

The Influence of Hijab Celebrity Instagram as an Endorsement on Purchase Intention

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ABSTRACT

Celebrity endorsers influence celebrity endorsers who wear the hijab on a person's purchase intentions. A total of 91 respondents were taken in this study, all of whom had seen celebrity endorsers wearing hijabs advertising products/services on Instagram social media. SmartPLS software version 2.0.M3 was using, and research shows a significant influence of trustworthiness, attractiveness, and expertise on one's purchasing intentions. The T-statistic value of all dimensions of the celebrity endorser variable towards purchase intentions is more significant than 1.96, by 3.213, 3.121, and 2.832, respectively. Keywords: celebrity endorsers, hijab, purchase intentions.

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ABSTRAK

Celebrity endorser yang mengiklankan produk/jasa di akun instagramnya adalah fenomena yang umum dijumpai di era disrupsi sekarang ini. Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh celebrity endorser yang mengenakan hijab terhadap intensi pembelian seseorang. Sebanyak 91 responden diambil dalam penelitian ini yang seluruhnya pernah melihat celebrity endorser yang mengenakan hijab mengiklankan produk/jasa di media sosial instagram. Menggunakan software smartPLS versi 2.0.M3, penelitian menunjukkan bahwa terdapat pengaruh signifikan trustworthiness (kepercayaan), attractiveness (daya tarik) dan expertise (keahlian) terhadap intensi pembelian seseorang. Nilai T-statistic seluruh dimensi variabel celebrity endorser terhadap intensi pembelian lebih besar dari 1,96 yaitu 3,213, 3,121, dan 2,832 secara berturut-turut.

KATA KUNCI : celebrity endorser, hijab, intensi pembelian.

Background

Internet media, which is widely used by the world community as a choice to help with most of their activities, is a sign that we have entered the era of the Industrial Revolution 4.0. Almost all human activities utilize systems through the internet and automation, such as shopping online, using online media to search for news, using online transportation, interacting with others through social media as digitizing, and other automation. This change in human habits described as disruption (Ika Setyani, 2013).

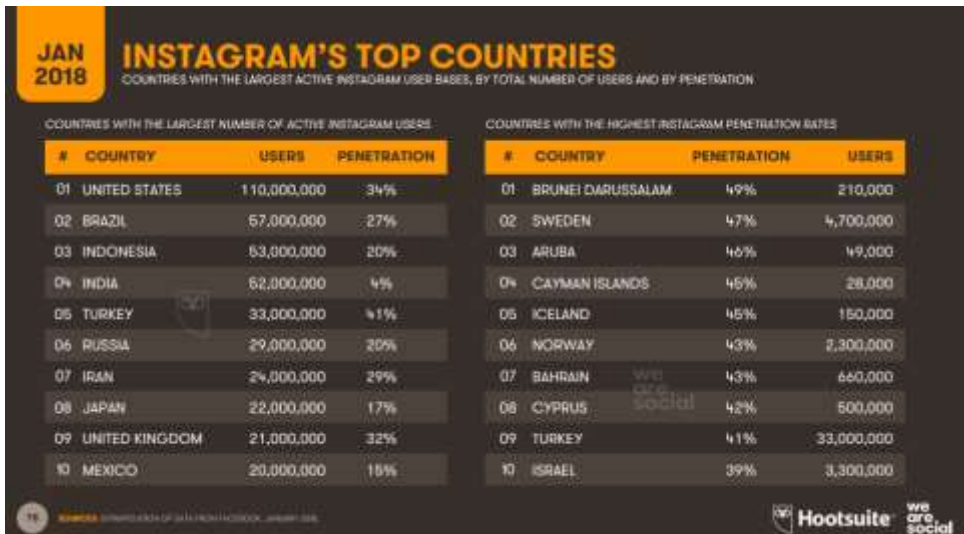
Along with its development, the internet has offered something new, namely social media. Social media is one of the online media where users can find information, communicate, and make friends with all the facilities and applications (Ika Setyani, 2013). According to Varinder Taprial and Priya Kanwar (2012), social media is media used by individuals to become social or be social online by sharing content, news, photos, and others. Meanwhile, according to Michael Cross (2013), social media is a term that describes the various technologies used to bind people into collaboration, exchanges information, and interact through web-based message content (Ambar, 2019). Social media types include social networks, online communities (forums), blog sites, and social bookmarking. Among these social media types, social networks are the type of social media most commonly known to the public and the most widely used (*Pengertian Media Sosial Secara Umum, Fungsi, Tujuan, Jenis Sosmed*, 2019).

One type of social media that is experiencing rapid development is Instagram. **In the June 2018 period, Instagram's monthly active users (MAU) reached one billion.** Instagram has the most significant growth compared to Facebook and Snapchat, reaching 5 per cent from quarter to quarter (QoQ) (Bohang, 2018). In 2018 the number of Instagram users in Indonesia reached 53 million people, and Indonesia became the third-largest country after the United

States and Brazil for; the number of Instagram users show in the following list:

Figure 1. Instagram's Top Countries (Ramadhan, 2018)

Based on other sources, in 2019, Indonesia occupied the fourth position in the world after the United States, Brazil, and India for the number of Instagram users with a total number of 56 million or 20.97 per cent of the total population Indonesia (Mudassir, 2019). It proved that the Indonesian people had followed



changes in cyber technology, especially in their teens. It supported by the fact that most Instagram users in Indonesia are from the age range of 18 years to 24 years for men and women (Pratnyawan, 2019).

Given a large number of Instagram users in Indonesia, it makes Instagram one of the potential fields in online business and marketing through advertising and promotion strategies. Therefore, the development of social media, including Instagram, has impacted communication methods or strategies for companies.

The communication strategy in question is related to the company's efforts to convey more available information, build exciting content, and encourage consumers to connect and share information with companies through available social media networks. One of the innovations in marketing communication strategies widely used by marketers today is to use Instagram celebrities (celebrities) as endorsers. According to Blech (2007), celebrity endorsers are known to the public and use that fame for advertising a product. The use of celebrities as endorsers intent to convey messages to consumers about products.

Besides, endorsers also have a role in providing information and influencing consumers to buy a product (Vidyanata, 2019).

Instagram celebrities who are currently no less famous than celebrities who often appear on television have a significant influence as influencers because of their large number of followers. A celebrity with massive followers on his/her Instagram, social media will show how much people know him/her. Among celebrities that exist, the hijab **Instagram celebrities' use as an endorsement of products** through their Instagram accounts is currently considered a unique attraction, especially in Muslim-majority country Indonesia. With the rapid growth of internet users today, there is great potential for the advancement of the national digital economy. Hijab Instagram celebrities or known as *celebgram hijabers* usually refer to the figure of a woman who is famous and looks trendy, up to date and fashionable but is still in the corridor of the sharia order, wearing a hijab. They also act as role models especially for their followers in particular and society in general who represent the appearance of young women who want to **emphasize their existence and popularity without eliminating the syar'i** impression of Muslim women (hijab).

Some of the hijab celebrities, including Ayana Jihye Moon (@xoloveyayana), *celebgram hijabers* from South Korea who have 2.4 million followers, have **collaborated to Wardah's cosmetic products. Furthermore, there is Gita Savitri Devi (@gitasav)**, which has 920 thousand followers, received several endorsements in fashion products ranging from the hijab, outfits, cosmetics, **shoes, and others. Marketers can take advantage of these celebrities' roles to reach followers who are their marketing targets and maximizes their marketing objectives.** It happens because promotions carried out by a role model will be more trusted and can be accepted voluntarily by their followers. Product marketers such as fashion, cosmetics, culinary products can carry out marketing communications by collaborating with celebrities to attract attention and persuade a broader and more targeted audience of their products.

Celebgrams, in general, and hijab celebrities, in particular, can be a solution for companies to increase interest in buying a product communicated by these celebrities through their Instagram social media accounts. Carrying out promotions to attract the interest of the target audience who are their Instagram,

social media followers is based on the rise of hijab Instagram celebrities. Research **results related to celebrities' role in attracting consumers buying interest support** it. Celebrity Instagram can act as a product influencer product and endorser for entrepreneurs/marketers, and they reinforce the role and influence of this hijab Instagram celebrity as an endorsement.

Literatur Review

Social Media

Social media has resulted in a significant shift in the use of tools and strategies companies concerning their communication with customers. Social media is media designed to facilitate interactive or two-way social interactions. Social media has changed the information dissemination pattern from one to many audiences (Priansa, 2017). Another definition states that social media, in a broad sense, is often associated with the term democratization of information, changing people from content readers to content publishers. It is a shift from the broadcast mechanism to the many-to-many model, rooted in conversations between writers, people, and peers (Priansa, 2017).

Social Networking

A social networking site (SNS) is a service-based site that allows users to create a profile, view a list of available users, view a list of available users, and **invite friends to join the site. This social networking site's basic appearance displays the user's profile page, which consists of the user's identity and photo.** Every social networking site has a different appeal. However, the goal is the same: to communicate efficiently and be more interesting through the added features that pamper its users. The conclusion is that social networking sites are web-based services used to socialize and communicate with other parties with friends, family, and a community with the same goals (Priansa, 2017).

Instagram

The name Instagram comes from the words 'Instant' and 'telegram.' The word 'instant,' which underlies the name 'insta' meant to be like a polaroid camera, which in its time known as "instant photo." With this meaning, Instagram can also

display photos instantly, like a polaroid in appearance. Meanwhile, the word telegram refers to a tool that works to send information to others quickly (Sendari, 2019). It is the same as the Instagram function, which can upload photos with an Internet connection so that the information that someone wants to convey can be received quickly. Instagram (also called IG or Insta) is a photo and video-sharing application that allows users to take photos, take videos, apply filters **digital, and share it on various social networking services, including Instagram's** own. Instagram is a photo-sharing application that allows users to take photos, apply digital filters, and share them on various social networking services, including Instagram itself (Atmoko, 2012).

Advertising

Advertising is non-personal communication through various media is paid for by companies, non-profit organizations, and individuals. Advertising messages expect to inform or persuade certain people who read the message (Kotler & Keller, 2009). Advertising is a technique to expand the market and increase sales so that it benefits producers or sellers. In communication, advertising is a communication process or activity that involves sponsors (advertisers), the mass media, and advertising agencies (Suhandang, 2005). The advertising functions include the following (Priansa, 2017):

- (1) It is providing information (Informing). Advertising makes consumers aware of new brands, educates them about the features and benefits of the brand, and facilitates creating a positive brand image.
- (2) Persuading, effective advertising will persuade customers to try the advertised products and services.
- (3) **Reminder, advertising keeps the company's brand fresh in the minds of consumers.**
- (4) They are adding value. Effective advertising causes brands seen more **elegan, more stylish, more prestigious, and superior to competitors'** offerings.
- (5) It is accompanying other efforts of the company (assisting).

Celebrity Endorser on Instagram

The increase in the number of sales of a product cannot separate from marketing communication. One of the marketing communication strategies is through advertising by involving celebrity endorsers. This study aims to promote and create consumer interest in a product. Under **Russell's opinion, one thing that** can make advertising appeal is advertising with an endorser (Suyanto, 2005). With an attractive celebrity endorser, it hoped that it could influence consumer behaviour to make purchases.

A celebrity endorser is defined as an individual known by the public and uses that fame for advertising a product. Endorser figures can come from celebrities or non-celebrities. The use of celebrities as endorsers intended to convey messages to consumers about products. Also, endorsers have a role in providing information and influencing consumers to buy a product. Meanwhile, **celebrity endorsers on Instagram, commonly known as "celebrities," are the names for** those who trusted to sell products online through their Instagram account. The **message source's characteristics** are an aspect that must consider in the communication process, because of the effect of messages received by the communicant influenced by the credibility of the communicator (Rachmat et al., 2016). Celebgrams are individual Instagram users who have their uniqueness, attracting other Instagram users to become followers (Putri & Patria, 2018).

The credibility of celebrity endorsers consists of three dimensions that influence messages to be believed and have persuasive power. The three dimensions are attractiveness, trustworthiness, and expertise (Lafferty et al., 2002). Attractiveness refers to the self that considers as something attractive to see concerning the concept of attraction. Attraction can include friendly, fun, physical, and work as essential dimensions of the concept of attractiveness. **Trustworthiness refers to consumers' trust in celebrity endorsers to provide** information objectively and honestly.

Purchase Intention

Purchase intention arises when consumers tend to buy a product or take actions related to purchasing a product (Assael, 2001). Purchase intention is consumers who have the desire to choose and buy products based on their

experience in selecting products and using these products. Purchase intention changes consumer behaviour in response to an object that shows **a customer's** desire to make a purchase (Kotler & Keller, 2009).

The measurement of purchase intention is in the following indicators (Ferdinand, 2002):

- (1) **Transactional interest is a person's tendency to buy a product. Someone** wants to buy the desired product.
- (2) Referential interest is the tendency of a person to refer products to others.
- (3) Preferential interest is the behaviour of someone who has a primary preference for the product.
- (4) Explorative interest describes the behaviour of a person who is always looking for information about the product he is interested in and looking **for information to support the product's favourable properties.**

On the previous research by Rahmat et al. (2016), visibility, credibility, power, and product match up by celebrity endorsers have a significant effect on consumer purchase intention. However, the attractiveness factor does not significantly influence consumer purchase intention. Putri and Patria (2018) show the opposite result that celebrity endorsers do not affect young women's purchase intention. It is a gap theory that is worth further researching.

Methods

This study aims to determine the effect of celebrity endorsers wearing **hijabs on purchase intentions by prospective customers. This study's celebrity** endorser variable uses three dimensions: trustworthiness, attractiveness, and expertise, which will test to influence the purchase intention variable. Each of the research variables used three indicators adapted from several previous studies **and adjusted to the subject and research object's characteristics using a 5-point** Likert scale (i.e., 1 = strongly disagree to 5 = strongly agree). The following are indicators of research variables.

Tabel 1. Research Variable Indicators

Variable	Indicators
<i>Celebrity endorser trustworthiness</i>	<ol style="list-style-type: none"> 1. I believe the products/services advertised by celebrity endorsers who wear hijab are quality products. 2. Hijab celebrity endorsers whose advertisements I see are selective in accepting "jobs" to advertise. 3. I believe celebrity endorsers' products/services wearing the hijab that I see are the right products.
<i>Celebrity endorser attractiveness</i>	<ol style="list-style-type: none"> 4. The appearance of product/service photos posted by celebrity endorsers wearing hijab is very good/attractive/unique/elegant. 5. Place settings in product/service advertisements attract attention. 6. The title and caption of product/service photos posted by celebrity endorsers with the hijab catch attention.
<i>Celebrity endorser expertise</i>	<ol style="list-style-type: none"> 7. The ads of hijab celebrity endorsers that you see have much experience in promoting products/services. 8. Photos of products/services posted by celebrity endorsers who wear hijab and get responses from followers' likes and positive comments. 9. Hijab celebrity endorsers appear confidently and convincingly in promoting the products/services they advertise.
Purchase Intention	<ol style="list-style-type: none"> 10. After seeing the celebrity endorser hijab posts, I want to find information about the products/services they promote. 11. I find out how to buy products advertised by celebrity endorsers who wear hijab. 12. I want to buy a product/service after seeing the posts promoted by celebrity endorsers who wear hijab.

This research questionnaire distributes to customers who had made purchases online and had seen celebrity endorsers wearing hijabs advertising their products/services on their Instagram accounts. Taking 91 respondents as the research sample using random sampling techniques then analyzed its validity and reliability. This research model uses Partial Least Square (PLS) with data analysis techniques using smartPLS version 2.0.M3 software.

Respondent Characteristics

Of the 91 respondents, 90.2% were women, with 82 women, while the **remaining 9 were male. In terms of age distribution, this study's respondents** almost evenly distribute in each age class division. Respondents aged 21-25 years are the most dominant respondents, with a percentage of 28%, totalling 26 people. This amount contrasts to respondents over 30 years old, 22% occupy the least age range in this study. The ages of under 21 years and between 26-30 years share the number of respondents as 22 and 24 people, respectively.

All respondents in this study had made online purchases. 70% of them made the last time online purchases in 2 weeks to one month ago. Twenty-seven people making online purchases approximately one to two weeks ago, and 36 people making online purchases less—more than two weeks to a month since the study began. Only 12 people made online purchases more than one month ago. In comparison, the remaining 16 people made online purchases not even a week ago when the research questionnaire distributed via google form media.

Table 2. Characteristics of Research Respondents

Characteristic	Total	Percentage
Gender		
Male	9 people	9,8 %
Women	82 people	90,2 %
Total	91 people	100 %
Customer Age		
< 21 years	22 people	24 %
21 – 25 years	26 people	28 %
26 – 30 years	24 people	26 %
> 30 years	19 people	22 %
Total	91 people	100 %
Last time online purchase		
> 1 week ago	16 people	17 %
1 – 2 weeks ago	27 people	30 %
Two weeks – 1 month ago	36 people	40 %
> 1 month ago	12 people	13 %
Total	100 people	100 %

Validity and Reliability Test

The value of the factor loading used in determining the variables' convergent validity concludes that the variable celebrity endorser trustworthiness, celebrity endorser attractiveness, celebrity endorser expertise,

and purchase intention in this study are valid variables. Each of the indicators of this study has a factor loading value above 0.7. Details of factor loading values seen in the table below.

Table 3. Convergent Validity of Data Processing Results

Variable	Indicator	Factor Loading	Convergent Validity
Celebrity endorser trustworthiness	T.1	0,862	Valid
	T.2	0,801	Valid
	T.3	0,823	Valid
Celebrity endorser attractiveness	A.1	0,786	Valid
	A.2	0,827	Valid
	A.3	0,873	Valid
Celebrity endorser expertise	E.1	0,882	Valid
	E.2	0,862	Valid
	E.3	0,792	Valid
Purchase Intention	I.1	0,877	Valid
	I.2	0,768	Valid
	I.3	0,837	Valid

The measurement of the level of reliability of a variable, a composite reliability model, is used with the condition that it has a value greater than 0.70 (Hartono & Abdillah, 2009). All of the research variables had a composite reliability value greater than 0.70; thus, the research variable was a reliable variable.

Table 4. Composite Reliability for the Research Instrument Reliability Test

Variable	Composite reliability	Reliability
Celebrity endorser trustworthiness	0,768	Reliable
Celebrity endorser attractiveness	0,817	Reliable
Celebrity endorser expertise	0,848	Reliable
Purchase Intention	0,869	Reliable

Hypothesis Test

Bootstrapping analysis will describe whether a research hypothesis is supported or not. Bootstrapping result data is presented in the following table:

Table 5. Results of Hypothesis Test Data Processing

Hypothesis	Original Sample	Sample Mean	Standard Deviation	T-Statistics	Hypothesis
Celebrity endorser trustworthiness → Purchase Intention	0,672	0,342	0,043	3,213	Supported
Celebrity endorser attractiveness → Purchase Intention	0,347	0,352	0,031	3,121	Supported
Celebrity endorser expertise → Purchase Intention	0,586	0,310	0,037	2,832	Supported

The hypothesis which states that there is a significant favourable influence between celebrity endorser trustworthiness (trust) on purchase intention is supported because the T-statistics value of 3,213 is more generous than 1,960 **with a confidence level of 95%. Consumers' purchase intentions are affected by** their belief in celebrity endorsers who wear hijabs and promote goods/services on Instagram. Of all the dimensions studied, celebrity endorser trustworthiness **(trust) has the most significant influence on a person's purchase intention than** the other two dimensions. The next hypothesis testing about celebrity endorser attractiveness (attractiveness) on purchase intentions is also supported. The T-statistics value is 3.121, which is greater than 1.960, which means that celebrity endorsers who wear hijab have their charm to influence **someone's purchase** intention. The last hypothesis test is the effect of celebrity endorser expertise on purchase intention, which results in a T-statistics value greater than 1,960, which is 3,121. It means that celebrity endorsers who wear hijab have qualified skills to **influence someone's purchase intention.**

Conclusion and Suggestion

Conclusion

All dimensions of celebrity endorsers have a significant effect on a person's purchase intention. The most prominent dimension in fostering one's purchase intention is celebrity endorser trustworthiness (trust). The personality inherent in a celebrity endorser in the hijab significantly influences one's purchase intention.

Suggestion

In the current era of disruption, e-commerce through social media Instagram by **utilizing celebrity endorsers' services wearing hijab is one of the most effective** ways in marketing. More in-depth research on celebrity endorsers needs to do to expand the scientific knowledge in the field.

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