

Pengaruh *Celebrity Endorser* Dan *Brand Image* Terhadap Minat Beli Konsumen Produk *Scarlett Whitening*

The Influence Of *Celebrity Endorser* And *Brand Image* Towards Purchase Intention In *Scarlett Whitening* Products

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Abstrak

Pengaruh selebriti endorser pada perilaku merek konsumen telah ditemukan bergantung pada sejauh mana konsumen memandang pasangan selebriti-merek sebagai kongruen atau logis. Tingkat kesesuaian merek-pendukung berpotensi memoderasi efek dukungan selebriti pada hasil merek. Akhir-akhir ini produk kecantikan yang sangat digemari kalangan remaja hingga wanita dewasa adalah produk kecantikan lokal Scarlett. Persepsi konsumen terhadap produk akan baik dengan adanya dukungan dari *celebrity endorser* yang menggunakan produk tersebut. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *celebrity endorser* dan *brand image* secara simultan terhadap minat beli konsumen pada produk *Scarlett Whitening*. Jenis penelitian ini menggunakan penelitian kuantitatif dengan metode survei. Penelitian ini menggunakan teknik *non-probability sampling* yaitu *purposive sampling*. Penelitian ini menggunakan teknik analisis data dengan menggunakan metode statistik uji asumsi klasik, Uji Regresi Linier Berganda dan pengujian hipotesis.

Kata Kunci-*celebrity endorser*, citra merek, minat beli konsumen, produk pemutih scarlett

Abstract

The influence of *celebrity endorsers* on consumer brand behavior has been found to depend on the degree to which consumers perceive *celebrity-brand* pairs as congruent or logical. The degree of brand-supporting congruence could potentially moderate the effect of *celebrity endorsements* on brand outcomes. Lately, a beauty product that is very popular among teenagers to adult women is *Scarlett's local beauty product*. Consumer perceptions of the product will be good with the support of *celebrity endorsers* who use these products. The purpose of this study was to determine the effect of *celebrity endorsers* and *brand image* simultaneously on consumer purchase intention in *Scarlett Whitening* products. This type of research uses quantitative research with survey methods. This study uses a *non-probability sampling* technique, namely *purposive sampling*. This study uses data analysis techniques using classical assumption test statistical methods, Multiple Linear Regression tests, and hypothesis testing.

Keywords-*celebrity endorser*, *brand image*, *purchase intention*, *scarlett whitening products*

1. INTRODUCTION

The effect of *celebrity endorsers* on consumer brand behavior has been found to depend on the extent to which consumers consider *celebrity-branded* couples to be congruent or logical. Thus, the *endorser-brand* suitability level has the potential to moderate the effect of *celebrity endorsers* in brand results. The role of brand-supporting alignment is highlighted in a study of practitioners reporting that the degree of conformity of celebrities to supported brand figures is among the top priorities of advertising executives when recruiting and selecting supporting celebrities. Therefore, our third objective is to assess the role of *endorser moderators-brand* suitability in the attestation process (Dwivedi, 2015).

Celebrity endorsement are a common marketing communication strategy for building brand images. Advertisers believe that the use of celebrities affects the effectiveness of advertising, brand recall and recognition, as well as purchase and follow-up intentions. These studies have examined the influence of *celebrity endorsements* in young adults (Hakimi et al., 2011), *celebrity adoration* on intent buying, and *celebrity credibility* on equity consumer-based brands (Spry et al., 2011). However, none of these studies focus solely on adolescents although many ads targeting teens use *celebrity appeal* (Chan, 2013).

Brand Image is the impression or belief held by consumers regarding a product that reflects a company that is embedded in the consumer's memory. If a product has a strong image in the minds of consumers, then it will provide a good perception of the view of the product and consumers will be interested in the product offered. As well as providing a great opportunity for companies so that their products are in demand in the market.

Social media is something that is very often accessed by the public. The power of social media complements the power of *celebrity endorsers* to influence society in introducing the many brands of beauty products. The high attributes of credibility, attractiveness, expertise, trust that exist in *celebrity endorsers* are getting stronger as well as their

influence on consumers' buying interest. Scarlett has used the power of *celebrity endorsers*, namely Felicya Angelista who is also the owner of scarlett products and Acha Sinaga as an actress who lives abroad who is able to make these beauty products known to foreign countries. Scarlett has a good selection of *celebrity endorser* strategies in her physical appeal by including Felicya Angelista's name on one of her beauty products. Consumer perception of the product will be good with the support of *celebrity endorsers* who use the product. On the other hand, scarlett products have also issued *body care* and *skin care* products, so it is not troublesome for consumers when they want to buy these two beauty products (Restanti, et al, 2019).

According to Setiawan (2019: 113) Brands must have a unique physical attractiveness to get a high impact on society. Brand image is able to influence consumer behavior, consumers who respond positively in a brand, then that is also what makes the brand image of the product good and consumers prefer the brand in their purchases. Scarlett's brand image has begun to be ingrained in people's thinking. Scarlett's company will still maintain the brand's image. Producers can convince consumers through promotions by using testimonials or *celebrity endorsers* by choosing the right figure. In addition to the influence of the selebrity of endorsers to attract consumers' buying interest in scarlett whitening products, there are also comments from other buyers who have previously purchased the product.

Chi et al. (2007) state that a *celebrity endorser* can increase or decrease the *value* of a product being marketed. *Advertising influencers* are usually well-known celebrities or experts who have expertise, credibility and appeal, who can convey the product message to attract the attention of consumers in a short time and increase consumers' purchase intentions. According to Shimp (2014:260) credibility itself refers to the tendency to believe in someone.

In andi's research, et al (2020:34) said that *the celebrity endorser* variable did not have a significant influence on buying interest. As well as in the research Lestari et al (2020: 4) stated that *the variable brand image* or brand image partially did not have a significant influence on buying interest, while in the results of the study (Suhardi and Irmayanti, 2019) said that the three variables of brand image, *celebrity endorser*, and *brand scarlett* there is a significant influence on consumers' buying interest. In the researeh of Sudirjo et al (2020) purchasing decisions are consumer decisions about what brand to buy. Purchasing decisions vary from one consumer to another, because the needs and tastes of consumers are different. The purchase decision is the stage where the buyer decides on the option and makes a purchase of the product, and consumes it.

Based on the background explanation above, researchers are interested in finding solutions to these problems through the title "The influence of brand image, *celebrity endorser*, and *scarlett brand* on consumers' buying interest in *scarlett whitening* products".

Based on the explanation above, the objectives of this study are as follows:

- A. Knowing the influence of *celebrity endorsers* on consumers' buying interest in Scarlett Whitening products?
- B. Knowing the influence of *brand image* on consumers' buying interest in Scarlett Whitening products?
- C. Knowing the influence of *celebrity endorsers* and *brand image* on consumers' buying interest in Scarlett Whitening products?

II. RESEARCH METHOD

A. Types of Research

This research is a quantitative research with a survey method utilizing questionnaires. This research is replicating which is carried out by adopting variables and analytical tools that have been carried out by previous researchers. This type of research is a survey-shaped research.

Celebrity endorsers (X1) and *brand image* (X2) were the free variables in this study. Consumer buying interest (Y) is a dependent variable in this study. The population in this study was all Indonesian citizens who used or had used *scarlett whitening skincare* products. In May 2021, data on the total transactions that bought *scarlett whitening skincare* amounted to 36 thousand. The number of samples hof the calculation of the Slovin formula is $n = 395.60$ rounded up by the 396 respondents needed. This study used teknik *nonprobability sampling*, namely *purposive sampling* which is sampling with certain considerations.

In this study, the primary data used by the researchers was a questionnaire in the form of a *google form* given to *Scarlett Whitening* consumers in the city of Bandung. Secondary data in this study is by studying literature by collecting data from journals, books, previous theses that are relevant to the research.

B. Validity and Reliability Test

According to Sugiyono (2018: 168) Valid means that the instrument can be used to measure what should be measured. Validity in the study presents the degree of accuracy between the data that occurs on the object of study and the data reported by the researcher. The validity test can use the Product Moment formula from Karl Pearson.

Consumer reliability is calculated by correlating between two instruments one with the instrument used as equivalent, if the positive correlation is significant, the instrument is declared reliable (Sugiyono 2018: 179). Reliability test in this study was carried out using the *Cronbach Alpha* formula

C. Data Analysis Techniques

In quantitative research, data analysis techniques are used to answer problem formulations or test hypotheses that have been formulated in proposals. Because the data is quantitative, the data analysis technique uses statistical methods that are already available (Sugiyono, 2018:426).

D. Test of Classical Assumptions

The normality test is carried out with kolmogrov smirnov with its significant value. If it is significant > 0.05 then the variable is normally distributed and if it is significant < 0.05 then the variable is not normally distributed.

One of the most accurate ways to detect the presence or absence of this multicholinerity is to use *tolerance* and VIF methods.

The heterochedasticity test aims to test whether in the regression model there is an inequality of variants from the residuality of one observation to another.

E. Multiple Linear Regression Test

Multiple linear regression analysis was used to test the hypothesis between the influence of two free *variables* namely *celebrity endorser* (X1) and *brand image* (X2) on one bound variable, namely purchasing decision (Y).

F. Hypothesis Testing

a. Partial Significant Test (t-test)

According to Ghozali (2018:179) the t-test is used to show how far the influence of one independent variable individually is in explaining the variation of the dependent variable.

b. Simultaneous Test (f-test)

According to Ghozali (2018: 179) the f-test is used to test whether there is a significant influence between the independent variables together on the dependent variables and the feasibility of the resulting model using the model feasibility test at a α level of 5%.

c. Determinant Test (R2)

According to (Ghozali, 2011:97) the *coefficient of determination (goodness of fit)* annotated with R2 is an important measure in regression. Determination reflects the ability of dependent variables. The purpose of this analysis is to calculate the magnitude of the influence of independent variables on dependent variables. The value of R2 indicates how much proportion of the total variation of the non-free variable can be explained by its explanatory variable.

III. RESULTS AND DISCUSSION

A. Descriptive Analysis Results

Table 3. 1 Results of Descriptive Analysis of Celebrity Endorser Influence Variables

Variable	Item	Indicator	Mean	Category
Celebrity Endorser	1	Celebrity endorsers who offer Scarlett Whitening products have a handsome face	4,29	Very High
	2	Celebrity endorsers who offer Scarlett Whitening products have a beautiful face	4,49	Very High
	3	Celebrity endorsers who offer Scarlett Whitening products have a positive reputation	4,27	Very High
	4	Celebrity endorsers who offer Scarlett Whitening products are trustworthy	4,24	Very High
Total average Celebrity Endorsers			4.32	Very High

Source: Primary data processed, 2022

Based on table 3.1 it can be seen that the average variable celebrity endorser is 4.32. So it can be concluded that celebrity endorsers are in the very high category.

Table 3. 2 Results of Descriptive Analysis of Brand Image Influence Variables

Variable	Item	Indicator	Mean	Category
Brand Image	1	Scarlett Whitening products are a logical choice for celebrity endorsers	4,37	Very High
	2	Scarlett Whitening products have the right combination of ingredients	4,45	Very High
	3	scarlett whitening products will make my skin the skin type I want	4,47	Very High
	4	I can recognize Scarlett Whitening products	4,49	Very High

5	Scarlett Whitening products are of high quality	4,41	Very High
6	Scarlett whitening products are my first choice	4,33	Very High
7	I would feel proud to own the Scarlett Whitening product brand	4,49	Very High
8	Scarlett Whitening products offer a great composition	4,45	Very High
Total Average Brand Image		4.43	Very High

Source: Primary data processed, 2022

Based on table 3.2 it can be seen that the average brand image variable is 4.43. So it can be concluded that the brand image is in a very high category.

Table 3. 3 Results of Descriptive Analysis of Buying Interest Influence Variables

Variable	Item	Indicator	Mean	Category
Buying Interest	1	I use Scarlett Whitening products because they use good ingredients for skin care	4,51	Very High
	2	Scarlett Whitening products sold online are a logical choice to support purchases	4,38	Very High
	3	I have enough awareness and knowledge about Scarlett Whitening products for skin care	4,53	Very High
	4	I prefer to buy Scarlett Whitening products for skincare when my friends recommend it	4,35	Very High
	5	Social media may influence my decision to buy Scarlett Whitening products for skincare	4,40	Very High
	6	I can easily buy Scarlett Whitening products for skin care	4.69	Very High
	7	I would rather buy Scarlett Whitening products for skincare online than visit stores	4.24	Very High
	8	I use Scarlett Whitening skincare products because they are easy to offer in advanced options	4.55	Very High
	9	I intend to buy Scarlett Whitening skin care products in the future	4.40	Very High
	10	I will buy the brand of Scarlett Whitening products based on the advice given by the influencers I follow	4.39	Very High
	11	I will follow Scarlett Whitening's product brand recommendations from influencers I follow	4.55	Very High
	12	In the future, I will buy Scarlett Whitening products according to the recommendations of the celebrity endorsers I follow	4.36	Very High
Total Average Brand Image			4.45	Very High

Source: Primary data processed, 2022

Based on table 3. 8 it can be seen that the average variable of buying interest is 4.45. Then it can be concluded that buying interest is in the very high category.

B. Validity Test

Table 3. 4 Celebrity Endorser Validity Test Results

Item	r count	r table	Status
1	0,704**	0,098	Valid
2	0,428**	0,098	Valid
3	0,560**	0,098	Valid
4	0,807**	0,098	Valid

Source: Processed Primary Data, 2021.

Table 3. 5 Brand Image Validity Test Results

Item	r count	r table	Status
1	0,655**	0,098	Valid
2	0,379**	0,098	Valid
3	0,644**	0,098	Valid
4	0,346**	0,098	Valid
5	0,476**	0,098	Valid
6	0,577**	0,098	Valid
7	0,682**	0,098	Valid
8	0,548**	0,098	Valid

Source: Processed Primary Data, 2022.

Table 3.6 Test Results of Buying Interest Validity Test

Item	r count	r table	Status
1	0,496**	0,098	Valid
2	0,318**	0,098	Valid
3	0,543**	0,098	Valid
4	0,482**	0,098	Valid
5	0,515**	0,098	Valid
6	0,459**	0,098	Valid
7	0,416**	0,098	Valid
8	0,482**	0,098	Valid
9	0,642**	0,098	Valid
10	0,581**	0,098	Valid
11	0,505**	0,098	Valid
12	0,649**	0,098	Valid

Source: Primary Data yang Processed, 2022.

Based on the results of the data from table 3. 4, 3. 5, and 3. 6 above, it can be known and concluded that all statement items on each variable, namely celebrity endorser, brand image, and buying interest have $r_{\text{count}} \geq r_{\text{table}}$, it can be concluded that all statement items on each variable are said to be valid.

C. Reliability Test

Table 3. 7 Celebrity Endorser Reliability Test Results

Reliability Statistics		
Cronbach's Alpha	N of Items	Information
.734	4	Reliable

Source: Primary Data yang Processed, 2022.

Table 3. 8 Brand Image Reliability Test Results

Reliability Statistics		
Cronbach's Alpha	N of Items	Information
.725	8	Reliable

Source: Primary Data yang Processed, 2022.

Table 3. 9 Results of the Buying Interest Reliability Test

Reliability Statistics		
Cronbach's Alpha	N of Items	Information
.726	12	Reliable

Source: Primary Data yang Processed, 2022.

Based on the results of the data from the tabel 3. 7, 3. 8 and 3. 9 above, it can be known and concluded that all

values of the *Cronbach's Alpha* coefficient on each variable, namely celebrity endorsers, brand image, and buying interest have a value of *Cronbach's Alpha* ≥ 0.60 , so it can be concluded that the entire value of the *Cronbach's Alpha* coefficient in each variable is said to be reliable.

D. Normality Test

Table 3.10 Normality Test Results

		Tests of Normality					
		Kolmogorov-Smirnov ^a			Shapiro-Wilk		
Value	Category	Statistic	df	Itself.	Statistic	df	Itself.
	Celebrity Endorser	.363	4	.	.793	4	.090
	Brand Image	.244	8	.179	.896	8	.267
	Buying Interest	.230	12	.079	.944	12	.549

a. Lilliefors Significance Correction

Source: Primary Data yang Processed, 2022.

Based on table 3.10, it can be concluded that the data of this study are normally distributed. This can be seen based on the sig value of the celebrity endorser variable amounting to 0.090, the sig value of the brand image variable amounting to 0.267 and the sig value of the buying interest variable amounting to 0.549, which means that the sig ≥ 0.05 .

E. Heteroskedasity Test

Table 3.11 Heteroskedasity Test Results

Variable	Itself	Border	Information
Celebrity Endorser	0,000	0,05	Heteroskedasity Occurs
Brand Image	0,000	0,05	Heteroskedasity Occurs

Source: Processed Primary Data, 2022

Based on the table above, the results obtained that the sig value of the *celebrity endorser* variable is 0.000 and the brand image variable is 0.000. The three variables have a result smaller than the probability sig value of 0.05 which means that heteroskedasity occurs in the three variables.

F. Multicholnearity Test

Table 3.12 Multicholnearity Test Results

Variable	Tolerance	BRIGHT	Information
Celebrity Endorser	0,771	1,296	No Heteroskedasity Occurs
Brand Image	0,771	1,296	No Heteroskedasity Occurs

Source: Processed Primary Data, 2022

Based on the table above, the results were obtained that the *celebrity endorser tolerance value* value was 0.771 and the VIF value was 1.296 and the brand image variable obtained the result that the *tolerance value* was 0.771 and the VIF value was 1.296. So it means that there is no multicholnearity in the two variables.

G. Multiple Linear Regression Analysis

Table 3.13 Results of Multiple Linear Regression Analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
Model		B	Std. Error	Beta		
1	(Constant)	8.230	1.818		4.526	.000
	Celebrity Endorser	.377	.095	.139	3.958	.000
	Brand Image	1.089	.053	.717	20.501	.000

a. Dependent Variable: Total Purchase Intention

Source: Processed Primary Data, 2022

From the results of the Multiple Linear Regression analysis in table 3.13 with the regression equation as follows: $Y = 0.1818 + 0.095 X_1 + 0.053 X_2$

Information:

Y : Interest in Buying Products

X1 : *Celebrity Endorser*

X2 : *Brand Image*

H. Hypothesis Testing

Table 3.14 Test Results F

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Itself.
1	Regression	4454.470	2	2227.235	332.886	.000 ^b
	Residual	2629.439	393	6.691		
	Total	7083.909	395			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Brand Image, Celebrity Endorser

Source: Processed Primary Data, 2022

Obtained results from table 3.14 obtained a sig value of $0.00 < 0.05$ and a calculated F value of $332,886 > F_{of\ table} 253,991$ then H_a is accepted and H_0 is rejected. It can be concluded that *Celebrity Endorser* and *Brand Image* are significantly influential on Consumers' Buying Interest in Scarlett Whitening Products.

Table 3.15 t Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Itself.
		B	Std. Error			
1	(Constant)	8.230	1.818		4.526	.000
	Celebrity Endorser	.377	.095	.139	3.958	.000
	Brand Image	1.089	.053	.717	20.501	.000

a. Dependent Variable: Total Purchase Intention

Source: Processed Primary Data, 2022

The results of the *Celebrity Endorser* regression test on Buying Interest, it can be seen that the sig value of $0.000 < 0.05$ and the calculated t value of $3.958 > t_{table} 0.098$ then H_a is rejected and H_0 is accepted. It can be concluded that *Celebrity Endorser* partially affects the Buying Interest of Consumers of Scarlett Whitening Products.

The results of the *Brand Image* regression test on Buying Interest, it can be seen that the sig value of $0.000 < 0.05$ and the calculated t value of $20,501 > t_{of\ the\ table} 0.098$ then H_a is rejected and H_0 is accepted. It can be concluded that brand image partially affects the buying interest of Scarlett Whitening product consumers.

I. Coefficient of Determination

Table 3. 16 Coefficient of Determination Results
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.629	.627	2.587

a. Predictors: (Constant), Total Brand Image, Total Celebrity Endorser

b. Dependent Variable: Total Purchase Intention

Source: Processed Primary Data, 2022

Based on multiple linear regression analysis shows the magnitude of the coefficient of determination (r^2 squares) = 0.629. So it means that the free variable affects the non-free variable by 62.9% the remaining 37.1% is influenced by other variables that are not included in the research model.

IV. CONCLUSION

- A. The average celebrity endorser variable is 4.32. So it can be concluded that celebrity endorsers are in the very high category.
- B. The average variable brand image is 4.43. So it can be concluded that the brand image is in a very high category.
- C. The average variable of buying interest is 4.45. Then it can be concluded that buying interest is in a very high category.
- D. The results of the *Celebrity Endorser* regression test on Buying Interest, it can be seen that the sig value of $0.000 < 0.05$ and the $t_{Count} 3,958 > t_{table} 0.098$ then H_a is rejected and H_0 is accepted. It can be concluded that *Celebrity Endorsers* partially affect the Buying Interest of Consumers of Scarlett Whitening Products
- E. The results of the *Brand Image* regression test on Buying Interest, it can be seen that the sig value of $0.000 < 0.05$ and the $t_{Count} 20,501 > t_{table} 0.098$ then H_a is rejected and H_0 is accepted. It can be concluded that brand image partially affects the buying interest of Scarlett Whitening product consumers.
- F. Based on multiple linear regression analysis shows the magnitude of the coefficient of determination (r^2 square) =

0.629. So it means that the free variable affects the non-free variable by 62.9% the remaining 37.1% is influenced by other variables that are not included in the research model.

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