

The Influence of Celebrity Endorsement in Social Media on Purchase Decision Through Perceived Value and Customer Attitude as Intervening Variabel in Souvenir Product in Surabaya

Brilliant Natalia Santoso
Fakultas Bisnis dan Ekonomi, Universitas Kristen Petra
Jl. Siwalankerto 121 – 131, Surabaya 60236
Email: nataliabrilliant93@gmail.com

ABSTRACT

This study examined whether celebrity endorsement influence purchase decision through perceived value and customer attitude. This study used quantitative causal research method. The number of respondents was 210 participants with purposive sampling technique. Testing technique of data used validity and reliability testing. Also, the technique of data analysis consisted of descriptive and multivariate statistic technique. The results of this study showed that celebrities who have appeal and interest by consumers can affect the level of consumer involvement in deciding the gift products, celebrity endorsement also affects consumer attitudes and consumer perceived value's proportional to the sacrifice issued. Through the perceived value and customer attitude, they can also assist consumers in deciding the product by the souvenir. Consumer attitudes also depend on the value and quality of the products obtained.

Keywords: Celebrity Endorsement, Perceived Value, Customer Attitude, Social Media

1. INTRODUCTION

The economics development in Indonesia is growing rapidly along with the emergence of new economical potention and they can contribute to the domestic economy and abroad (Indonesian Ministry of Industry, 2013). Indonesian Government has a special attention to the people who have an interest in doing business creative industries. The competition in the business world makes the product marketing strategy must be done properly. With these market conditions, companies are trying to differentiate themselves from others and gain profit. The use of celebrity endorsement has become the preferred choice by companies to connect with potential customers and create awareness in the marketplace (Foong & Yazdanifard, 2014).

Based on the research presented by Kemenperin (2012), creative industry development is divided into 14 sectors, such as architecture, design, fashion, film, video and photography, handicraft, and others. From 2016 to 2017, the creative economy has contributed Rp 642 trillion or 7.05 percent of Indonesia's total gross domestic product (GDP). There are three sub-sectors that contributed greatly in creative economic growth such as culinary as much as 32.4%; fashion 27.9%; and craft 14.88% (Pingit, 2016).

The potention to develop the culinary business increasingly opens widely, especially in the souvenir business sector. Assistant Deputy Governance of Destination and Community Empowerment Ministry of Industry said that 40% of the money brought by tourists is spent on culinary and more than 95% of Indonesians bring home souvenirs when traveling (Yuniar, 2016).

Marketing of a product/ service requires the identification of the right channel to reach consumers. Nielsen (2015) said that Asia occupies the highest position in terms of consumer appeal by using celebrity endorsement as the media for advertising. This position is higher than in Europe and America. MarkPlus Insight (2014) also conducted a survey on the impact of using celebrity as an endorser on consumer buying interest. Almost 70% of consumers in Indonesia actually buy products because of the influence of celebrities who appear in the advertisement.

Since in the middle of 2016, there has been an opening ceremony of a souvenir product using celebrity endorser held almost every month.

There are more than 20 souvenir shops that are opened by Indonesian Celebrity and spread over 10 cities. In one city, there are approximately three to four souvenir products (Adiakurnia, 2017). This souvenir business is designed with an attractive, contemporary design and they are sold by relying on the popularity of celebrities. In addition, they add the names of the regions in the names of the products. These souvenir products which use celebrity endorser have similar concept, such as pastry and sponge cake (Lestari, Prasetya, & Humaeni, 2017) and they have several things in common, for example: raw material, texture, flavor variants, and many others.

From all souvenir products that use celebrity endorser in various cities in Indonesia, one of the souvenir products that is highly developing nowadays is in Surabaya. In Surabaya alone, there are 4 souvenir products that use celebrity endorser, such as Surabaya Snowcake (Zaskia Sungkar), Surabaya Patata (Oki Setiana Dewi), Vidi Vini Vici Surabaya (Vidi Aldiano).

The existence of products endorsement and services in the advertising world has become an important form of modern advertising, it has proven success in increasing the income of companies using endorsement in brand advertising. Companies spend a lot of money for celebrities in supporting their products or also through sponsored messages, hoping that their marketing can encourage a positive attitude toward brands and products (Erdogan et al, 2000). Ohanian (1991) also conveyed that the physical attractiveness, trust, and skills of celebrity endorsers could establish the desire of consumers to buy a souvenir product.

However, in reality despite the fact that they have used celebrity endorsement and expensive advertisements, there are some products which are still failed to attract consumers. For example, when a celebrity is not accepted, his inability can affect a product become identified negatively.

Miciak and Shanklin (1994) pointed out that celebrity endorsements can also "alienate" consumers further than attracting them. In addition, Till and Shimp (1994) asserted that the company has no control over the future behavior of celebrities. Lee et al. (2004) in his research found that celebrity endorsements can have a negative effect on consumer purchases, products and even celebrities, especially through shadows or some product support.

Celebrity endorsers can connect the value of a product by understanding the consumer's impression and transferring the consumer's feelings toward the product/ service (Chi, Yeh, & Tsai, 2011). When a celebrity endorses a product, firstly, the advertisement becomes more attractive in the customers' perspective, and secondly, the product becomes capable in penetrating the existing business competition and has greater influence on consumer attitudes (McCormick, 2016).

Celebrity endorsers can influence customers' purchasing decisions through the stages of the consumer decision-making process, but there are different ways of promoting the product according to each stage (Jargalsaikhan & Korotina, 2016). A celebrity endorser plays an important role in persuading consumers, in both of care products and food product categories. Celebrity endorsers can create awareness, develop consumer interest in branded goods, and

enable product associations (Malik, Guptha, & Malik, 2014)asosiasi produk (Malik, Guptha, & Malik, 2014).

2. LITERATURE REVIEW

2.1. *Celebrity Endorsement*

Celebrity endorser is a well-known person who associates himself with a brand/ company/ product to produce what he wants for his sponsorship (Hunter, 2010). There are several things that become the main keys for succeeding celebrity endorsement (Clow & Baack, 2012), including:

- a. **Celebrity Credibility:** Celebrities are generally seen by consumers as a credible source of information about the products or services they support (Goldsmith et al., 2000).
- b. **Celebrity Expertise:** The extent to which a celebrity is viewed became a source that can give the true statement (Erdogan 1999, pg. 298).
- c. **Celebrity Trustworthiness:** The level of consumer trustworthiness that is intended as a communication tool in delivering the statement is considered the most valid (Ohanian 1990).
- d. **Celebrity Attractiveness:** It does not only cover aspects of physical attractiveness, but also requires other characteristics such as personality and other abilities (Erdogan 1999).
- e. **Celebrity Familiarity:** In the context of celebrity endorsement, familiarity is defined as knowledge of celebrity through what consumers see. (Erdogan 1999, pg. 299).
- f. **Celebrity Likeability:** Likeability is defined as an affection of celebrity as a result of the appearance and physical behavior of celebrity (Erdogan 1999, pg. 299).
- g. **Celebrity-Product Fit:** also called 'match-up hypothesis', refers to the alignment of the relationship between celebrity endorsers and products that are endorsed (Till & Busler 2000:

2.2. *Perceived Value*

Perceived value is related to how many products that consumers can get for a certain price, which products are more economical, and what consumers have paid compare to what they get (Zeithaml et al, 2006). It has also been stated by Sweeney and Soutar (2001) that perceived value presented four different dimensions to measure customer perceived value, including emotional, social, quality/ performance and price/ value for money.

- a. **Emotional:** Feelings or affective states are produced by a product. Emotional value is a socio-psychological dimension that depends on the product's ability to evoke feelings or affective states.
- b. **Social:** The ability of products to improve social self-concept. Social values can usually be obtained from several alternatives with one or more social groups.
- c. **Price:** This value is often conceptualized as the value received by the customer at a price to pay or value for money.
- d. **Quality:** The perceived quality and performance which are expected from the product. Some consumers feel the value of a product when there is a balance between quality and price.

2.3. *Customer Attitude*

According to Schiffman (2006), attitude is a favorable or unfavorable tendency that leads consumer behavior towards a particular object. Schiffman also said that there are 3 things that underlie consumer attitude, which are:

- a. Affect: how consumers feel about a product. The emotions or feelings of the consumer towards a particular product can be classified in the affecting component.
- b. Behavior: someone's intention to do something about the product. Behavior includes the intent/ desire of the consumer to purchase the product.
- c. Cognition: consumer's evaluation toward the product. Cognition also discusses the knowledge and perception obtained by consumers.

2.4. Purchase Decision

Purchase Decision is a pattern of consumer behavior in determining and following the decision-making process that consists of various stages in order to make a choice (Erasmus, Boshoff, & Rousseau, 2014). According to David & Albert (2002), purchase decision is a process of making decision and physical activity undertaken by individuals when evaluating, obtaining, using or disposing of goods and services. According to Schiffman & Kanuk (2004), purchase decision is a process of choosing two or more alternative purchase decision options, which means that in order to make decisions, there must be several alternative options.

All consumer purchase decisions are generally a series of 3 types of purchasing decisions, such as purchasing routine, limited, and extensive (Lamb, Hair, McDaniel, 2012). Moreover, there are 3 level of consumer involvement, such as high, medium, and low involvement (Blythe, 2008).

Research Hypothesis

Pengaruh *celebrity endorser* pada konsumen adalah melalui idola atau selebriti dalam memasarkan sebuah produk. *Celebrity endorser* dapat menghubungkan nilai suatu produk dengan memahami kesan konsumen dan mentransfer perasaan konsumen terhadap produk/ layanan (Chi, Yeh, & Tsai; 2011)

H1: Celebrity endorsement will influence perceived value

Daya tarik fisik serta kredibilitas seorang selebriti dalam promosi suatu produk akan secara positif mempengaruhi sikap konsumen terhadap produk/ merek tersebut. (Renton, 2006).

H2: Celebrity endorsement will influence customer attitude

Pengalaman konsumen dapat memberikan pandangan baru dalam melakukan penilaian terhadap produk/ layanan. Elemen kognitif seperti kualitas dan harga merupakan salah satu hal mendasar dalam memutuskan membeli suatu produk. (Callarisa et al, 2010).

H3: Perceived value will influence purchase decision

Sikap konsumen terhadap suatu produk/ jasa merupakan cara pandang mereka terhadap atribut tertentu yang terkandung di dalamnya. Dengan demikian, sikap konsumen dapat mempengaruhi atribut yang digunakan dalam pengambilan keputusan untuk membeli suatu produk (Dodd, 1994).

H4: Customer attitude will influence purchase decision

Tingkat keterlibatan konsumen dalam keputusan pembelian merupakan prioritas utama dalam

memasarkan suatu produk/ jasa. Hal tersebut didukung dengan adanya media pemasaran yang dapat menarik perhatian konsumen, seperti *celebrity endorsement* (Blythe, 2008).

H5: *Celebrity endorsement* will influence purchase decision

Pengaruh nilai yang dirasakan terhadap suatu produk berpengaruh positif terhadap sikap afektif. Saat

konsumen memberi nilai pada produk atau merek tertentu maka mereka dapat memiliki perasaan positif,

emosi atau evaluasi tentang produk atau merek tertentu (Makanyeza, Macheyo, & Toit, 2016).

H6: *Perceived value* will influence customer attitude

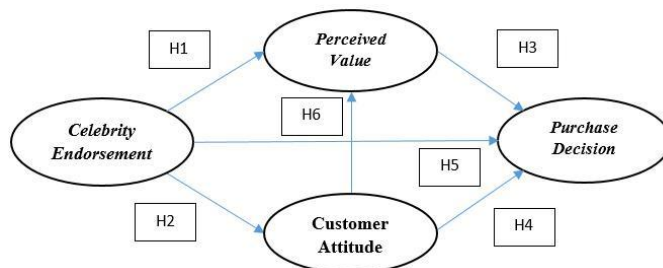


Figure 1. Research Model

Gambar 1. menjelaskan model struktural pada penelitian ini. Berdasarkan beberapa penelitian-penelitian sebelumnya, diketahui bahwa *celebrity endorsement* dapat mempengaruhi keputusan pembelian konsumen. Adanya *celebrity endorsement* dalam *social media marketing* merupakan salah satu strategi dalam melakukan promosi yang dapat mempengaruhi *customer perceived value* dan *customer attitude*. Sehingga, adapun model penelitian di atas adalah bahwa *celebrity endorsement* dapat menciptakan *customer perceived value* maupun *customer attitude* yang dapat berpengaruh langsung pada *purchase decision*.

3. METHODOLOGY

Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Penelitian ini juga menggunakan metode penelitian kausal (*causal research*), dimana peneliti ingin melihat apakah suatu variabel yang berperan sebagai variabel bebas berpengaruh terhadap variabel terikat. Populasi pada penelitian ini adalah semua konsumen yang pernah membeli dan mengonsumsi produk oleh-oleh yang menggunakan *celebrity endorsement* di Surabaya.

Sedangkan, sampel yang digunakan adalah pengguna/ konsumen 3 produk oleh-oleh dengan menggunakan *celebrity endorser* di Surabaya, diantaranya Snowcake Surabaya, Patata Surabaya, dan Vidi Vini Vici Surabaya. Unit Analisis dari penelitian ini adalah konsumen produk oleh-oleh di Surabaya. Metode sampling menggunakan *non-probability sampling* dengan model *purposive sampling*. Kalkulasi perhitungan sampel penelitian ini menggunakan rumus persamaan Hair et al. (2010), yaitu sebanyak 210 responden.

Teknik yang dilakukan dalam pengambilan data pada penelitian ini adalah menggunakan teknik *survey* dengan menggunakan angket, yang dilakukan baik secara *online* maupun *offline*. Angket merupakan serangkaian/ daftar pertanyaan yang disusun secara sistematis yang kemudian dikirimkan kepada responden, yang terdiri dari pendahuluan, identitas, dan isi angket (Bungin,

2005). Dalam proses pengambilan data peneliti mendapatkan 210 responden, namun dibagi menjadi 2, yaitu 140 responden *online* dan 70 responden *offline*.

4. RESULT AND DISCUSSION

Deskripsi Gambaran Umum Responden

Berdasarkan hasil penelitian ini, dapat diketahui bahwa responden dengan jenis kelamin pria sebanyak 76 orang (36.2%) dan wanita sebanyak 134 orang (63.8%) dengan sebagian besar usia responden antara 17-25 tahun, yaitu mencapai 130 orang (61.9%), dengan latar belakang pekerjaan sebagai mahasiswa/ pelajar sebanyak 105 orang (50%). Selain itu, penelitian ini menunjukkan bahwa mayoritas responden pernah membeli atau mengkonsumsi produk Surabaya Snowcake, dengan presentase sebesar 28.1% dan diikuti dengan Surabaya Patata sebesar 27.1%. Responden juga mengetahui produk oleh-oleh tersebut melalui sosial media Instagram dan menggunakan sosial media kurang lebih 3-5 jam.

Analisis Cross Tabulation

Berikut ini adalah deskripsi jawaban responden berdasarkan analisis *cross-tabulation* antara usia dengan durasi penggunaan sosial media melalui tabel di bawah ini:

Tabel 1. Analisis Cross Tabulation

		Durasi				Total
		≥ 1 jam	1-3 jam	3-5jam	≤ 5 jam	
Usia	17-25 tahun	10	31	49	40	130
	26-35 tahun	7	25	21	5	58
	36-50 tahun	5	7	5	1	18
	51-60 tahun	0	2	0	2	4
	Total	22	65	75	48	210

Tabel *cross-tab* di atas menunjukkan bahwa responden dengan usia antara 17-25 tahun menggunakan sosial media kurang lebih 3-5 jam merupakan jumlah responden yang paling banyak dibandingkan responden dengan usia antara 36-50 tahun dan 51-60 tahun. Berdasarkan data dari tabel di atas, dapat disimpulkan bahwa produk oleh-oleh di Surabaya dapat lebih fokus memperhatikan terhadap *potential customer* yang berusia 17-25 tahun dan menggunakan sosial media.

Uji Validitas dan Reliabilitas

Penelitian ini menggunakan uji validitas dan reliabilitas dengan menggunakan program SPSS dan SmartPLS. Uji validitas dilakukan terhadap masing-masing item pernyataan (indikator) yang membentuk variabel penelitian. Dalam penelitian ini, validitas diukur dengan menggunakan *pearson correlation* dengan kriteria: jika nilai *corrected item total correlation* (r hitung) yang dihasilkan lebih besar dari r tabel, maka item pernyataan (indikator) dapat dikatakan valid. Reliabilitas menunjukkan kehandalan atau kekonsistenan sebuah kuisioner. Untuk mengukur

reliabilitas digunakan nilai *cronbach alpha*. Jika nilai *cronbach alpha* > 0.6 maka kuesioner dapat dikatakan *reliable*.

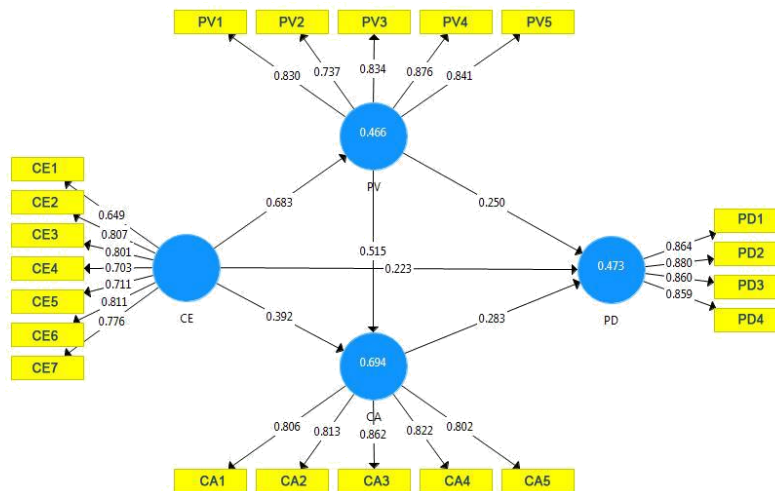
Setiap indikator pada variabel *Celebrity Endorsement*, *Perceived Value*, *Customer Attitude* dan *Purchase Decision* menghasilkan nilai *Corrected Item Total Correlation* yang lebih besar dari r tabel ($n=210, \alpha=5\%$) 0.135, sehingga dengan demikian dapat disimpulkan bahwa indikator-indikator pernyataan yang mengukur variabel tersebut dapat dinyatakan valid. Nilai *cronbach alpha* yang dihasilkan pada setiap variabel dimana nilai tersebut lebih besar dari 0.6, sehingga dapat disimpulkan bahwa indikator pernyataan pada variabel *Celebrity Endorsement* dapat dinyatakan *reliable*.

Analisis Outer Model

Pada penelitian ini untuk menguji hipotesis penelitian digunakan analisis *Partial Least Square* (PLS) dengan program SmartPLS. Berikut adalah gambar model PLS yang diujikan. Gambar 4.2. merupakan hasil output dari PLS SEM mengenai hubungan variabel *celebrity endorsement*, *perceived value*, *customer attitude*, dan *purchase decision* (lihat Gambar 2.).

A. Convergent Validity

Evaluasi pertama pada *outer model* adalah *convergent validity*. Untuk mengukur *convergent validity* yaitu dengan melihat nilai dari masing-masing *outer loading*. Suatu indikator dikatakan memenuhi *convergent validity* jika memiliki nilai *outer loading* > 0.5. Jika dilihat dari hasil output model



Gambar 2. Hasil Output Model Penelitian

penelitian di atas, nilai *outer loading* > 0.5, sehingga telah memenuhi *convergent validity*.

Ukuran *convergent validity* juga dapat diketahui dari nilai *Average Variance Extracted* (AVE), dimana jika nilai AVE yang dihasilkan di atas 0.5, maka dapat dikatakan *convergent validity* telah terpenuhi. AVE merupakan rata-rata persentase nilai varian yang diekstraksi dari seperangkat variabel laten yang diestimasi melalui loading standardize indikatornya dalam proses iterasi algoritma. Berikut ini disajikan nilai AVE:

Tabel 2. Nilai AVE

Variabel	AVE
<i>Celebrity Endorsement</i>	0.568
<i>Customer Attitude</i>	0.674
<i>Perceived Value</i>	0.680
<i>Purchase Decision</i>	0.750

Berdasarkan tabel 2., dapat diketahui bahwa nilai AVE masing-masing variabel di atas 0.5. Dari hasil tersebut, maka dapat disimpulkan bahwa pengukuran masing-masing indikator di dalam model yang dikembangkan dalam penelitian ini terbukti benar-benar mengukur variabel laten yang ditargetkan dan tidak mengukur variabel laten yang lain

B. Discriminant Validity

Pengukuran *discriminant validity* erat kaitannya dengan nilai *cross loading*. *Discriminant validity* merupakan pengukuran (manifest variabel) kontruk yang berbeda seharusnya tidak berkorelasi tinggi. Pengukuran *discriminant validity* dengan melihat nilai *cross loading* dalam setiap variabel laten harus lebih besar dibandingkan terhadap variabel yang lainnya.

Setiap indikator yang menyusun masing-masing variabel dalam penelitian ini telah memenuhi *discriminant validity* karena memiliki nilai *outer loading* lebih besar daripada nilai variabel laten lainnya. Sehingga, variabel laten dapat memprediksi indikatornya lebih baik daripada variabel lainnya.

C. Composite Reliability dan Cronbach Alpha

Cronbach's alpha dan *composite reliability* merupakan dua metode pengujian reliabilitas, dimana keduanya harus lebih besar dari 0,7. Berikut adalah nilai *cronbach's alpha* dan *composite reliability* masing-masing konstruk atau variabel.

Tabel 3. Nilai *Composite Reliability* dan *Cronbach Alpha*

Variabel	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>
<i>Celebrity Endorsement</i>	0.901	0.872
<i>Customer Attitude</i>	0.912	0.879
<i>Perceived Value</i>	0.914	0.881
<i>Purchase Decision</i>	0.923	0.889

Berdasarkan tabel 3., menunjukkan bahwa nilai *cronbach's alpha* dan *composite reliability* dari setiap variabel penelitian nilainya lebih dari 0.7. Dari data tersebut dapat dikatakan bahwa semua variabel *reliable*.

Analisis Inner Model

Evaluasi inner model/ analisa struktural model dilakukan untuk memastikan bahwa model struktural yang dibangun robust dan akurat. Evaluasi inner model tersebut dapat dilihat dari beberapa pengukuran, diantaranya koefisien determinasi (R^2) dan *predictive relevance* (Q^2).

Nilai koefisien determinasi (R^2) dapat digunakan untuk memprediksi seberapa besar kontribusi pengaruh variabel dependen terhadap variabel independen. Pada hasil penelitian ini, variabel *Customer Attitude* memiliki nilai R-square sebesar 0.694, memiliki arti bahwa persentase besarnya keragaman data *Customer Attitude* sebesar 69.4%, *Perceived Value* sebesar 46.6%, dan *Purchase Decision* sebesar 47.3%.

Pada model PLS, kesesuaian model struktural penelitian ini dapat dilihat dari ketepatan prediksi (*predictive relevance*) melalui nilai Q^2 . Nilai Q^2 lebih besar dari 0 menunjukkan bahwa model secara umum memiliki ketepatan prediksi yang baik. Dari tabel R^2 dapat dihitung nilai Q^2 sebagai berikut:

$$\begin{aligned}
 Q\text{-Square} &= 1 - [(1 - r_1^2) \times (1 - r_2^2) \times (1 - r_3^2)] \\
 &= 1 - (1 - 0.694) \times (1 - 0.466) \times (1 - 0.473) \\
 &= 1 - (0.306 \times 0.534 \times 0.527) \\
 &= 1 - 0.086 \\
 &= 0.914
 \end{aligned}$$

Nilai Q^2 yang diperoleh pada model penelitian ini adalah sebesar 0.914, dimana nilai ini lebih besar dari nol, yang menunjukkan bahwa model struktural yang dikembangkan pada penelitian ini memiliki ketepatan prediksi yang baik. Hal ini ditunjukkan dengan variabel laten eksogen mempunyai nilai *predictive relevance* yang baik terhadap variabel laten endogen sebesar 91.4% dan sisanya sekitar 8.6% merupakan pengaruh dari faktor lain, yang diduga faktor tersebut adalah *product quality dan brand image*.

Hypothesis Testing

Research hypothesis can be accepted if t statistic > t table with error level (α) 5%, that is 1.96. Berikut adalah nilai koefisien (*original sample estimate*) dan nilai T Statistik yang dihasilkan pada *inner model* (see Table 4.).

Table 7 shows the t value of all the six statistics of hypothesis. The value of t statistic of Celebrity Endorsement influence on Perceived Value is 15.211, which is bigger than 1.96; it shows that Celebrity Endorsement has significant influence to Perceived Value of consumer souvenir product in Surabaya. The coefficient value generated a positive value of 0.683, which shows that the better perception of Celebrity Endorsement of consumers, the higher the Perceived Value of consumers. These results support the first hypothesis of research that suggests that Celebrity Endorsement has a significant effect on Perceived Value.

The table above shows the value of t statistics regarding the influence of Celebrity Endorsement on Customer Attitude is 5,132, which is greater than 1.96. It shows that Celebrity Endorsement has significant influence to Customer Attitude of consumer souvenir product in Surabaya. Coefficient value generated a positive value of 0.391; it shows that the better the role of Celebrity Endorsement, the better the Customer Attitude of the consumer. These results

support the second hypothesis of research, Celebrity Endorsement has a significant effect on Customer Attitude, to become acceptable.

The value of t statistics of Perceived Value to Purchase Decision is 3.589, which is greater than 1.96; it shows that Perceived Value has a significant influence on Purchase Decision of consumer souvenir product in Surabaya. Coefficient value generated a positive value of 0.279. It shows that the higher Perceived Value of consumers, the higher the Purchase Decision. From this result, the third hypothesis of research which suspects that Perceived Value has a significant influence on Purchase Decision, is acceptable.

In the fourth hypothesis test, the value of T Statistics of Customer Attitude to Purchase Decision is 3,638, which is greater than 1.96. It indicates that Customer Attitude has significant influence to Purchase Decision of consumer souvenir product in Surabaya. The value of the coefficient generated a positive value of 0.331, this indicates that the better the Customer Attitude, the higher the Purchase Decision of the consumer. These results support the fourth hypothesis of research that suggests that Customer Attitude has a significant influence on Purchase Decision.

The fifth hypothesis test shows that the t statistics of Celebrity Endorsement's effect on Purchase Decision is 2,720, which is greater than 1.96; it indicates that Celebrity Endorsement has a significant influence on Purchase Decision of consumer souvenir products in Surabaya. Coefficient value generated a positive value of 0.219, it shows that the better Celebrity Endorsement, the higher the Purchase Decision consumers. These results support the fifth hypothesis of research that suggests that Celebrity Endorsement has a significant influence on Purchase Decision.

The value of t statistics of Perceived Value to Customer Attitude is 6,779, which is greater than 1.96; it shows that Perceived Value has a significant influence on Customer Attitude of consumer souvenir product in Surabaya. The value of the coefficient generated a positive value of 0.515, this indicates that the better Perceived Value of consumers, the higher both Customer Attitude from consumers. This research which suspects that Perceived Value has a significant influence on Customer Attitude is acceptable.

Tabel 4. Nilai Koefisien dan t-statistic

Hipotesis	Original	Sample	Standard	Standard	T Statistics (O/STERR)	P Values
	Sample	Mean	Deviation	Error		
	(O)	(M)	(STDEV)	(STERR)		
1 <i>Celebrity Endorsement</i> → <i>Perceived Value</i>	0.683	0.681	0.046	0.046	14.987	0.000
2 <i>Celebrity Endorsement</i> → <i>Customer Attitude</i>	0.392	0.387	0.075	0.075	5.205	0.000

Hipotesis	Original	Sample	Standard	Standard	T Statistics (O/STERR)	P Values
	Sample	Mean	Deviation	Error		
	(O)	(M)	(STDEV)	(STERR)		
3 <i>Perceived Value</i> → <i>Purchase Decision</i>	0.250	0.246	0.082	0.082	3.059	0.002
4 <i>Customer Attitude</i> → <i>Purchase Decision</i>	0.283	0.284	0.094	0.094	3.024	0.003
5 <i>Celebrity Endorsement</i> → <i>Purchase Decision</i>	0.223	0.225	0.085	0.085	2.616	0.009
6 <i>Perceived Value</i> → <i>Customer Attitude</i>	0.515	0.518	0.075	0.075	6.873	0.002

5. CONCLUSION

The conclusion of the research of influence of celebrity endorsement through social media with intervening variable perceived value and customer attitude towards consumer purchasing decision, especially souvenir product in Surabaya is as follows:

1. Celebrity endorsement affects perceived value, so it can be concluded that using celebrity endorser on souvenir products in Surabaya managed to make consumers have positive perceptions and feelings of pleasure, both to the endorser celebrities and the products, thus making consumers have a good experience of the product and consumers want to buy souvenir products in Surabaya.
2. Celebrity endorsement affects the customer attitude, so it can be concluded that the use of celebrity endorsers which is being liked and familiar can contribute to the formation of a positive attitude and consumer consumption of these products.
3. Perceived value affects the purchase decision, so it can be concluded that the emotional value of consumer products by souvenirs in Surabaya becomes the most valuable element for consumers, resulting in the relationship between consumers with the product when the purchase is made.
4. Customer attitude affects the purchase decision, so it can be concluded that consumer attitudes seen from the side of service and quality of raw materials good products influence consumer purchasing decisions.
5. Celebrity endorsement affects the purchase decision, so it can be concluded that the appearance and personality of celebrity endorser can make consumers involved in deciding to buy souvenir products in Surabaya.
6. Perceived value affects the customer attitude, so it can be concluded that consumer attitudes are very dependent on the emotional value and quality of souvenir products in Surabaya.

RECOMMENDATION

Suggestions that can be submitted by researcher, based on the results obtained research is as follows:

1. Based on the results of the research, the majority of consumers of souvenir products in Surabaya are 17-25 years old, women, and students. In addition, consumers are also social media users for about 3-5 hours, and most of whom are instagram users. This is supported by cross-tabulation analysis data between age and duration of social media usage, hence suggestion that can be given by researcher is by utilizing social media as media of promotion, for example by organizing giveaway event or race through social media, themes that can be determined by product management.
2. Another thing found in this research is that consumers of souvenir products in Surabaya lack social recognition after buying the product. So, the suggestion which can be given by the researcher is to hold the 'meet n greet' show with the celebrity endorser in order to build relationship between consumer with endorser.
3. Consumers of souvenir products in Surabaya also do not feel that the quality of the product is proportional to the sacrifice issued. Therefore, to be able to increase consumer confidence to the quality given in accordance with the sacrifice issued by the consumer, the management of the souvenir product can create a store design by showing a fresh souvenir product.

4. Furthermore, consumers of souvenir products in Surabaya can buy other similar products if they find cheaper price. So, the advice given is to be able to provide bundling promotion of these products, especially on certain occasions, for example by creating a promotion consisting of a package of some variants of the cake.

REFERENCES

- Adiakurnia, M. I. (2017). Ini Dia 24 Oleh-oleh Kekinian Milik Artis di Berbagai Kota. Retrieved from http://travel.kompas.com/read/2017/07/08/100400527/in_i.dia.24.oleh-oleh.kekinian.milik.artis.di.berbagai.kota
- Blythe, J. (2008). *Consumer Behaviour*. London: Thomson Learning.
- Bungin, B. (2010). *Metode penelitian kuantitatif, komunikasi, ekonomi, dan kebijakan publik serta ilmu-ilmu sosial lainnya edisi pertama*. Jakarta: Kencana.
- Chi, H., Yeh, H.-R., & Tsai, Y. C. (2011). The Influences of Perceived Value on Consumer Purchase Intention: The Moderating Effect of Advertising Endorser. *Journal of International Management Studies*, 6(1), 92–97.
- Erasmus, A. C., Boshoff, E., & Rousseau, G. G. (2014). Consumer decision-making models within the discipline of consumer science: A critical approach Consumer decision-making models within the discipline of consumer science: a critical approach, (March 2010). <https://doi.org/10.4314/jfec.v29i1.52799>
- Erdogan, B.Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 291-314.
- Erdogan, Z.B., Baker, M.J., & Tagg, S. (2001). Selecting Celebrity Endorsers: The Practitioner's Perspective. *Journal of Advertising Research*, 41, 1-26
- Fashion-dan-Kerajinan-Dominasi-Industri-Kreatif @ www.kemenperin.go.id. (2013). Retrieved from <http://www.kemenperin.go.id/artikel/6653/Fashion-dan-Kerajinan-Dominasi-Industri-Kreatif>
- Foong, L. S., & Yazdanifard, R. (2014). Celebrity Endorsement as a Marketing Tool, 14(4).
- Hair, R. Anderson, R. Tatham, W. Black. (1998). *Multivariate Data Analysis*, 5th. London: Prentice Hall International
- Hunter, E. J. (2010). Celebrity entrepreneurship and celebrity endorsement: Similarities, differences and the effect of deeper engagement. *Industri-Kreatif-Bakal @ www.kemenperin.go.id*. (2012). Retrieved from <http://www.kemenperin.go.id/artikel/5749/Industri-Kreatif-Bakal>
- Jargalsaikhan, T., & Korotina, A. (2016). Attitudes towards Instagram micro-celebrities and their influence on consumers' purchasing decisions.
- Lestari, D., Prasetya, M. Y., & Humaeni, A. (2017). Gurita Bisnis Kue Kekinian Khas Daerah Para Artis. Retrieved from http://m.viva.co.id/indepth/fokus/947817-gurita-bisnis-kue-kekinian-khas-daerah-para-artis?utm_source=line&utm_medium=partnership&utm_campaign=viva-line
- Malik, G., Guptha, A., & Malik, G. (2014). Impact of Celebrity Endorsements and Brand Mascots on Consumer Buying Behavior Impact of Celebrity Endorsements and Brand Mascots on Consumer Buying Behavior, (March 2015), 37–41. <https://doi.org/10.1080/08911762.2013.864374>

- MarkPlus Insight Instant Survey. (2014). Celebrity Endorsement: it is worth it but not always. Retrieved from <http://www.markplusinsight.com/article/detail/72/celebrity-endorsement---it-is-worth-it-but-not-always>
- Mccormick, K. (2016). Journal of Retailing and Consumer Services Celebrity endorsements : Influence of a product-endorser match on Millennials attitudes and purchase intentions, 32, 39–45. <https://doi.org/10.1016/j.jretconser.2016.05.012>
- Nielsen Global Survey. (2015). Global Trust in Advertising: Winning Strategies for an Evolving Media Landscape, (September), 1–22.
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19(3), pp. 39-52
- Ohanian, R. (1991). The Impact of Celebrity Spokesperson's Perceived Image on Consumers's Intention to Purchase. *Journal of Advertising Research* 31: 46-52
- Pingit, A. (2016). Dari 16 Subsektor Ekonomi Kreatif, Baru 3 yang Berkembang. Jakarta. Retrieved from <https://m.tempo.co/read/news/2016/03/15/090753840/dari-16-subsektor-ekonomi-kreatif-baru-3-yang-berkembang>
- Schiffman, L.G., & Kanuk, L. (2004). Consumer behavior 8th Ed. New Jersey: Pearson Education
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value : The development of a multiple item scale, 77, 203–220.
- Yuniar, N. (2016). oleh-oleh-bisa-jadi-andalan-menarik-wisatawan @ www.antaraneews.com. Retrieved from <http://www.antaraneews.com/berita/601550/oleh-oleh-bisa-jadi-andalan-menarik-wisatawan>