



The Influence of Celebrity Endorsers and Electronic Word of Mouth (E-WOM) on Purchase Intention for the Puma Clothing Brand in Surabaya City

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ABSTRACT

This study attempts to examine the effects of electronic word-of-mouth (E-WOM) and celebrity endorsements on Surabaya City consumers' intentions to buy Puma apparel. 112 respondents who have seen Puma ads with celebrity endorsers participated in this quantitative study using a purposive sample procedure. The data were collected through an online questionnaire. Partial Least Square (PLS)-based structural equation modeling (SEM) is the data analysis method employed. Considering the results of the study, both celebrity endorsers and electronic word-of-mouth (E-WOM) significantly and favorably influence consumers' intentions to make purchases. Puma may use these results as a guide to create marketing plans that are more successful.

INTRODUCTION

The fashion industry in Indonesia is growing rapidly. This sector has made a significant contribution to the economic expansion of the nation. According to antaranews.com, the fashion industry contributed Rp225 trillion, accounting for 17.6% of Indonesia's creative economy revenue in 2022. Fashion is not merely a clothing to protect the skin from sunlight, air, and dust, it has also become a crucial part of daily life for society and a way for individuals to express their identity.

	Total	Female	Male
Formal	18%	16%	23%
Casual	63%	67%	50%
Sporty	9%	7%	17%
Streetwear	5%	5%	5%
Vintage	6%	6%	5%

Figure 1 People in Indonesia's favorite dressing styles

Source: Snapcart

According to Snapcart's survey, the image shows that casual style is the most popular and trendy style in Indonesia with a percentage of 63%. This is followed by formal style with 18% of respondents and sporty style with 9% of respondents. Vintage style with 6% of respondents and streetwear style with 5% of respondents are the two least popular styles. Despite being less popular than casual and formal styles, the sporty style shows promising market potential.

"Athleisure," which is a mix of the terms "athletic" and "leisure," is another moniker for this sporty aesthetic, refers to informal clothing made for both daily use and athletic activities, according to Lipson et al. (2020). Athleisure has become a necessity in many people's wardrobes, with this trend showing no signs of slowing down. Prawira & Suardana (2024), states that the global sportswear market is projected to reach 218 billion in 2024.

In Indonesia, the sportswear fashion industry is predominantly led by foreign brands such as Adidas, Converse, Nike, and Puma. The German company Puma is the subject of this investigation. However, in Indonesia Puma still lags behind its competitors Adidas and Nike. The following is the Top Brands Award index for the past five years related to the sportswear subcategory:

Table 1 Top Brand Index Ranking Based on Sports Clothing

No	Nama Brand	2020	2021	2022	2023	2024
1	Adidas	42.30	43.00	38.80	38.00	32.50
2	Nike	16.70	19.10	16.20	17.10	23.30
3	Puma	15.30	14.90	12.70	11.80	10.80
4	Converse	6.90	7.50	11.00	7.50	10.60
5	Reebok	5.40	8.30	7.50	10.20	9.30

Source : Top Brand Index

From the table above, it can be seen that Puma ranks third and has experienced an average decline of 7.3% each year. It can be concluded that Puma is still a well-known sports fashion brand, but in terms of popularity, brand image, and purchasing interest, Puma has experienced a decline each year. There are several factors contributing to this decline, one of the most significant being Puma's marketing strategy. This strategy is an external factor that can influence purchase intention, therefore Puma needs to increase innovation and create more attractive marketing strategies to increase consumer purchasing intention. Therefore, Puma needs to increase innovation and create more attractive marketing strategies to increase consumer purchasing intention.

Purchase intention is an internal drive for consumers to purchase products or services using logical reasoning to meet their needs and desires (Karlina et al., 2023). Puma prioritizes the internet as its primary marketing channel, utilizing platforms such as websites, e-commerce, and social media to increase purchase interest, as these are effective in boosting purchase interest (Rolando & Sunara, 2024).

Puma's efforts to create more engaging content in its advertisements are supported by Celebrity Endorsers. A famous person who endorses a brand or product in commercials is known as a celebrity endorser (Shimp, 2014). Celebrities tend to have a large audience, giving them significant influence in shaping opinions and creating new trends. Companies can leverage this audience to create positive associations with their products. Puma has targeted collaborations with numerous famous celebrities, including Dua Lipa, Rose (BLACKPINK), and Jefri Nichol from Indonesia.

Puma also utilizes Electronic Word of Mouth (E-WOM) as one of the elements in their marketing activities. E-WOM refers to reviews in the form of opinions or testimonials, whether positive or negative, from consumers regarding a product or service based on the internet (Aziza & Purwanto, 2022). Ulasan ini bisa berasal dari kolom komentar media sosial dan fitur ulasan E-Commerce. Hal ini dapat memberikan informasi yang dibutuhkan seorang konsumen untuk mencari tujuan kuat untuk tertarik akan produk atau jasa tersebut atau tidak.

These reviews can originate from social media comment sections and e-commerce review features. This can provide the information a consumer needs to determine whether or not to be interested in the product or service. Puma's marketing strategy through the use of Celebrity Endorsers and E-WOM can be a key factor in increasing Purchase Intention, which ultimately has the potential to

boost Puma's Top Brand Index. Puma has recruited new celebrities such as Jefri Nichol and Rose BLACKPINK to attract their large audience to purchase Puma products. Additionally, both positive and negative reviews from consumers influence their perceptions and purchasing interest. By conducting a study named "The Influence of Celebrity Endorsers and Electronic Word of Mouth (E-WOM) on Purchase Intention for the Puma Clothing Brand in Surabaya City," the researcher hopes to learn more about this phenomena.

LITERATURE REVIEW

Celebrity Endorser

According to Shimp (2014), A celebrity endorser is a widely recognized public figure, such as a celebrity, professional athlete, television personality, or even a legendary figure who is no longer alive, who is involved in promoting a product or brand in order to attract consumers' attention through advertising. Rohman and Indaryadi (2020), said that Celebrity endorsers refer to public figures who have gained recognition or achieved success in a particular field, such as entertainment, sports, or the arts, and are used in marketing strategies to influence consumer perceptions and purchasing decisions regarding a product or brand through promotional activities involving their personal support.. Based on Wahyuni Purbohastuti & Hidayah (2020), There are three dimensions of Celebrity Endorser adopted from five attributes in the TEARS concept, namely : Trustworthiness, Expertise and Attractiveness.

Electronic Word of Mouth

E-WOM is a type of online communication between customers that can affect the opinions of other prospective customers. It can take the shape of endorsements, critiques, or comments on a product or service (Aziza & Purwanto, 2022). According to Luviana et al. (2022), E-WOM is all informal communication directed at the public via the internet that correlates with the nature of certain products and services, or the people who market them. It is another form of communication between consumers who discuss a brand or product. According to Kuant & Erdiansyah (2022), The measurement dimensions used are: Intensity, Valence Of Opinion, and Content.

Purchase Intention

Purchase intention is a psychological activity that arises from consumers' feelings and thoughts about a product or service that they hope to purchase. According to Kurniawan et al. (2021), intention to buy is a propensity for consumers to be interested in and then make decisions related to transactional actions, through various stages and possibilities, until they reach the ability to purchase a particular product, service, or brand. Fransiscus & Husda (2022), explains that transactional interest, referential interest, preferential interest, and exploratory interest are the markers of purchase intention.

Celebrity Endorser On Purchase Intention

An effective contemporary marketing strategy in today's modern era is to engage celebrities, as the presence of a celebrity who is popular among the public

can build consumer trust and encourage interest in purchasing products. In addition, celebrities' audiences tend to be emotionally influenced to try products promoted by their idols, thereby increasing product sales. Research by Aryani & Harwani (2022), demonstrates that the desire to buy is positively and significantly influenced by celebrity endorsers. The findings of this investigation are corroborated by research by Frmansah & Komalasari (2024), It claims that purchasing intention is considerably and positively influenced by celebrity endorsers.

The following is the research hypothesis, which is according to the description of the Celebrity Endorser variable:

H1: Celebrity endorsers have a favorable impact on Surabaya residents' intentions to buy Puma apparel.

Electronic Word Of Mouth (E-WOM) On Purchase Intention

With E-WOM, consumers are free to express their experiences in using a product. The experiences conveyed through E-WOM can be positive or negative reviews, which then influence the views and purchasing decisions of potential consumers. Research by Ardhiansyah & Marlina (2021), claims that purchasing intention is significantly and favorably impacted by E-WOM. This study highlights how customers disregard or reroute their buy intents when they don't accept the veracity of E-WOM information, such as blogs, websites, online reviews, or other online media. The results of this investigation are corroborated by studies by Rusiana et al. (2023), which adds that E-WOM significantly and favorably affects purchase intention.

The following is the research hypothesis, which is according to the description of the *Electronic Word of Mouth* variable:

H2: *Electronic Word Of Mouth* have a favorable impact on the purchase intention of Puma clothing brand in the city of Surabaya.

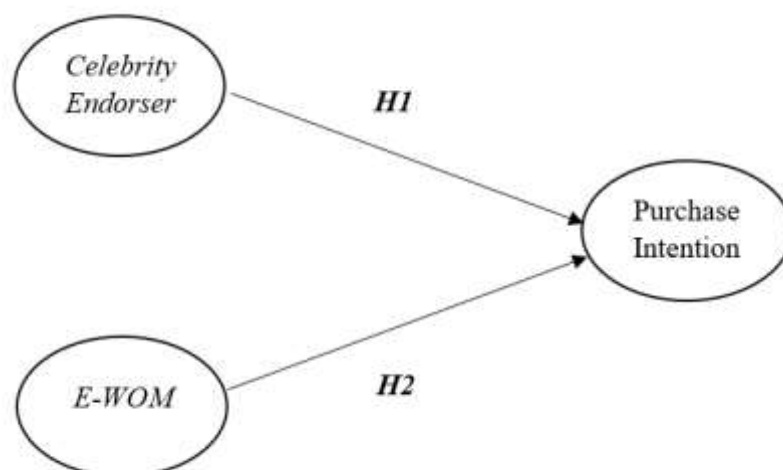


Figure 2 Conceptual Framework

METHODOLOGY

This study is a quantitative research aimed at determining the impact of electronic word-of-mouth (E-WOM) and celebrity endorsements on Surabaya

consumers' intentions to buy Puma apparel. The research questionnaire was distributed online via Google Forms using a Likert scale to respondents who met the criteria of having seen Puma advertisements featuring celebrity endorsers. Purposive sampling was the method used for sampling. Partial Least Squares (PLS) was the main method used to analyze and process the study data, and the data was analyzed using component-based structural equation modeling, or SEM.

RESEARCH RESULT

Outer Loading Test

Table 2. Outer Loading

	<i>Celebrity Endorser (X1)</i>	<i>EWOM (X2)</i>	<i>Purchase Intention (Y)</i>
X1.1	0.909		
X1.2	0.878		
X1.3	0.869		
X2.1		0.870	
X2.2		0.843	
X2.3		0.894	
Y1			0.816
Y2			0.778
Y3			0.799
Y4			0.794

Outer loading reflects the level of correlation between the indicator and the latent construct it measures. If an indicator's loading value is more than 0.5 or it displays a statistically significant p-value, it is deemed legitimate and may be said to accurately reflect the construct. All of the indicators in the variables exhibit factor loading levels greater than 0.5, as indicated by the study's findings in Table 5. This suggests that all three variables have satisfied the requirements for convergent validity.

Cross Loading Test

Table 3. Cross Loading

	Celebrity Endorser	Electronic Word of Mouth	Purchase Intention
X1.1	0.909	0.708	0.734
X1.2	0.878	0.686	0.641
X1.3	0.869	0.689	0.622
X2.1	0.663	0.870	0.625
X2.2	0.589	0.843	0.538
X2.3	0.779	0.894	0.639
Y1	0.613	0.552	0.816
Y2	0.514	0.509	0.778
Y3	0.648	0.601	0.799
Y4	0.616	0.544	0.794

Every sub-indicator's factor loading value for every indicator in the Celebrity Endorser (X1), Electronic Word of Mouth (X2), and Purchase Intention (Y) variables had greater values than the loadings for other constructs, according to the findings of the cross-loading study. This finding indicates that each indicator has a stronger correlation with the construct it measures than with other constructs, one may say that every indication in this research satisfies the requirements for discriminant validity and is deemed legitimate.

Average Variance Extracted (AVE) Test

Table 4 Average Variance Extracted (AVE)

	Average variance extracted (AVE)
Celebrity Endorser (X1)	0.784
Electronic Word of Mouth (X2)	0.755
Purchase Intention (Y)	0.635

The Average variation Extracted (AVE) value, which indicates the percentage of indicator variation it can be explained by the latent concept, is the following stage of the measurement model analysis. A construct is considered to have adequate convergent validity if its AVE value exceeds the minimum threshold of 0.5. The AVE test results for Celebrity Endorser (X1) yielded a value of 0.784, for EWOM (X2) the result was 0.755, and for the Purchase Intention (Y) variable the result was 0.635. All these values are above the established threshold, it can be said that all three of the study's constructs satisfy the requirements for convergent validity.

Composite Reliability Test

Table 5. Construct Reliability and Validity

	Composite reliability
Celebrity Endorser (X1)	0.916
Electronic Word of Mouth (X2)	0.902
Purchase Intention (Y)	0.874

The construct reliability in this study was evaluated using the Composite Reliability (CR) value. If the CR value of a construct exceeds the 0.70 cutoff, it is deemed reliable since it shows that the indicators consistently measure the intended hidden variable. All aspects of the Electronic Word of Mouth (X2), Purchase Intention (Y), and Celebrity Endorser (X1) variables displayed Composite Reliability values over 0.70, according to the test findings. Thus, one may say concluded that all constructs in this research meet the criteria for good reliability.

PLS Model Analysis

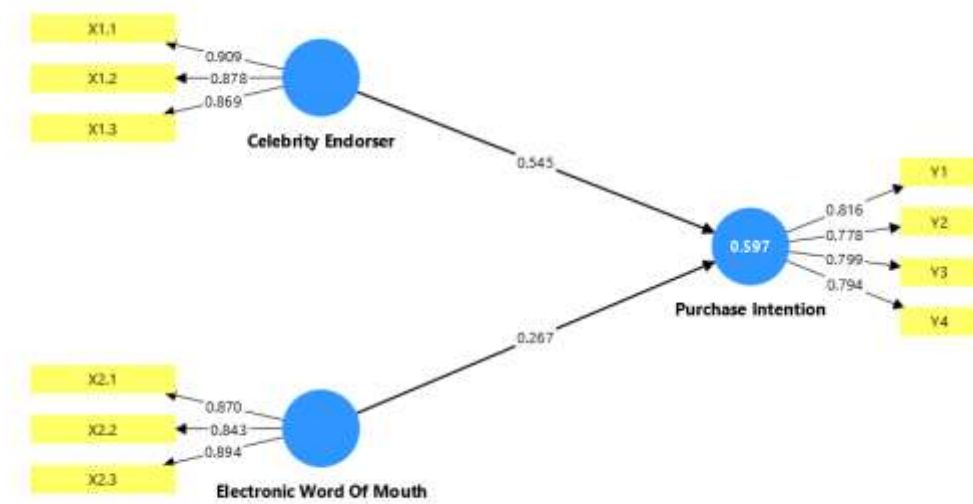


Figure 3. PLS Output Result

R-Square Test

Table 6 R-Square

	R-Square
Purchase Intention (Y)	59,6%

The Purchase Intention (Y) variable's R-Square value was 0.596, meaning that electronic word-of-mouth and celebrity endorsers account for 59,6% of the variation in Purchase Intention, with other factors outside the purview of this study influencing the remaining 41,4%.

Hypothesis Test

Table 7 Hypothesis

	Original sample	T statistics	P values	Description
Celebrity Endorser -> Purchase Intention	0.545	4.287	0.000	Accepted
Electronic Word of Mouth -> Purchase Intention	0.267	2.043	0.021	Accepted

DISCUSSION

According to the above table, the correlation coefficient is 0.545, The T-Statistic is 4.287 (more than 1.96), and the P-Value is 0.000 (less than 0.05). Thus, H1 is approved since it can be inferred that the Celebrity Endorser (X1) significantly and favorably influences Purchase Intention (Y). In contrast, the path coefficient for Electronic Word of Mouth (X2) has a value of 0.267, a T-Statistic of 2.043 (more than 1.96), and a P-Value of 0.021 (less than 0.05). Thus,

H2 is acceptable since it can be inferred that Electronic Word of Mouth (X2) significantly and favorably influences Purchase Intention (Y).

The Influence of Celebrity Endorser on Purchase Intention

The findings of the data analysis indicate that the purchase intention of Puma apparel goods in Surabaya is influenced by the Celebrity Endorser variable. Therefore, it is possible to accept the study's initial hypothesis. This indicates that customers are more likely to intend to purchase Puma apparel items when the celebrity endorser plays a larger role.

The study shows that the largest factor loading value is in the Trustworthiness dimension. This dimension has two indicators, namely the honesty, integrity, and self-confidence of a Puma celebrity, and how respected and appreciated that celebrity is by the public. This means that consumers pay close attention to the credibility of a celebrity when evaluating advertisements. The more trustworthy a celebrity is, the more of an impact they have on consumers' desire to buy Puma apparel.

This is consistent with previous research conducted by Aryani & Harwani (2022), titled "The Influence of Content Marketing, Celebrity Endorsers, and Electronic Word of Mouth on TikTok Social Media on Fashion Purchase Intentions (A Study of Generation Z in Indonesia). Additionally, in the study by Frmansah & Komalasari (2024), titled "Celebrity Support, E-WOM, and Promotions Significantly Increase Purchase Intentions Among Young People in Indonesia," both studies revealed that Celebrity Endorsers have a favorable and noteworthy impact on Purchase Intentions. The studies also states that trustworthiness and credibility are the factors most considered by consumers. Therefore brands need to evaluate celebrities reputation and image within society before recruiting them to boost purchase intentions.

The Influence of Electronic Word of Mouth on Purchase Intention

Purchase Intention for Puma apparel goods in Surabaya is influenced by the Electronic Word of Mouth variable, based on the data analysis's conclusions. As a result, the study's second hypothesis can be approved. This demonstrates that the likelihood that customers will intend to buy a product increases with the intensity of electronic word-of-mouth. Information conveyed through Electronic Word of Mouth, such as product quality and product detail completeness, plays a crucial role in shaping consumers' purchase intentions.

The research results show that the Content dimension is the dimension with the highest factor loading value. This dimension consists of two main indicators: assurance of product quality and the completeness of information provided about the product. This means that consumers place great emphasis on the quality of information conveyed in product reviews or promotions, such as price, materials, or features. In other words, the clearer, more detailed, and more convincing the information provided, the greater the Purchase Intention to buy Puma products.

This is consistent with earlier studies carried out by Ardhiansyah & Marlana (2021), entitled "The Influence of Social Media Marketing and E-WOM on the Purchase Interest of Geoffmax Products." Additionally, in the study by

Rusiana et al. (2023), "The Impact of Electronic Word-of-Mouth and Celebrity Endorsements on Purchase Intentions with Brand Image as a Mediating Variable in Tokopedia E-commerce," states that the most influential dimension in E-WOM is valence of opinion. With differences in the highest outer loading factors, both studies still revealed that Electronic Word of Mouth has a positive and significant influence on Purchase Intentions. Brands and companies should also foster positive consumer reviews, in order to strengthen trust, enhance brand image, and consistently drive higher purchase intentions.

CONCLUSIONS AND RECOMMENDATIONS

It is possible to draw the conclusion that purchase intention is considerably and positively influenced by celebrity endorsers, for Puma clothing products in Surabaya City from the test's findings utilizing PLS to examine the impact of electronic word-of-mouth and celebrity endorsements as independent factors on purchase intention, the dependent variable. This implies that purchasing intention increases with the number of celebrity endorsers. The intention of Surabaya people to purchase Puma apparel is considerably and positively Electronic word-of-mouth's influence, or E-WOM; the more E-WOM there is, the higher the purchase intention.

This study offers a number of suggestions from researchers to take into account when making decisions based on the finished research. First, the company is expected to retain its current team of celebrities, as the majority of respondents rated Puma's celebrity endorsers as very good. When recruiting new celebrities, it is necessary to consider their image and integrity, as these factors are highly valued by consumers. The second and last recommendation is that the company is expected to continue to maintain and pay attention to its positive reputation among the public so that positive reviews, comments, or opinions on Puma's internet media will continue to increase. Providing accurate information about the price, quality, size, or presentation of products is an important factor that needs to be considered.

ADVANCED RESEARCH

Future research is expected to be guided by the findings of this study through the addition or replacement of other relevant variables. Furthermore, this study's concentration on Puma brand apparel in Surabaya is one of its limitations. As a result, it is advised that future researchers broaden their study to encompass a variety of brands, product categories, and different geographical areas in order to obtain more general results and enable comparisons between brands.

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