

Analysis of The Impact of Using Artists Via Vallen As Celebrity Endorser in Online Stores on Shop Image Brands

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Abstract.

This study aims to determine whether there is a variable influence of Attractiveness, Credibility, and Charisma partially, simultaneously and most dominantly on the Shopee Brand Image. It is suspected that there is a significant effect partially and simultaneously, and the most influential variable is credibility. using quantitative descriptive methods. The sample was determined as many as 89 respondents. The data analysis methods used are: Validity Test, Reliability Test, Multiple Regression Analysis, Multiple Correlation Analysis, Coefficient of Determination, t test, and F test. In the Reliability Test, it is known that all items are reliable. In the Multiple Regression Analysis, the value is 3,100. If all the independent variables increase by one unit, the Brand Image increases with the value of the regression coefficient. The coefficient of determination test results showed that $R^2 = 0.756$ contributed 75%. In the Multiple Correlation Test, it is known that each variable has a degree of closeness. The t test results show that partially there is a significant effect on the Attractiveness and Credibility variables, while the Charisma variable has no significant effect. In the F test it is known that there is a simultaneous significant effect of all independent variables on the dependent variable. The conclusion is that there is a significant effect both partially and simultaneously of the Attractiveness, Credibility, and Charisma variables on the Brand Image. The variable that has the most dominant influence is the credibility variable.

Keywords: *Attractiveness, Credibility, Charisma, Brand Image*

1. INTRODUCTION

The improving economic growth in Indonesia has encouraged the level of competition in the business world. This can be seen from the increasing number of companies that produce goods or services which cause competition in the business world to become increasingly competitive. Competition conditions are getting tighter, companies are required to be more creative in determining the right strategy for the company so that it can attract consumer attention and influence consumers to use it. Consumers are increasingly selective in choosing to use or consume them. This is because consumers can absorb information and knowledge about existence quickly.

Companies must be responsive to the condition of consumers and must be able to communicate it appropriately, and need to provide information about it properly to

consumers so that consumers will give a positive response, so that a Brand Image is formed.

Brand Image has important benefits for the company. First, it makes it easier for sales people to process orders and track problems as they arise as well as legal protection of characteristics so that no one else can copy. Second, help sellers in market segmentation and attract loyal customers. Third, to help build a company image (if the brand creates a positive image) in society). Lastly, it identifies the trade and advantages it has, which differentiates it from others, especially competitors.

Advertising on television is still considered the most effective way to promote, especially in Indonesia where people are still Brand Minded where brands that have appeared on television are more popular than those that have never been advertised on television. However, in advertising on television, you must pay attention to how high the share rating of the advertising program is.

II. METHODS

This study uses a quantitative approach, which emphasizes theory testing through measurement of the dependent variable using data analysis with statistical procedures. In quantitative research the problems brought by the researcher must be clear, the theory in quantitative research will be used to answer the formulation of research problems.

Quantitative research itself according to Arikunto (2010: 27) is a study that is required to use numbers, starting from data collection, data interpretation, and appearance of results. Likewise, understanding the research conclusions will be better if it is accompanied by tables, graphs, diagrams, pictures or other views. Apart from data in the form of numbers, quantitative research also includes data in the form of qualitative information.

Validity test

The definition of validity on the site (qmc. Binus. Ac. Id), validity comes from the word validity, which means the extent to which the accuracy and accuracy of a measuring instrument in carrying out its measuring function (Azwar 1986). In addition, validity is a measure that indicates that the variable being measured is really the variable that the researcher wants to study (Cooper and Schindler, in Zulganef, 2006).

Trust test

Reliability according to Arikunto (Moh Zamroni, 2011: 28) refers to the notion that a measuring instrument can be trusted to be used as a data collection tool, because the measuring tool is good. The real reliability test is a questionnaire measure which is an indicator of the constant variable. A variable is said to be reliable or reliable if a person's answer to a question is consistent or stable over time.

Multiple Regression Analysis

Multiple regression analysis is used by researchers, if the researcher intends to predict how the state (fluctuation) of the dependent variable (criteria), when two or

more independent variables as predictor factors are manipulated (fluctuation in value). So multiple regression analysis will be used if the independent variable is minimum 2 (Sugiono, 2013: 275).

Multiple Correlation Test

According to Riduwan and Sunarto in (Dwi Cahyono Saputro, 2015: 65) the multiple correlation test serves to determine the magnitude of the relationship and contribution of two or more independent variables (X) simultaneously (together) with the dependent variable (Y). Multiple correlation means an index or number used to measure the closeness of the relationship between two or more variables.

Coefficient of Determination

According to Ghazali in (Dwi Cahyono Saputro, 2015: 66) states that the coefficient of determination (R^2) basically measures the extent to which the ability to explain variations in the dependent variable. The coefficient of determination is between 0 (zero) and 1 (one).

T test

This test is used to test the effect of the independent variable (independent) on the dependent variable partially.

F test

This test is used to test the effect of the independent variable (independent) on the dependent variable simultaneously (together).

III. RESULT AND DISCUSSION

Descriptive Respondents

The population of this research is the people of Lamongan Regency who are female because the majority of Shopee's consumers are women. So the sample set in this study is Shopee consumers who are women in Lamongan Regency as many as 89 respondents.

The instrument used in this study was a questionnaire, 7 questions for variable X, and 3 questions for variable Y. So that the number of questions was 10 questions. The questionnaire distributed to respondents contains questions about the independent variable, namely attractiveness (X1) with the criteria of being attractive, familiar, and like. Credibility (X2) with the criteria of expertise, worthy of trust. Charisma (X3) with the criteria of admiration and the ability of the endorser has a positive effect. While the Bound Variable, namely Brand Image (Y), has positive criteria for recognition, reputation and association formation. Respondents in this study will be selected randomly (random) and must meet the sample quota of 89 respondents.

Recapitulation of Respondents' Responses

Based on the results of distributing questionnaires, researchers obtained a recapitulation of respondents' responses to the research variables. The data presented is

data in the form of a total answer score for each variable. The variables determined in this study include:

Independent variable

(X1) namely Attractions

(X2) namely Credibility

(X3) namely Charisma

Dependent variable

(Y) namely Brand Image

Following are the responses of respondents to independent and bound variables:

Validity test

From the test results of the Attractiveness variable in the attachment of SPSS 16, it is known that the r hitung value of X1. 1 = 0.745, X1. 2 = 0.780, and X1. 3 = 0.785 and the value of r table = 0.207 so that the overall value of r count is greater than r table, it can be concluded that all indicators of variable X1 are valid.

From the results of testing the credibility variable in the attachment of SPSS 16, it is known that the value of r hitung X2. 1 = 0.889, X2. 2 = 0.838 and the value of r table = 0.207 so that the overall value of r count is greater than r table, it can be concluded that all indicators of variable X2 are valid.

From the test results of the Karisma variable in the attachment of SPSS 16, it is known that the r hitung value of X3. 1 = 0.852, X3. 2 = 0.874 and the value of r table = 0.207 so that the overall value of r count is greater than r table, it can be concluded that all indicators of variable X3 are valid.

From the test results of the Brand Image variable in the attachment of SPSS 16, it is known that the r hitung value of Y1. 1 = 0.784, Y1. 2 = 0.829, and Y1. 3 = 0.824 and the value of r table = 0.207 so that the overall value of r count is greater than r table, it can be concluded that all indicators of variable Y1 are valid.

Trust test

From the results of the reliability test on the Attractiveness variable, the correlation coefficient for variable X1 was 0.653 from the three question items.

From the results of the reliability test on the credibility variable, the correlation coefficient for the X2 variable was 0.657 from the two question items.

From the reliability test results on the Karisma variable, the correlation coefficient for the X3 variable was 0.658 from the two question items.

From the results of reliability testing on the Attractiveness variable, the correlation coefficient for the Y variable is 0.740 from the three question items.

Multiple Regression Analysis

From the test results on all variables in the SPSS 16 attachment, the following equation is obtained:

$Y = 3,100 + X1 = 0.22 + X2 = 0.580 + X3 = 0.244$ The regression equation can be explained as follows:

$Y = 3,100$ is a constant result, which means that if the independent variables in the study (Attractiveness, Credibility, and Charisma) are influential = 0, then the results obtained from the Brand Image (Y) are 3,100

$X1 = 0.22$ means that for the Attractiveness variable, the regression coefficient (X1) shows a value of 0.212, which means that if the Attractiveness variable has increased by one unit, then visitor attractiveness will increase by 0.22 if the other independent variables are the same. to zero.

$X2 = 0, 580$ means that for the variable Credibility the regression coefficient (X2) shows a value of 0.580 if the natural beauty variable increases by one unit, the Brand Image will increase by 0.580 if the other independent variables are equal to zero.

$X3 = 0.244$ means that for the Charisma variable the regression coefficient (X3) shows a value of 0.244 if the natural beauty variable increases by one unit, the Brand Image will increase by 0.244 if the other independent variables are equal to zero.

Coefficient of Determination

From the SPSS test, it was found that the value of $R^2 = 0.756$, from this value it can be concluded that the Attractiveness, Credibility, and Charisma variables together have been able to explain the diversity of the dependent variable, namely Brand Image. The influence of the variables of Attractiveness, Credibility, and Kahrisma on the Brand Image contributed 75% while the remaining 25% was explained by other independent variables that were not included in the equation model, for example Achievement etc.

Multiple Correlation Test

From the results of multiple correlation testing in the attachment of SPSS 16, it is known that the value of Correlation (R) at a significant level of $\alpha = 0.05\%$ is obtained $r_{count} > r_{table}$, namely $0.870 > 0.549$ so that it is known that each variable has a level of closeness. It can be concluded that there is a relationship between the variables Attractiveness, Credibility, and Charisma to Shopee's Brand Image.

T test

Attractiveness Variable (X1)

The results of the t test obtained that the value of t (1.803) is greater than t table (1.662) so that $t_{count} > t_{table}$ with a significant level of 0.05% then H_0 is rejected and H_a is accepted, which means that partially there is a significant influence between the Attractiveness variables X1) on the Brand Image (Y) of the Online Shop variable in Lamongan Regency.

Credibility Variable (X2)

The results of the t test obtained that the t value (4.166) is greater than the t table (1.662) so that $t_{count} > t_{table}$ with a significant level of 0.05%, so H_0 is rejected and H_a is accepted, which means that there is a partially significant influence between

the credibility variables (X2) to the Shopee Brand Image (Y) variable in the Lamongan Regency Society.

IV. CONCLUSION

Based on the formulation of the problem and the tests that the researcher has conducted, the following conclusions are obtained:

Attractiveness and credibility variables both have a partially significant effect, while the Charisma variable has no significant effect.

There is a significant influence simultaneously or together with the variables of Attractiveness (X1), Credibility (X2), and Charisma (X3) on the Shopee Brand Image (Y) in the Lamongan Regency Community.

The variable that has the most dominant influence is the credibility variable.

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