerance and VIF values are 0.936 and 1.068, respectively. Then the tolerance and VIF values for the features services variable are 0.982 and 1.018

respectively. Based on the tolerance and VIF values, the variables above have a tolerance value > 0.10 and a VIF value < 10, therefore it can be concluded that this research does not show symptoms of multicollinearity. For auto Correlation test the Durbin-Watson autocorrelation test is 1.646. Because K in this study is 3 and N is 40, the du and dl values are 1.6589 and 1.3384 respectively. By using the formula DW > dL or 1.646 > 1.3384, itcan be determined that there are no signs of autocorrelation.

After entering the data from the coefficients table into the multiple linear regression equation, the following equation is produced:

$$Y = a + b1X1 + b2X2 + b3X3 + ei$$
$$Y = 2,369 + 0,008X1 + 0,340X2 + 0,156X3 + ei$$

The purpose of the multiple linear regression equation above can be explained as below:

1) The constant value is negative at 2.369, this shows that if the independent variables consisting of celebrity endorsement (X1), brand equity (X2) and service features (X3) are zero (0), then the purchasing decision (Y) will beworth positive debaser 2,369.

2) The regression coefficient for the celebrity endorsement variable (X1) has a positive value of 0,008. This shows that if the celebrity endorsement variable (X1) is increased by 1 unit, then purchasing decisions (Y) will increase by 0,008 or with a percentage of 8%.

3) The regression coefficient for the brand equity variable (X2) has a positive value of 0,340. This shows that if the brand equity variable (X2) is increased by 1 unit, then purchasing decisions (Y) will increase by 0,340 or with a percentage of 34%.

4) The regression coefficient for the features services variable (X3) has a positive value of 0,156. This shows that if the features services variable (X3) is increased by 1 unit, then purchasing decisions (Y) will increase by 0,156 or with a percentage of 15.6%.

There are t-count results for each variable, and the t table value is 2.028 if generated using T table (α = 0.05 and df =nk-1) with α = 0.05 and df: 40 - 3 - 1 = 36.

The following is a description of the partial test results for each variable as follows:

1. Number of Sig. With a value of 0.964, the celebrity endorsement variable (X1) is greater than the significance level. At α = 0.05, the t count and t table values are 0.045 and 2.028, respectively. Because the t count value is smallerthan the t table value (0.045 < 2.028), the first hypothesis, or H1, is partially rejected. Thisimplies that there is no significant influence from celebrity endorsement on purchasingdecisions.

2. The brand equity variable (X2) has a sig value. amounting to 0.034 which is smaller than the value α = 0.05. Considering the t count value is 2.206 and the t table value is 2.028, it can be concluded that the second hypothesis or H2 is accepted. Partially, this shows that there is a significant and positive influence of brand equity on purchasing decisions

3. The size of the Sig value. The features services variable (X3) is 0.360, indicating that this valueexceeds the significance level (α = 0.05). Considering that the t count value is 0.927 and the t table value is 2.028, and t count < t table (0.927 < 2.028), it can be concluded that the third hypothesis, or H3, is rejected. This shows partially that there is no significant influence between service features and purchasing decisions.

The Simultanous test (F-test) significance value (Sig.) in table 7 is 0.152, indicating that the value is more than 0.05 (0.152>0.05). The resulting F count value is 1.872, and the F table value, which is determined using the F table (df 1 = nk-1 and df 2 = k) to determine that (df 1 = 40 -3 - 1 = 36 and df 2 = 3) produces a value of 2.866, indicating that the fourth hypothesis, or H4, is rejected. This means that celebrity endorsement (X1), brand equity (X2), and feature services (X3) together or simultaneously have no influence onpurchasing decisions (Y). The coefficient of determination (R2) is 30.8%, which comes from an R square value of 0.308. This shows that the joint (simultaneous) influence of the independent variables celebrity endorsement (X1), brand equity (X2), and features services (X3) on the dependent variable purchasing decisions (Y) is 30.8%. Meanwhile, factors not covered in this research had an influence of 60.2%.

Discussion

The Influence of Celebrity Endorsements on Purchasing Decisions

The influence of celebrity endorsement (X1) on purchasing decisions (Y) was studied using multiple regression analysis and partial test (t test). The results showed that t count < t table (0.045 < 2.028), with a value of Sig. (0.964 > 0.05), which indicates rejection of the initial hypothesis (H1). Thus, it can be said that, partially, celebrity endorsements do not have a significant impact on consumer purchasing decisions on the TikTok Shop application. In this case it can be concluded that whether or not there is a celebrity endorsement on a product has no influence on purchasing decisions. These results are in line with research conducted by Teguh (2022) which states that the influence of celebrity endorsements does not have a significant effect on product purchasing decisions. On the other hand, the research results of Kalangi (2019) show positive and important results for the celebrity endorsement variable in purchasing decisions. From research, there are findings that show that viral marketing can influence purchasing decisions, but the "celebrity endorsement" variable does not have a significant influence (Nggilu et al., 2019). On When consumers make purchasing decisions, there are other factors that can influence consumer product purchasing decisions, such as: Product Elements, Quality, Purchasing Power, Value for Money, Brand Image, Trust (Prasetya et al., 2019). When consumers make a decision to purchase Misoya, there are other factors that can influence their purchasing decision. According to research by Fure et al., when conducting a review, purchasing decisions are influenced by several factors. (2015) Brand image, product quality and price are one of the purchasing decision factors.

The Influence of Brand Equity on Purchasing Decisions

After conducting research using multiple regression analysis and partial test (t test), for the influence of brand equity (X2) on Purchasing Decisions (Y), the results obtained were t count > t table (2.206 > 2.028), with a value of Sig. (0.034 < 0.05) which means the second hypothesis (H2) is accepted. So, it can be concluded that partially there is a significant and positive influence between Brand Equity on purchasing decisions on the Tiktok Shop application. In this case, it can be said that consumers will make more expensive purchases if their level of brand equity or higher. The findings of this research are consistent with research by Irwanti (2013) which found that brand equity increases consumers' self-confidence when they make decisions about what to buy by remembering previous positive experiences that have increased their self-esteem and positive user experiences. Even though the samples are different, the findings of this study support the research findings of Sya'idah (2020).

The Influence of Feature Services on Purchasing Decisions

After carrying out a partial test (t test) and multiple regression analysis to investigate the impact of features services (X3) on purchasing decisions (Y), the value was found t count < t table is 0.927 < 2.028. Because Sig value. (0.360>0.05), then the third hypothesis (H3) is not supported. Therefore, it can be said that the feature services variable does not have a large enough impact on the judgments made about what to buy on the TikTok Shop application between 2021 and 2023. After research using multiple regression analysis and partial test (t test) was carried out, for influence *Features Services* (X3) to Purchase Decision (Y) results obtained t count<t table (0.927<2.028 with Sig value. (0.360 > 0.05) which means the third hypothesis (H3) is rejected. So, it can be concluded that partially there is no significant influence between *Features Service* to purchasing decisions on the Tiktok Shop application. In this case it can be concluded that, whether the quality of the Features Services is good or bad does not influence the buyer's decision to purchase a product. This is because feature services themselves are not a direct component of the product but rather are at the seller's location or shop so they have less influence on purchasing decisions. Where the purchasing decision itself is more influenced by the quality and customer satisfaction with the product purchased. This is in line with research conducted by Cahya (2021). However, this contradicts research conducted by Putra (2014) which stated that service features have a significant influence on purchasing decisions.

The Influence of Celebrity Endorsement, Brand Equity, and Feature Services on Purchasing Decisions

After conducting research that tested the influence of celebrity endorsement, brand equity, and feature services on purchasing decisions using multiple regression analysis and simultaneous tests (F Test), the research results showed that F count > F table (1.872 < 2.866) with a Sig value. amounting to 0.152 > 0.05 which indicates rejection of the fourth hypothesis (H4). This calculation leads to the conclusion that celebrity endorsement, brand equity, and feature services do not influence purchasing decisions simultaneously. Based on these calculations it can be concluded that *Celebrity Endorsements, Brand Equity* and Features Services simultaneously have no effect to Buying decision. The coefficient of determination test value ($R2$) of 0.308 shows that 30.8% of the influence on purchasing decisions is attributed to the variables celebrity endorsement, brand equity, and feature services, while the remaining 60.2% is influenced by variables not included in the research model.

The findings mentioned above show that variables other than celebrity endorsement, brand equity, and feature services have a greater influence on purchasing decisions. According to this research, it can also be explored that other variables such as product quality directly and significantly influence whether customers choose to buy it or not. Argument This shows that high-quality products can make customers happy, which in turn increases product loyalty and, ultimately, company revenue. Although While price perceptions influence customer purchases, other factors such as product quality, brand, features, and individual preferences and unique needs usually override price considerations. Therefore, a smart marketing plan not only considers price, but also other factors that can influence consumer purchasing decisions. Most customers don't bother checking the product price before buying because they know they can pay later (paylater).

IV. CONCLUSION

The research results show that, after research carried out using multiple regression analysis and simultaneous tests (F Test), it was found that the F count results were greater than F table (1.872 < 2.866) with a sig value. (0.152 > 0.05), which indicates that the fourth hypothesis (H4) is rejected. According to calculations, it can be concluded that Celebrity Endorsement, Brand Equity, and Features Services do not influence purchasing decisions simultaneously. Therefore, in the coefficient of determination test ($R2$) which has a value of 0.308, the percentage contribution of this influencing variable to purchasing decisions is 30.8%, and other variables that have no influence are 60.2%.

From the findings above, it can be concluded that other factors besides Celebrity Endorsement, Brand Equity, and Features Services influence purchasing decisions more. As in research conducted by Product quality has a direct and significant impact on customer purchasing decisions. This argument shows that high-quality products can make customers happy, which in turn will increase customer loyalty to the product and, ultimately, increase company revenues. A smart marketing plan takes into account not only price, but also other factors that can influence a customer's purchasing decision, such as product quality, brand, features, personal preferences, and unique needs. Customers usually know that they can pay more later, so they don't bother checking product prices before purchasing.

V. ACKNOWLEDGMENTS

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