

Celebrity endorsement in social media contexts: understanding the role of advertising credibility, brand credibility, and brand satisfaction

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ABSTRACT

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Online tutoring is a new phenomenon in Indonesia that is quite popular at the moment, especially after the pandemic. The emergence of online tutoring for schoolchildren provides families with an alternative option for educating their children; additionally, online learning becomes an effective alternative because it does not pose a health risk during a pandemic. Online tutoring marketing optimizes marketing strategies through digital content using celebrity endorsements. The purpose of this study was to examine the effects of a comprehensive new model of using celebrity endorsement based on its dimensions and its effect on brand satisfaction, advertising credibility, brand credibility, and repurchase intention. The data collection technique in this study was quantitative and involved distributing questionnaires to 175 respondents in the city of Jakarta. This study uses a structural equation model (SEM) with the SmartPLS tool. The results obtained are able to identify and measure the impact of celebrity endorsement in digital marketing strategies that have an impact on repurchase intention. The results of the study explain that all pathways proved to have a positive effect, unless expertise on repurchase intention has a negative effect. There are 6 hypotheses accepted and 8 hypotheses rejected. The biggest influence on repurchase intention is advertising credibility. In terms of the total indirect effect, only attractiveness and trustworthiness have a significant total effect on repurchase intention, while expertise does not have a significant total effect. The implications of this research can be used as a basis for determining a comprehensive strategy for online tutoring companies to retain their customers after the pandemic.

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1. Introduction

Users of online application-based learning services have soared by over 100 percent since the government ordered learning and teaching activities to be temporarily carried out at home to reduce the spread of the new coronavirus, COVID-19. Since the government's appeal to carry out learning activities at home, this replaces school teaching and learning activities that must be closed due to the COVID-19 outbreak. Online tutoring platforms like Ruang Guru and Zenius offer learning materials for elementary school through high school, with a focus on science and social studies (Annur, 2021). On various platforms or company-owned assets, online tutoring enhances marketing content and optimizes digital marketing methods. Online tutoring uses digital content to carry out these strategies and interactions for campaigns, one of which uses celebrity endorsements that are popular among today's youth. The marketing initiative was initiated by the company for several forms of digital content.

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The company's marketing strategy is expected to strengthen its relationship with customers. This program was initiated to increase repurchase intentions from customers. The marketing strategy to find new customers is indeed quite important because online tutoring is not a leader in the internet service provider industry in Indonesia, but customer retention is no less important. The internet is a product that is used continuously and has subscription properties due to repeated consumption, so repurchase intention is one of the most important determinants for the success of companies such as online tutoring today.

Repurchase intention is a key component of online tutoring's corporate value and is included in the business valuation. Repurchase intention is another term that describes how likely the buyer is to repurchase goods or services. Repurchase intention is an expected, immediate, and observable purchase behavior. Repurchase intent is important because it costs far less to retain a customer than it does to find a new customer; therefore, the repurchase intention behavior of existing customers creates more profit for the company (Tong, 2020; Wen et al., 2011; Zhang et al., 2011). Customer retention is a way to build a competitive advantage in the market (Keiningham et al., 2007). Repurchase intention is an individual buying process at the same company (Wirapraja & Subriadi, 2019), and the main factor that drives repurchase intention is the result of previous purchases. If customers find value (both utilitarian and hedonistic) and are happy with their previous purchases from the same company, they are likely to make repeat purchases (Fahlevi & Alharbi, 2021). In a market that is getting more and more competitive, repurchase behavior is affected by a number of main factors, such as the credibility of the advertising, the credibility of the brand, and customer satisfaction with the brand (Boisvert & Khan, 2020; Hussain et al., 2020). Research gaps exist in theory and research results that require further explanation to fill the existing research gap (Farooq, 2017; Klingner & Boardman, 2011). When new concepts emerge that have not been researched in the literature, there is a research gap. More studies and research should be done in the area of the research gap. This study tries to overcome the difficulties of identifying research gaps in the field of marketing management, especially those related to the marketing strategy of online tutoring. Based on the problems above, the research model can be arranged as follows in Fig. 1.

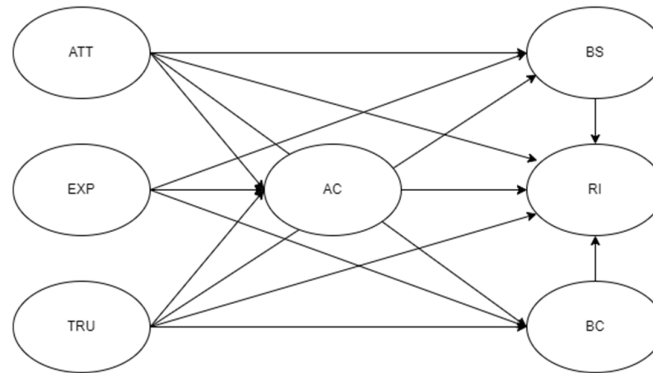


Fig. 1. Conceptual Framework

The phenomenon of using celebrities on social media is believed to have a significant impact on credibility and satisfaction. Several studies have found that the most influential aspect of endorsement is trust, and this is because celebrities' experience and knowledge give their social media followers tremendous trust in celebrity figures. According to the notion of trust, previous researchers have studied trust in general, but more recent discussions about trust have begun to be explored in depth using other dimensions, namely attractiveness and expertise, which do not measure only one dimension. In the new search, there are 2 recent studies, namely the research of Soh et al. (2009) and Hussain et al. (2020), which use the dimensions of celebrity endorsement.

The main problem of this study is the lack of research that looks for the effect of celebrity endorsement dimensions in depth on the construction of credibility and satisfaction (Soh et al., 2009). Hussain et al.'s research. (2020) and Boisvert and Khan (2020) in this study produced a number of inconsistent findings, mainly related to endorsement outcomes, credibility, and repurchase intentions. The main issues of this study were to investigate the dimensions of endorsement, to investigate the dimensions of endorsement on credibility and satisfaction, and to investigate the effect of other constructs, such as decision making on repurchase intention.

2. Research Design

This study uses a quantitative approach to find the causal effect between variables in the research model (Lind et al., 2018). In this study, it cannot be calculated based on the raw data of the population in Jakarta because this study is non-probability and uses the purposive sampling method (Sekaran & Bougie, 2016), so it has special limitations because it must meet several criteria, such as that the respondent must have a social media account. must follow the online tutoring account as the object of research, and respondents have seen the celebrity make an endorsement related to the online tutoring company. Based on

the respondent's criteria, which are used to choose the right respondent, it can be said that in this study, the number of the population is unknown or cannot be known for sure (Saunders et al., 2009). Based on the previous explanation that the population in this study is unknown, the number of samples in this study is determined based on opinion (Hair et al., 2010). In calculating the number of question indicators to be used in the questionnaire, the number of samples used as respondents must be changed. Given that n is the observed variable and $n = 5$ to 10 (indicator), in this study, there were 32 item indicators, and since 32 times 5 equals 160, it is clear that at least 160 samples were used in the analysis. However, 175 samples were used to increase the accuracy of the study and lower the error-prone requirements for the study. The measurement development in this study refers to research that has been carried out by (Aren, 2006; Chinomona et al., 2013; Hussain et al., 2020; Pecot et al., 2018; Wang & Scheinbaum, 2018; Yaakop et al., 2013). This study consists of seven constructs, namely attractiveness, expertise, trustworthiness, brand satisfaction, advertising credibility, brand credibility, and repurchase intention. The Partial Least Squares Version 4.0.8.5 program is used in the inferential statistical approach for research data analysis because the causal relationship developed in this study uses a model that is not simple, so an analytical tool that can explain the relationship is needed (Fig. 2).

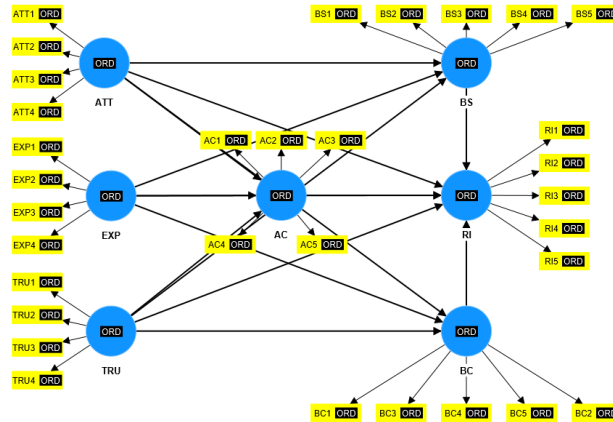


Fig. 2. Full Model

In a preliminary study conducted to determine the validity of each item indicator and whether it can measure each construct in this study, a pilot study was conducted to evaluate the statements on each questionnaire item that could be used in a larger sample size, so this pre-test study was conducted on 50 respondents. Based on the results, it is known that all of the items used in this model have passed the validity and reliability tests, so there is no need to make changes to the existing questionnaire items, because they are capable and clear enough to measure each construct in this model. The discriminant validity test is also used to measure the validity of whether there is a multicorrelation symptom in each construct in the discriminant test in SmartPLS, the Fornell-Larcker criterion method is used, and the results are that all variables pass the discriminant validity test.

3. Result and Discussion

In the first analysis stage (Fig. 3), a convergent validity test was carried out to determine the strength of the items in reflecting the constructs in this research model. In the previous stage, a pilot study was carried out on 50 respondents, so in the advanced stage, it was carried out on all samples, namely 175 respondents.

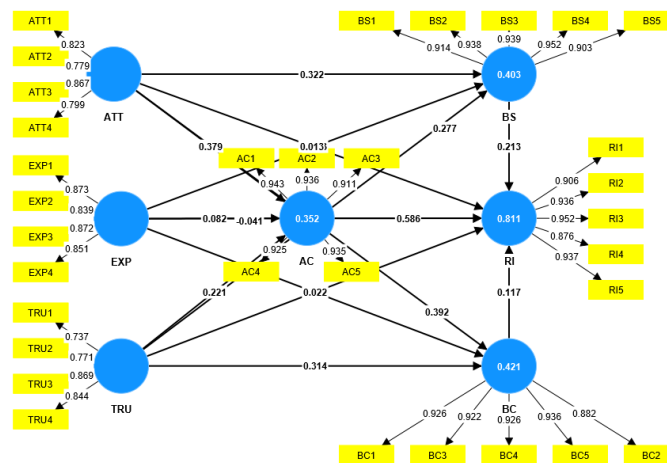


Fig. 3. Outer Model

To determine the strength of the items in measuring constructs, observations on the results of outer loading were made. In the initial analysis, the outer model is tested, also known as a confirmatory factor analysis. This test is carried out to measure each item that reflects a variable, if the coefficient value meets the specified standard, then the item is valid and valid in measuring certain variables. The measurement of standard values refers to the opinion of Hair et al. (2017) that the validity measurement can be seen from the loading value on each variable greater than 0.7. The results of the external model testing are summarized in Table 1 as follows:

Table 1
Outer Model

Variables	Item	Loading	Decision
Attractiveness	ATT1	0.823	Valid
	ATT 2	0.779	Valid
	ATT 3	0.867	Valid
	ATT 4	0.799	Valid
Expertise	EXP1	0.873	Valid
	EXP 2	0.839	Valid
	EXP 3	0.872	Valid
	EXP 4	0.851	Valid
Trustworthiness	TRU1	0.737	Valid
	TRU 2	0.771	Valid
	TRU 3	0.869	Valid
	TRU 4	0.844	Valid
Advertising Credibility	AC1	0.943	Valid
	AC2	0.936	Valid
	AC3	0.911	Valid
	AC4	0.925	Valid
	AC5	0.935	Valid
Brand Credibility	BC1	0.926	Valid
	BC2	0.882	Valid
	BC3	0.922	Valid
	BC4	0.926	Valid
	BC5	0.936	Valid
Brand Satisfaction	BS1	0.914	Valid
	BS2	0.938	Valid
	BS3	0.939	Valid
	BS4	0.952	Valid
	BS5	0.903	Valid
Repurchase Intention	RI1	0.906	Valid
	RI2	0.936	Valid
	RI3	0.952	Valid
	RI4	0.876	Valid
	RI5	0.937	Valid

The reliability test can be seen from the Cronbach's alpha and composite reliability values of more than 0.7, the discriminant validity value of the average variance extracted (AVE) is more than 0.5. The results of the external model testing are summarized in Table 2 as follows:

Table 2
Reliability Constructs

Constructs	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)
AC	0.961	0.962	0.970	0.865
ATT	0.835	0.839	0.890	0.669
BC	0.954	0.956	0.964	0.844
BS	0.961	0.961	0.969	0.864
EXP	0.881	0.882	0.918	0.738
RI	0.956	0.957	0.966	0.850
TRU	0.820	0.822	0.882	0.652

In the results above, it can be seen that all variable items that reflect the variable have passed the outer model test. These results explain that all variable items can be used in the next path analysis test. In the following testing step, a path analysis test is conducted to determine the effect of variables on this research model. In Fig. 3, the results of bootstrapping with 5000 subsamples according to the opinion of Hair et al. (2017) can be seen.

Inner model testing is carried out as the core basis of a study to decide whether the hypothesis is accepted or rejected, according to Lind et al. (2018) when the P-value is less than 0.05, the hypothesis can be accepted, and vice versa. The hypothesis decision can determine whether the variable has a significant effect. In this model, it is known that there is one pure endogenous variable, namely the repurchase intention variable. The coefficient of determination on the repurchase intention variable is known to be 0.811 or 81.1%, so it can be concluded that this model can explain the repurchase intention variable of 81.1%, and this result can be categorized as very high and meets the standard value in a research model. Table 3 describes in detail the results of bootstrapping in this research model.

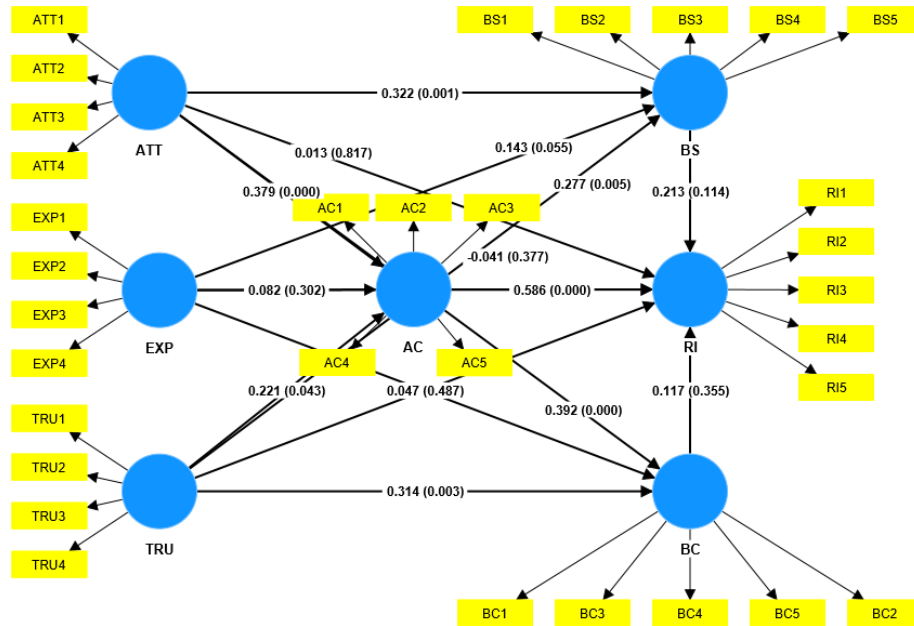


Fig. 4. Bootstrapping

Table 3
Path Analysis

Path Analysis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
AC → RI	0.586	0.572	0.133	4.390	0.000
ATT → AC	0.379	0.388	0.099	3.819	0.000
ATT → BC	0.392	0.398	0.086	4.579	0.000
ATT → BS	0.322	0.330	0.094	3.418	0.001
ATT → RI	0.013	0.018	0.057	0.231	0.817
BC → RI	0.117	0.110	0.126	0.925	0.355
BS → RI	0.213	0.230	0.135	1.579	0.114
EXP → AC	0.082	0.081	0.079	1.033	0.302
EXP → BC	0.022	0.022	0.088	0.251	0.802
EXP → BS	0.143	0.142	0.075	1.921	0.055
EXP → RI	-0.041	-0.039	0.047	0.883	0.377
TRU → AC	0.221	0.219	0.109	2.024	0.043
TRU → BC	0.314	0.312	0.104	3.011	0.003
TRU → BS	0.277	0.277	0.098	2.826	0.005
TRU → RI	0.047	0.045	0.068	0.696	0.487

In the results of Table 3 above, all pathways proved to have a positive effect, unless expertise on repurchase intention has a negative effect, there are 6 hypotheses accepted because it has a significant value and there are 8 hypotheses rejected because it has an insignificant value. In the table above, it is known that the biggest influence is on advertising credibility on repurchase intention, with a coefficient value of 0.586, a mean of 0.572, a standard deviation of 0.133, a T-statistic of 4.390, and a P value of 0.000. Apart from the direct effect, this study also observes the indirect effect between constructs in this research model, which can be seen in Table 4 below:

Table 4
Total Indirect Effects

Path Analysis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
ATT → RI	0.336	0.340	0.084	3.991	0.000
EXP → RI	0.081	0.078	0.069	1.171	0.242
TRU → RI	0.225	0.225	0.091	2.467	0.014

In the results of Table 4, it is known that only ATT and TRU on RI have a significant total effect, while EXP does not have a significant total effect. Based on the results of the table above, a histogram can be arranged, which can be observed in Fig. 5 below:

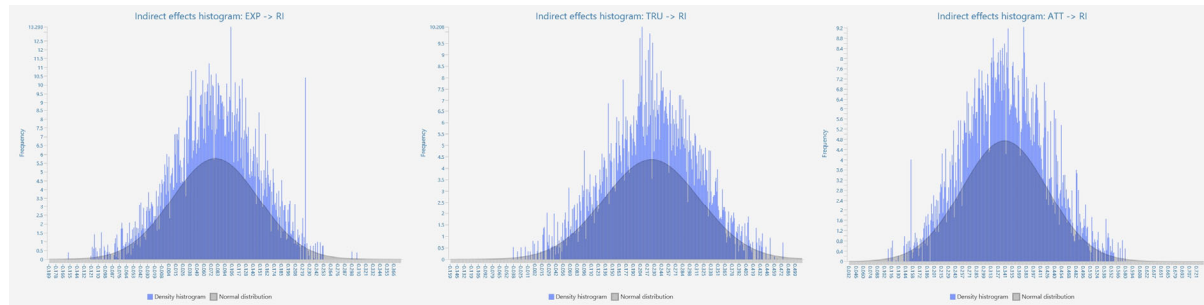


Fig. 5. Histogram of the results

Companies engaged in online tutoring can work to build advertising credibility, brand credibility, and brand satisfaction because they are mostly driven by the quality of information conveyed through marketing strategies related to credibility (Celebi, 2007; Chin et al., 2019; Djafarova & Rushworth, 2017). As a communication tool, celebrity endorsement will consist of several endorsed brand signals, it seems that endorser credibility will then be transferred to advertising credibility, brand credibility, and brand satisfaction (Bergkvist & Zhou, 2016; Biswas et al., 2009; Chung & Cho, 2009). In short, high endorser credibility should lead to higher advertising credibility, brand credibility, and brand satisfaction (Kim et al., 2014). Credibility investment has also been identified as an indicator of repurchase intention (Arlanda & Suroso, 2018; Lin & Lekhawipat, 2014; Maskuroh et al., 2022), as it is assumed that firms that invest in high credibility are more likely to provide high repurchase intentions (Adila et al., 2020; Fahlevi, 2021; Sahir et al., 2021). Therefore, online tutoring's modest use of celebrity endorsements can be related to the degree of credibility and its impact on repurchase intention.

Online tutoring in Indonesia is sustainable because almost every student needs additional learning, which is a common behavior for parents to provide for their children by learning outside of school activities. Courses are not a new phenomenon in Indonesia, but during the pandemic, this behavior has completely changed. Online tutoring can use this moment to increase their customers and maintain them in a sustainable manner. Consumers of online tutoring are mostly millennials and members of generation Z, who are very familiar with social media, so the use of endorsements is a powerful strategy to increase repurchase intention among online tutoring consumers.

4. Conclusion

This study explains that in the case of the online tutoring company, it is important to maintain the celebrity endorsement marketing strategy in order to increase advertising credibility, brand credibility, and brand satisfaction. Advertising credibility has become one of the most important factors in repurchase intention. In this model, it is known that celebrity endorsement, credibility, and brand satisfaction can be key factors for high repurchase intention, either directly or indirectly. Online tutoring can assist marketers in improving their digital marketing strategies, particularly their advertising credibility, resulting in higher repurchase intentions. The results of this study have theoretical and practical implications, especially in developing new models in marketing management science and as decision-making material for the online tutoring marketing division, especially in digital marketing.

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