THE INFLUENCE OF CELEBRITY ENDORSEMENT ON PURCHASE INTENTION K-MEALS MCDONALD'S: THE ROLE OF BRAND CREDIBILITY

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ABSTRACT

This research aims to analyze the influence of celebrity endorsement, brand credibility, and purchase intention on consumers of McDonald's K-Meals products. The study's population consists of consumers of K-Meals McDonald's products in the Jakarta, Depok, Tangerang, and Bekasi area. The sampling method used was non-probability sampling with a purposive sampling technique for 120 respondents and the data was analyzed using descriptive analysis methods. The research instrument testing includes outer model testing, inner model testing, and hypothesis testing using smartPLS-SEM 4.0. The results of this study indicate that celebrity endorsements directly influence the purchase intention of K-Meals McDonald's products. Brand credibility positively mediates the relationship between celebrity endorsement and purchase intention for McDonald's K-Meals products. McDonald's is expected to be able to optimize promotional strategies by using celebrity endorsements which can strengthen McDonald's brand credibility to meet market preferences and needs in Indonesia.

Keywords: celebrity endorsement, brand credibility, purchase intention

1. INTRODUCTION

Amid increasingly fierce competition among companies, business entities are indirectly compelled to innovate in marketing their products by identifying existing opportunities. Technological advancements are also seized as opportunities by business entities to broaden their marketing channels. This opportunity has not escaped the attention of fast-food restaurant operators in Indonesia. Among the various fast-food restaurants in Indonesia, one that is widely known is McDonald's. In 2021, McDonald's introduced a new product called K-Meals. K-Meals is designed to target a segment of the population influenced by the Korean Wave. Hallyu, or the Korean Wave, is a term given to the global spread of South Korean pop culture in various countries, including Indonesia (Shim, 2006). K-Meals is one of the products released by McDonald's, packaged in special packaging with included merchandise. Furthermore, product sales are also associated with campaigns collaborating with Korean celebrities (Kompas.com, 2023). The effectiveness of this marketing strategy can be observed in the increased sales of McDonald's after collaborating with one of South Korea's famous boy bands, introducing the BTS Meal. The sales increase reached 57% compared to the previous year (Ramadhani, 2021). Research has been conducted on the impact of celebrity endorsement on consumers' purchase intentions for McDonald's BTS Meal. The study found that celebrity endorsement has a significant influence on purchase decisions (Maulyda et al., 2022).

In 2023, McDonald's once again collaborated with a rising South Korean girl group, New Jeans. New Jeans is a female vocal group from Korea consisting of 5 members: Minji, Hanni, Danielle, Haerin, and Hyein. Through this collaboration, McDonald's promotes the K-Meals package

menu with the theme 'New Jeans Chicken Dance Campaign. The collaboration menu, launched on July 12, 2023, in Indonesia, is expected to increase purchase intention for the K-Meals menu. This information indicates that McDonald's continues to strive to enhance consumers' purchase intentions for its food products, making it essential to explore the factors influencing them.

Several studies have investigated the influence of celebrity endorsement on consumers' purchase intentions for McDonald's. The research found that celebrity endorsement, as the brand image of McDonald's, has a significant impact on purchase decisions (Griselda, 2022). This finding is also supported by other studies, Osei-Frimpong et al., (2019) mention that celebrity endorsement with attributes of attractiveness, credibility, and familiarity to consumers will have a significant positive impact on purchase intention. Saima & Khan (2020) found that marketing tricks using social media influencers have a significant direct positive impact on purchase intention and an indirect impact mediated by the influencer's credibility variable. Aspects of celebrity endorsers, such as celebrity attractiveness, celebrity credibility, and product match-up (Khan et al., 2019), trust, expertise, and similarity (Chan et al., 2021), also highlight the company's important role in building brand image and brand credibility (Sandi et al., 2019). Other research has found that consumers' purchase intentions can be influenced by brand loyalty and perceived quality (Khan et al., 2019). Additionally, consumers will consider how a company can be trusted and capable of consistently fulfilling its promises to provide a competitive advantage and honesty regarding the composition of its products before making a purchase. This explains the importance of companies building a brand as a quality image and a general public perception of the company (Kotler, 2005). Several other variables that can influence purchase intention include social media marketing through e-WOM (Gautama & Sharma, 2017; Jasin, 2022), brand awareness (Prabeng et al., 2019; Savitri, 2017), popularity (Hill et al., 2017; Ladhari et al., 2020; Chen et al., 2021), perceived emotional value (Kowalczyk & Pounders, 2016), trust (Cendrawati & Firdausy, 2021) and perceived value of the product (Ali et al., 2020).

From the literature review, it is found that many studies have investigated the influence of celebrities on purchase intentions. However, there is a limitation in research exploring the influence of celebrity endorsement in detailing the mediating role of brand credibility on purchase intention. Therefore, this research aims to complement the previous studies by focusing on whether celebrity endorsement and brand credibility, affect consumer purchase intention, especially consumers at McDonald's in around Jakarta, Depok, Tangerang, and Bekasi.

This research aims to analyze the influence of celebrity endorsement on the brand credibility of McDonald's K-Meals products. The study also aims to evaluate the effect of the brand credibility of McDonald's K-Meals on consumers' purchase intention towards the product. Additionally, the research will identify to what extent celebrity endorsement directly affects consumers' purchase intention for K-Meals McDonald's. Thus, this study is expected to provide in-depth insights into the crucial roles of celebrity endorsement and brand credibility in influencing consumer behavior, particularly in the context of the fast-food industry. The findings of this research are anticipated to contribute valuable insights for companies in designing effective marketing strategies and enhancing the competitiveness of McDonald's K-Meals products in the market.

Celebrity endorsement is a form of communication in which a celebrity acts as a spokesperson for a specific product or brand (Sonwalkar et al., 2011). Companies use celebrities to advertise their products because messages conveyed by captivating speakers tend to garner more attention (Royan, 2013). Celebrities are defined as a particular type of well-known individuals recognized by consumers (Rifon et al., 2015). Celebrities possess unique personalities or

lifestyles that set them apart from ordinary people (Roll, 2015). Moreover, they enjoy high social popularity and are classified based on their achievements in various fields (Patel & Basil, 2017). Strategies employing celebrity endorsement can enhance audience attention, make advertisements more impactful, credible, and appealing, and add a touch of glamour to the supported product (Gupta et al., 2015). In various literature, celebrity endorsement has been found to influence an increase in purchase intention for a product (Roshan & Sudiksa, 2019; Saima & Khan, 2020). Celebrity endorsement can serve as a method to make a product more known and memorable to the target market. In other words, celebrity endorsement has a positive impact on brand recall and brand equity (Munnukka et al., 2016). An endorser with high credibility will lead to high product credibility and purchase intention (Spry et al., 2011). Brand credibility can be influenced by credible sources of information used to communicate the product. Celebrity endorsement can also be used to shape the brand credibility of a product and promote rapid sales (Sandi et al., 2019). Therefore, this research has the following hypothesis:
H1: Celebrity endorsement has a positive impact on the Brand Credibility of McDonald's K-Meals products.

Brand credibility is the most crucial characteristic of a brand that can influence consumer choices (Spry et al., 2011). Brand credibility refers to the trustworthiness of product information within a brand (Akturan, 2018). The concept of brand credibility stems from the literature on brand signaling. According to this theory, largely rooted in information economics, companies can use a brand as a signal to convey information in a market characterized by imperfect and asymmetric information (Erdem & Swait, 2004). Brand credibility can also be defined as the perceived trustworthiness of a brand's ability and willingness to consistently deliver what is promised (Erdem & Swait, 2004). On the other hand, brand credibility can also be interpreted as how customers perceive a brand's trustworthiness through three dimensions: expertise (competent, innovative, able to dominate the market), trustworthiness (able to maintain customer interest), and likability (enjoyable and attractive) (Keller, 1993). Several studies examining the influence of brand credibility on consumer behavior observe that brand credibility significantly affects the emotions and reasons behind consumer decision-making (Maathuis et al., 2004). Furthermore, other research has found that consumers' purchase intentions can be influenced by brand credibility (Baek & Kim, 2010; Vidyanata et al., 2018; Martin-Consuegra et al., 2018). Therefore, this research has the following hypothesis:
H2: Brand Credibility has a positive impact on the Purchase Intention of McDonald's K-Meals products.

Purchase intention refers to an individual's desire and inclination to buy a product or service under certain conditions (Morwitz et al., 2007). In their research, Irshad & Irshad (2012) state that purchase intention is more than just an individual's motivation to buy a product; it also involves enhancing and continuing its usage over the long term. Purchase intention can also be interpreted as a consumer's attitude in making purchase decisions (Fure, 2013). The emergence of purchase intention in potential consumers for a product in the future can be influenced by perceptions about the product itself (Khan et al., 2016).

Furthermore, purchase intention can be understood as a series of activities related to demand and purchase, including deciding what to buy or not to buy (Assauri, 2004). This viewpoint is reinforced by Kotler & Keller (2012), stating that the purchase decision is a process used to choose an object by combining knowledge about an object with other alternative objects for evaluation, ultimately selecting one of them. Therefore, it can be concluded that the purchase decision is a process where an individual analyzes their knowledge to choose the product to be

purchased. In several pieces of literature, celebrity endorsement has been found to influence increasing the purchase intention for a product (Roshan & Sudiksa, 2019; Saima & Khan, 2020). Consumers are more likely to buy products endorsed by their favorite celebrities because they easily believe everything the celebrity says, especially if the celebrity is famous to the general public (Halim & Keni, 2022). Other studies have proven and supported the idea that celebrity endorsement has a positive impact on purchase intention (Jamil & Hassan, 2014). The reason celebrities are highly sought after by companies to advertise their products is that messages conveyed by appealing sources (popular celebrities) receive more attention because they are easily remembered (Royan, 2013). This implies that when a popular celebrity endorses a product, it can enhance consumers' purchase intention for that product. Therefore, this research has the following hypothesis:

H3: Celebrity endorsement has a positive impact on the Purchase Intention of McDonald's K-Meals products.

Based on the previous research explanation described above, the research framework is presented in Figure 1.
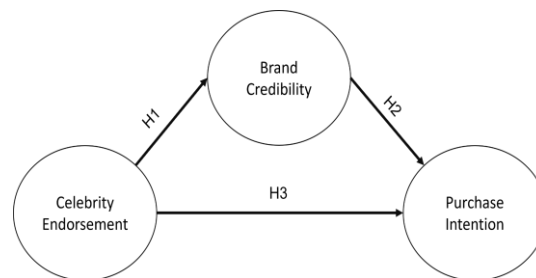

Figure 1. Research Framework

2. RESEARCH METHOD

This type of research is a type of quantitative research and statistical techniques are used to examine the hypothesis. As the population of this area was unknown, the sampling method employed in this study is a non-probability sampling method with a purposive sampling technique by distributing questionnaires to 120 respondents in the Jakarta, Depok, Tangerang, and Bekasi areas. Determination of the sample size was based on suggestions which stated that the number of variable indicators used was multiplied by five (Ferdinand, 2014) to obtain 24 (twenty-four) indicators multiplied by five to produce 120 respondents. The respondents reached were limited to McDonald's consumers, who live in Jakarta, Depok, Tangerang, and Bekasi and are of productive age between 15-64 years. The research instrument used was a digital questionnaire using Google Forms. The questionnaire used in the study has three latent variables and 24 indicator variables All the indicator variables are based on the six-point Likert scale (Chomeya, 2010). Six shows very strongly agree and one very strongly disagrees. Subsequently, the data will be analyzed using the Structural Equation Model PLS based on research data obtained, consistent with previous studies conducted by Dey et al., (2021), which also examined celebrity endorsement's impact on purchase intention, and Osei-Frimpong et al., (2019), who tested reliability and validity.

3. RESULTS AND DISCUSSIONS

The majority of respondents are female (66%), in the range of age between 21-30 years old (79%), 31-40 years old (16%), less than 20 years old (4%), and the rest are between 41-50 years old. Based on the residence of residents who live in the Tangerang area with a total of 48 respondents (40%), then Jakarta with 46 respondents (38%), followed by those who live in

Bekasi with 14 respondents (12%), and finally 12 people or around 10% of respondents live in Depok.

The results of convergent validity testing indicate that all indicators for each variable meet the criteria of a minimum average variance extracted (AVE) above 0.5 (Table 1). Based on the test results, the brand credibility (BC) variable has an AVE value of 0.770, the celebrity endorsement (CE) variable has an AVE value of 0.653, and the purchase intention (PI) variable has an AVE value of 0.824. The outer loading values for each variable and the AVE values for each variable have met the minimum criteria. This means that all variables can be considered to converge validly, providing evidence that the instruments used have correctly measured the same concept and have a high correlation with the measured concept.

Table 1. Convergent Validity Test
Source: Processing Data with PLS

Variables	AVE	Results
Brand Credibility	0.770	Valid
Celebrity Endorsement	0.653	Valid
Purchase Intention	0.824	Valid

Discriminant validity testing is carried out by considering the outer loading value of an indicator on that variable. From the assessment of the discriminant validity of Fornell-Larcker Criterion in Table 2, it can be concluded that all indicators for each variable meet the requirements. The results of the Fornell-Larcker Criterion test show that all variables have the highest value for their own construct so all variables can be said to be valid. In this research, all variables have met the requirements to be considered valid from the discriminant validity test.

Table 2. Discriminant Validity Fornell-Larcker criterion
Source: Processing Data with PLS

Item	Brand Credibility	Celebrity Endorsement	Purchase Intention
Brand Credibility	0.878		
Celebrity Endorsement	0.672	0.808	
Purchase Intention	0.651	0.815	0.908

The reliability test (Table 3), shows that Cronbach's Alpha values are above 0.6, confirming that the instrument's variable/dimension values have passed the testing with Cronbach's Alpha. Reliable data is considered when the Composite Reliability is above 0.7, and Cronbach's Alpha is above 0.6, indicating that the constructs have a sufficiently reliable level. As seen in the Composite Reliability values are also above 0.7, indicating that the instrument has passed the Composite Reliability test. Based on these test results, it can be concluded that the three variables, brand credibility, celebrity endorsement, and purchase intention, have reliable measurement model reliability. This means that the measurement tool used in this study (questionnaire) can be trusted.

Table 3. Reliability Test
Source: Processing Data with PLS

	Cronbach's Alpha	Composite Reliability
Brand Credibility	0.925	0.944
Celebrity Endorsement	0.933	0.944
Purchase Intention	0.946	0.959

Based on the test results in Table 4, it can be noted that the R^2 value for brand credibility is 45.2%. This means that the ability of the independent variable, which is celebrity endorsement, can be explained by the brand credibility of 45.2%. The remaining 54.8% is explained by other variables not covered in this study. Additionally, the R-Square value for purchase intention is 68.3%, signifying that 68.3% of the purchase intention variable can be predicted by the brand credibility and celebrity endorsement variables, while 31.7% is explained by other variables.

Table 4. R-Square Analysis
Source: Processing Data with PLS

	R-square
Brand Credibility	0.452
Purchase Intention	0.683

The hypothesis of the association between celebrity endorsement and brand credibility was supported (Table 5). This concludes that the use of celebrity endorsement has a positive and significant impact on brand credibility. The results of this research align with the study conducted by Sandi et al., (2019) which stated that celebrity endorsement significantly influences purchase intention with the mediation of brand credibility. This indicates that the involvement of celebrities in supporting or advertising a brand can enhance consumers' perceptions of the reliability and reputation of that brand. By leveraging the popularity and positive image of celebrities, a brand can gain better consumer trust, which, in turn, can contribute to increased sales and consumer loyalty. Therefore, celebrity endorsement is considered an effective marketing strategy to strengthen brand credibility in the eyes of consumers.

Table 5. Path Coefficients Analysis
Source: Processing Data with PLS

	P values	Result
Celebrity Endorsement -> Brand Credibility	0.000	Supported
Brand Credibility -> Purchase Intention	0.017	Supported
Celebrity Endorsement -> Purchase Intention	0.000	Supported

From the results of hypothesis testing, it can be concluded that brand credibility has a positive and significant impact on purchase intention. This means that when consumers perceive a brand as highly credible, they are more inclined to intend or plan to purchase products or services related to that brand. The findings of this research are consistent with the study conducted by Baek & Kim (2010), stating that brand credibility has a strong influence on purchase intention. Brand credibility, reflected in the reputation, reliability, and consumer trust in the brand, becomes a key factor influencing purchase decisions. The study by Martín-Consuegra et al. (2018) also proves that brand credibility has a positive impact on purchase intention. By maintaining or enhancing brand credibility, a company can stimulate consumer interest in choosing its products or services, ultimately positively impacting sales and overall business growth.

We also found that celebrity endorsement has a positive and significant impact on consumer purchase intention. The results of this research align with the study conducted by Saima & Khan (2020), stating that celebrity endorsement is found to have an impact on the increase in purchase intention for a product. By involving celebrities in product promotion or advertising, companies can leverage the positive influence held by these celebrities to increase consumer interest in purchasing specific products or services.

The results suggest that celebrity endorsements are positively associated with brand credibility and purchase intentions. Brand credibility is also positively associated with purchase intentions. It can be concluded that when a product receives a high perceived value using celebrity endorsement, it will enhance the brand credibility of that product. This indicates that the involvement of celebrities in supporting or advertising a brand can improve consumers' perceptions of the reliability and reputation of that brand. By leveraging the popularity and positive image of celebrities, a brand can gain better consumer trust, which, in turn, can contribute to purchase intention. Therefore, celebrity endorsement is considered an effective marketing strategy to strengthen brand credibility in the eyes of consumers and increase their intention to purchase the product advertised by the celebrity.

All celebrities may not be effective for various product categories and target audiences, therefore company needs to choose the right celebrity for endorsements. Future studies may examine the mediating roles of purchase intentions on celebrity endorsement by adding another variable to obtain more comprehensive results. To achieve more in-depth results, future research could utilize a mixed-method approach, combining qualitative and quantitative methods. The findings of this research are anticipated to contribute valuable insights for companies in designing effective marketing strategies and enhancing the competitiveness of McDonald's K-Meals products in the market.

4. CONCLUSIONS AND SUGGESTIONS

The results suggest that celebrity endorsements are positively associated with brand credibility and purchase intentions. Brand credibility is also positively associated with purchase intentions. It can be concluded that when a product receives a high perceived value using celebrity endorsement, it will enhance the brand credibility of that product. This indicates that the involvement of celebrities in supporting or advertising a brand can improve consumers' perceptions of the reliability and reputation of that brand. By leveraging the popularity and positive image of celebrities, a brand can gain better consumer trust, which, in turn, can contribute to purchase intention. Therefore, celebrity endorsement is considered an effective marketing strategy to strengthen brand credibility in the eyes of consumers and increase their intention to purchase the product advertised by the celebrity.

All celebrities may not be effective for various product categories and target audiences, therefore company needs to choose the right celebrity for endorsements. Future studies may examine the mediating roles of purchase intentions on celebrity endorsement by adding another variable to obtain more comprehensive results. To achieve more in-depth results, future research could utilize a mixed-method approach, combining qualitative and quantitative methods. The findings of this research are anticipated to contribute valuable insights for companies in designing effective marketing strategies and enhancing the competitiveness of McDonald's K-Meals products in the market.

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