THE INFLUENCE OF USING CELEBRITY ENDORSER IN TELEVISION ADVERTISING TOWARD CONSUMER PURCHASE INTENTION

A STUDY CASE OF L’OREAL PARIS WHITE PERFECT TV ADVERTISING ENDORSED BY DIAN SASTROWARDYO AS THE BRAND AMBASSADOR

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PANEL OF EXAMINERS APPROVAL SHEET

The Panel of Examiners declare that the thesis entitled “THE INFLUENCE USING CELEBRITY ENDORSER IN TV ADVERTISING TOWARD CONSUMER PURCHASE INTENTION: A STUDY CASE OF LOREAL WHITE PERFECT TV ADVERTISING ENDORSED BY DIAN SASTROWARDOYO AS THE BRAND AMBASSADOR” that was submitted by Marlen Deine majoring in Marketing from the Faculty of Economic was assessed and approved to have passed the Oral Examinations on

Chair- Panel of Examiners

Examiner I

Examiner II
DECLARATION OF ORIGINALITY

I declare that this thesis entitled “THE INFLUENCE USING CELEBRITY ENDORSER IN TV ADVERTISING TOWARD CONSUMER PURCHASE INTENTION: A STUDY CASE OF LOREAL WHITE PERFECT TV ADVERTISING ENDORSED BY DIAN SASTROWARDYO AS THE BRAND AMBASSADOR” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, December 16, 2011

Marlen Deine
ABSTRACT

The purpose of this research is to analyze the influence of using celebrity endorser in TV advertising toward consumer purchase intention as a study case of L’Oreal White-Perfect TV advertising endorsed by Dian Sastrowardoyo, whether between the celebrity endorser have strong or weak relationship.

This research was designed using quantitative research, which involves analysis of numerical data. The population of the research is female President University students who live in dormitory as many as 850 female students. By using Slovin sampling size method this research only required 90 students (e: 10%) as the respondents. The questionnaire was spread to 90 respondents in order to get more precise information to answer the matters observed. Likert scale is used to measure the data.

The Validity and Reliability test have conducted for this research and the result is the all the questions list of variables (x) endorser and variable (Y) purchase intention are valid with criteria R computation > R table 0.2960 and the result value of Cronbach Alpha 0.917 which is > 0.8.

The Research uses multiple regression analysis and found that there is positive significant relationship between using Dian Sastro as the celebrity endorser in L’Oreal White Perfect TV ads toward consumer purchase intention. The-F value is 22.004 which is > F-table 2.145 with sig 0.000 < alpha 0.1, so the model could be stated that visibility, credibility, attractiveness, and Power simultaneously are give significant influence on consumer purchase intention, whereas the result of adjusted R2 is 0.486 which means all the celebrity endorser dimension have influence 49% president university student purchase intention.

The result of t-test partially could describe as visibility and power dimensions have no significant influence to purchase intention shows by the visibility value B = -0.141 with sig 0.225, while, for the Power dimension value of B = -0.007 with sig 0.921. Meanwhile, the attraction and credibility dimension have significant influence on purchase intention which proved by the attraction dimension value of B = 0.604 with sig 0.000 and credibility value of B = 0.368 with sig 0.000.

From the research findings, it is suggested for the company to more concern on celebrity endorser attraction and credibility dimension in choosing brand ambassador to present their product. Likewise, increasing the other promotional tools also needed outside TV advertising using celebrity endorser, in order to maximize the sales value. For improvement in the future research, it is suggested to analyze more variable related celebrity endorser in order to obtain more result that is comprehensive.
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Thank God Almighty for the entire blessing, so I can get through every process in making this thesis without any serious obstacle. Greatest love to my family especially for my parents who always support me with their endless pray, which makes me able to complete this thesis well.

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Marlen Deine
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I. INTRODUCTION

1.1. Background of Study

Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, billboards, websites, radio and television. Every brand attempts to steal at least a fraction of a person’s time to inform the amazing and different attributes of the product. In the hyper competitive marketing environment, if a product or a service wants to be fast known, it must rely on advertising campaigns to make consumers memorize product message.

Thus, the challenge of the marketer is to find consumer attention consumer when they design the promotional activity, because the right advertising strategy method, could influence consumer’s preference and influence the purchase decision, and it is the most important for business advertisers.

Marketing communication is very crucial in stimulating the consumer to be aware about the brand existence. It also has power to influence the consumer to buy the product. For that reason, marketing promotional tools becomes very important and main factor to determine the success of selling one product or brand to the targeted consumer.

There is several technique of marketing promotion media that the company could be used to advertise their product. The media advertising consist of TV, radio, magazine, newspapers (Shimp, 2007) and Kotler (2008) stated that television media most likely chosen by several companies to promote their brand or product.
These things encourage L’Oreal Indonesia to promote their product through TV advertising since television have a big power to influence the consumer mind and it has impact to human sense of vision and sense of hearing (Boyd et. all, 2000:81). Thus, the creativity of television advertising must be optimized, in order to get interest of the watcher.

Most of foreign personal care brands, they are starting to use local Brand Ambassador in their TV advertising in order to appeal the consumer attention. Brand ambassador in here means they use a celebrity as an endorser to represent their brand or product. This strategy will make the marketer easier in communicating the advertising message to consumer. Especially if they use the well-known celebrity who is has good exposure in the media.

In the book titled "Strategic Advertising Management" by Larry Percy and John R. Rossiter (2001), mentioned that celebrities can be used by marketers boosting the communication, which means celebrities will be able to help brand awareness, brand recognition, brand recall and increases in brand purchase, from this phenomena the marketers start to use the rising star artist to become an endorser in its product advertising.

Advertising endorsers are often famous celebrities or experts who hold expertise, awareness and attractiveness, so then they can transmit product messages to catch consumer’s eyesight in a short time and further enhance consumer purchase intention (Royan, 2005).

Besides of that, the endorsers must be reliable and have positive characteristics that relate with a product or a brand. So, business advertisers must evaluate whether an endorser’s image matches with a product image or in other words, it must be connected well between the endorser and product to avoid the message of the ads become blurred.
Therefore, in communicating the new product through TV advertising L’Oreal Indonesia have special strategy by using Dian Sastrowardoyo as Brand Ambassador to endorse L’Oreal product in TV advertising. Since, L’Oreal is the foreign brands (France Beauty Company) they try to approach the consumer attention by using Indonesian celebrity, which is have a good reputation, famous and suitable to represent their big brand.

Finally, in this thesis, the writer would like to make some research in order to know “The Influence of Using Celebrity Endorser Toward Consumer Purchase Intention”, based on a study case of L’Oreal Paris Dermo-Expertise TV Ads (White Perfect Melanin-Vanish), endorsed by Dian Sastrowardoyo as the Brand Ambassador.

1.2. Company Profile

L’Oréal is number one cosmetic group in the world¹, have been centuries establish the business in cosmetics expertise since 1909. L’Oréal Concentrating their business on hair colour, skin care, sun protection, make-up, perfumes and hair care, the company is also active in the dermatological and pharmaceutical fields. L’Oréal is a listed company, but the founder’s daughter Liliane Bettencourt and the Swiss food company Nestlé each control over a quarter of the shares and voting rights. Several achievements that has completed by L’Oreal in recent years as follow:

- Combined sales of 19.5 billion Euros in 2010
- 23 global brands
- 130 countries
- 66 600 employees
- 612 registered patents in 2010²

1. L’Oréal and Finance.

L’Oréal generated sales of 19.5 billion Euros in 2010 and the investment in tangible and intangible assets amounted to 628 million Euros. A procurement cost worldwide is about 1 billion Euros a year.

2. **L'Oréal as a Place to Work.**

Safety and welfare of employees is a paramount. L’Oreal committed to providing a work environment where talent can continue to evolve, and the employees can become part of a community, which continuously motivated in the diversity and multicultural business ethic.

3. **L'Oréal and the Environment.**

L'Oréal impact on the environment is relatively low. They are committed to reduce them further through an ambitious program, which aimed in reducing greenhouse gas emissions, water consumption and waste. L'Oréal actively promote the importance of maintaining our environment, and try to balance between the use of natural raw materials and artificial (chemical) in developing the new formula.

4. **L'Oréal in the Community.**

L'Oréal believes that in meeting the beauty needs of our community can contribute in terms of welfare and confidence. Through the L'Oréal Corporate Foundation, they explore ways to enhance further positive contribution for social community, and invest the multi-annual budget of 40 million Euro for the programs which can provide real benefits to communities around the world.

5. **L'Oréal Division and Brands**

L'Oréal Indonesia has three main divisions in their management structure, every division consists of different brands and positioning, there are three main divisions for L’Oreal Indonesia:
1. **Consumer Product Division**

   This division is the largest division; consumer product division is concentrated in public consuming goods, which means the target of the division will be the larger one, the brand which is including in this division usually targeted to daily need product. The brands include in CPD such as: L’OREAL PARIS, MEN EXPERT, GARNIER, MAYBELLINE, and NERIL

2. **Professional Product Division**

   Professional product division is position their division on professional product, which means they have different target, the professional product division establish their business in salon, enlarger the channel in salon and become the main brand which can support salon activity. The brands that is including in PPD such as; LOREAL PROFESSIONAL, KERASTASE, INOA

3. **Luxury Product Division**

   Luxury Product Division is the division with special market and segment, the market in this division is smaller and niche, because of the product which being offered is origin from famous and luxury brand such as; YSL, LANCOME, KHIELS, SHUEMURA

1.2.1. **L’Oreal Paris “Karena Anda Begitu Berharga”**

   ![](image)

   As a French brand, L'Oréal Paris, is one of the foremost brands in the beauty market, which offer personal care products for men and women across continent with cutting-edge technologies. L'Oréal Paris provides affordable luxury for those who demand the excellence.
L’Oréal Paris is a brand that offers all aspects of beauty, ranging from skin care product, makeup, hair coloring and styling. The products marketed by L’Oréal Paris such as Elsève, Studio-Line, Dermo-Expertise, Men-Expert and so much more. In this study, the researcher use one of L’Oreal Paris-Dermo Expertise TV advertising for White-Perfect cream as a study case which is on air in May 2011 in Indonesian television channel.

1.2.2. Dian Sastrowardoyo Profile

![Diandra Paramita Sastrowardoyo](image)

**Diandra Paramita Sastrowardoyo** was born in March 16, 1982 (29 years old), more popularly known, as Dian Sastro or Dian Sastrowardoyo, is an Indonesian model and actress. Dian is the daughter and only child of the late Ariawan Sastrowardoyo (1955–1995) and Dewi Parwati Sastrowardoyo (née Setyorini). Several films that has played by Dian Sastrowardoyo such as:

3. Drupadi (2009)
4. 3 Doa 3 Cinta (2008)
6. Ungu Violet (2005) Banyu Biru (2005), and so on

For her contribution in film industry, there are several achievement and awards which Dian Successfully obtained, as follow:

1. Festival Film Indonesia 2004 "Best Actress"
2. SCTV Award 2002 "Most Favorite Actress Nominated"
3. Singapore International Film Festival 2002 "Best Actress"
4. Hawaii International Film Festival 2003 "Best Actress"
5. Malaysian Film Festival 2003 "Most Favorite Indonesian Actress"
6. Festival Film Bandung 2003 "Best Actress"
7. Asia Pacific Film Festival 2005 "Most Promising Actress"
8. MTV Indonesia Movie Award 2005 "Most Favorite Actress"
9. Pusan International Film Festival 2009
10. Bali International Film Festival 2009 "Best Supporting Actress"
11. ELLE Film Magazine USA Award 2009 "Actress of The Year"
12. USA Magazine Indonesia Award 2010 "Most Favorite Actress"

Moreover, Dian Sastrowardoyo also keep make expansion for herself by being the endorser for some product or brand, several brands that she has endorsed recently are:

- LUX
- L’Oreal
- Nature-E
- Sunsilk
- Panasonic
- Samsung
In this study, the researcher will focus on Dian Sastro role as the endorser for L’Oreal white perfect cream in the latest TV- advertising, which is on air in May 2011.

1.3. Problem Identified

As the background stated that nowadays the marketers tends to apply special strategy in delivering the advertising message into consumer mind by using celebrity endorser as the most common strategy which widely use for this recent year.

Currently, there are so many TV- advertising that use celebrity endorser as the brand ambassador or the spoke person such as; Pond’s- endorse by Tamara Blezenky and Pevita-Pearche, Olay’s-endorse by Agnes Monica.

Therefore, the researcher interest to conduct a research purposed to investigate the influence of using celebrity endorser to consumer purchase intention with study case L’Oreal White-Perfect cream endorse by Dian Sastrowardoyo.

1.4. Statement of Problem

Based on the problem Indentified, which has been stated previously, the researcher stated the problems of this research as follows:

1. Does Dian Sastro as celebrity endorser in L’Oreal White Perfect TV-ad influences purchase intention of President University students?
2. What is the most influencing variable of celebrity endorser in L’Oreal White Perfect TV-ads based on VisCAP theory?
1.5. **Research Objective**

The objectives of this research are:

1. To analyze how is the influence using Dian Sastro as celebrity endorser in L’Oreal White-Perfect TV ad to consumer Purchase Intention.
2. To measure what is the most dominant dimension of celebrity endorser in L’Oreal White Perfect- TV ad

1.6. **Significant of Study**

This research expected to provide the following benefits:

1.6.1. **The Company**

Provide input for marketers of PT. L’Oreal Indonesia, especially for L’Oreal Paris brand to develop marketing strategies, in choosing the right celebrity endorser, which really can appeals the consumer purchase intention

1.6.2. **For Researchers**

This study represents an opportunity for writers to apply the marketing theories, which have acquired during college and broaden researcher horizons about the celebrity endorser in advertising along with the consumer purchase intention

1.6.3. **For The Advanced Research**

This research can be used as the reference or materials input for other researchers in conducting research, which is have the same object and problem to be developed in the future

1.7. **Theoretical Framework**

In this research there are two main variables that will be tested, there are the Celebrity Endorser as independent variables, which is consist of: Visibility, Credibility, Attraction, Power and the Consumer Purchase
Intention as dependent variable. The framework of this research could be drawn as:

![Theoretical Framework](image)

**Figure 1.1 Theoretical Framework**

*Source: Adjusted by Researcher*

1.8. Scope and Limitation of Study

With the purpose of setting the parameter of the study, the research would only cover specific areas as follow:

1. The research investigates the influence of using celebrity endorser in TV ad to the consumer purchase intention
2. The researcher limits the study only focus in celebrity endorser theory VisCAP and Purchase Intention
3. The respondents that will be measure in this research are Female students of President University who live in dormitory.

1.9. Hypotheses

Based on the theoretical framework, the hypotheses for the research are Celebrity endorser dimensions (*Visibility, Credibility, Attractiveness and Power*) have significant influence on consumer’s purchase intention.
II. LITERATURE REVIEW

2.1. Marketing Mix

Kotler (2008) stated that marketing mix is the set of controllable tactical marketing tools consist of, *product, price and promotion* that the firm blends to produce the response it wants in target market. As has explained above promotion is a part of marketing mix elements, which will lead the communication strategy in selling the product/brand. Promotion means “activities that communicate the merits of the product and persuade target consumer to buy it” (Kotler, 2008).

Therefore, the marketers today need to have an insight about the innovative ways in making promotional activities, because the right promotion strategies are very helpful in developing a product or brand to be accepted and consumed by consumers quickly. Promotional activities can be said successful when sales increase and gain benefits such as profits, which are increasing high as well as increased working capital.

2.1.1. Promotion Mix

Kotler (2008), defined the promotion mix as “the specific blend of advertising, sales promotion, public relation, personal selling, and direct marketing tools that the company uses to persuasively communicate consumer value and build consumer relationship”. Kotler, also has divided promotion mix in four elements:

1. **Advertising**
   
   Any paid form of nonperson presentation and promotion of ideas, goods, or service by indentified sponsor.
2. Sales Promotion

An incentive form of promotional activity that is applied by the company, to increase sales, either directly or indirectly, which is usually performed in a short time.

3. Personal Selling

An oral presentation or face to face in one or more prospective buyers, with purpose of selling a product.

4. Publicity and Public Relation

It is a submission that is individual and non-individual, addressed to the general public. Contain the company's activities and an explanation of the products produced.

The promotion mix element that will be discussed further and related with this research is about advertising. The use of advertising media is very needed, if the company wants to introduce and maintain product or brand to be remembered by the consumer.

2.1.2. Advertising

Advertising campaign is one of the best promotion media, which is widely used by the company especially in the rapid economy growing with highly competition situation. Advertising media is very appropriate to introduce and to keep product or brand to be remembered by consumers, there is several understanding about advertising:

Kotler (2008) stated advertising as “Any paid form of nonperson presentation and promotion of ideas, goods, or service by identified sponsor”. Meanwhile, Shimp (2010) described that "Advertising is a process of persuasion directly or indirectly to give the information about
"the product benefits, which is designed to create a good impression and turn on consumer mind toward purchasing".

From the definitions above can be concluded that advertising is a form of message presentation from some idea, goods or services that are paid by the company in order to provide information, persuade or influence the general public especially the target market to make them interest and finally buy the product.

2.1.3. Advertising Objective

Kotler and Amstrong (2008) defined the advertising objective as the specific communication task to be achieved with a specific target audience during a specified period of time. The purpose of advertising can be classified based on the primary goal, whether the aim to inform, persuade, or remind.

1. Informative Advertising
   Informative advertising is use when the product is newly entering the market, the intended to influence the buying interest and build brand image. In this case, advertisers deliver benefits and the uses of the products offered.

2. Persuasive Advertising
   Intended to create preference and beliefs on purchase of Products and services. Some of these ads has become comparative advertising, in which a company directly or indirectly compares its brand wit one or more other brands.

3. Reminder Advertising
   Is important for the mature product, it helps to maintain customer relationships and keep consumer thinking about the product.
2.1.4. **Above the Line and Below the Line Advertising**

The advertising media could be divided in two categories, which is the above line, and *below the line* (Widyanatama, 2007).

1. **Above the line Advertising**

   Above the line is advertising activities, which involve the mass media. The mass media means that large numbers of target audience, some media included as above the line media are; newspapers, magazines, tabloids, television, radio.

2. **Below the Line Advertising**

   Below the line media is advertising activities that do not involve any advertising in mass media, generally this type of advertising is use inside of the promotion place.

   According this theory, TV advertising is included in above the line advertising, which is involve in mass media, with large target audience.

2.1.5. **Design the Effective Advertising**

   There are several criteria to make the effective advertising, which can successfully capturing the audience attention (Royan, 2005: 20):

1. **Communicative**

   The message, which is built in the advertisement, should be about the intended target. According to the formula given by Philip Kotler, in making the advertisement should refer to the AIDA formula, the advertising message should get audience’s attention (attention), interest (interest), generating desire (desire), and generate action (action).
2. **Advertising should Entertaining**

This is relates to the appeal of advertising, how to make an ad watched by the audience, especially when the message delivered by the endorser it should be heard, seen and felt clearly.

3. **Products Related To Brand Relevance**

If an Ad created only to make the audience interest but it doesn’t have any relevance with the product, in result the message becomes blurred.

4. **Respect**

The ad impressions should be able to create sympathy for the consumers who see the ad. If an ad is shown on television, it is must be able to make consumer not change channels.

### 2.2. The Endorser

Kotler (2008), stated that “*the endorsement is a style feature that highly believable or likeable source endorsing the product, it could be ordinary people who saying how much they like a given product or celebrity that presenting the product*”.

In selling a product, it can not only depend on whether the product is good or bad or focus on price to appeal customer’s attention. But, it would be more attractive when the advertising applied endorsers to recommend and promote the product and make differential product image to influence consumers purchase behavior.

Endorser will help the consumer to memorize product. Therefore, business advertisers often use famous celebrities to share their expertise and experience to promote product or service.
2.2.1. Celebrity Endorser

McCracken (2005) has defined celebrity endorser as “*any individual who enjoys public recognition and who use the recognition on behalf of a consumer good by appearing with it in an advertisement*”.

While, Leslie (2011) described celebrity endorser as “*the well known – famous celebrity, which is attractive, likeable and trustworthy in mind of public to whom the advertising message is directed*”.

Company often used as testimonial, endorsement, actor or spokesperson by the firm. A firm that decides to employ a celebrity to promote its products or services has several choices to use the celebrity as:

1. **Testimonial**
   If the celebrity personally used a product or service to attest the quality, then he or she may give a testimonial about benefits.

2. **Endorsement**
   Celebrities often lend their names to ads for product or services for which they may or may not be the experts.

3. **Actor**
   A Celebrity may be asked to present a product or service as a part of character enactment rather than personal testimonial or endorsement.

4. **Spokesperson or Brand Ambassador**
   Celebrity who represents a brand or company over extended periods of time often in print and TV ads as well as in personal appearances is usually called a company’s spokesperson. Schiffman and Kanuk(2008) The reason for using celebrities a spokesperson goes back to their huge
potential influences, compared to other endorsers, types, famous people its achieve a higher degree of attention and recall.

2.2.2. The Evaluation of Using Celebrity Endorser in Advertising

Royan (2005) declared that “endorser should be selected based on personal characteristics attributed in order to influence certain communications or to promote an event/program”.

In evaluating the celebrity endorser, VisCAP theory will describes about the evaluation process, this model presenting the endorser characteristics, VisCAP model consists of four major characteristics of the celebrity endorser, which is Visibility, Credibility, Attraction, and Power (Royan, 2005:15).

Companies can use VisCAP model as:
1. As qualitative checklists to evaluate the endorser
2. Quantitative ratings of target audience’s perception to the endorser.

VisCAP model developed by Rossiter and Percy (1987: 294-301), this theory is continuously used as the measurement in evaluating celebrity endosser attributes, as the latest one VisCAP theory is mentioned and described in Frans M. Royan book titled “Marketing Celebrities” (2005).

The essence of this theory is explaining the character of the celebrity endorser, which must be tailored to the advertising communication objectives in order to give positive impact to the audience. VisCAP model consists of four important elements:
Table 2.1 VISCAP Theory

<table>
<thead>
<tr>
<th>No</th>
<th>Endorser Characteristic</th>
<th>Communication Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Visibility</td>
<td>Brand awareness</td>
</tr>
<tr>
<td>2.</td>
<td>Credibility</td>
<td>Information about brand attitude; low involvement and high involvement</td>
</tr>
<tr>
<td></td>
<td>- Expertise (knowledge about the product)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Objectivity (ability to convince and make consumer confidence)</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Attraction</td>
<td>Change of strategy brand attitude: low and high involvement</td>
</tr>
<tr>
<td></td>
<td>- Likability (interesting appearance and personality)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Similarity (similarity between endorser and the product)</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Power (authoritative personality)</td>
<td>Brand Purchase intention</td>
</tr>
</tbody>
</table>

Source: Rossiter and Percy. Advertising and Promotion Management. 1987

1. **Visibility**
   Visibility shows the popularity of celebrity endorser in public

2. **Credibility**
   There are two factors related to the credibility of a celebrity:
   1. **Expertise (expertise)**, which involves the knowledge of celebrities about the advertised product
   2. **Objectivity (objectivity)**, ability of celebrities to make consumer confidence to the product

Celebrities who already have trusted ability, her/his credibility will represent the brand in advertisement. Therefore, the company use celebrities depend on the information that they want to deliver into target audience, if the information is only for low involvement. It means they do not need to have a celebrity with high credibility, meanwhile, for products that require information with high involvement, at least the celebrity endorser should have trusted ability. As a result, credibility will be useful when the
purpose of communication is to create brand attitude (ability of brands in creating motivation and emotion of audiences)

3. **Attraction**
   There are two important things related to the attractiveness:

   1. Attractive appearance and personality (likability).
   2. The similarity of personality with the product (similarity)

   To make the personality of celebrity desired by the target, at least celebrities should reflect the brand personality, which wants to build through advertising. The problem is how to find relating information about celebrity personality which can be connect with in consumers eyes.

   Therefore, marketers have a challenge to know what is suitable celebrity image related to the celebrity endorser, in order to make effective communication, so the brand attitude can be built.

4. **Power**

   Power is the last element in the model VisCAP, power means celebrities that used in advertising must have commanding personality and power to influence or stimulate the target audience emotion to make a purchase decision. Hence, "power" can be effective if the purpose of communication is the brand purchase intention.

   The selection of celebrities at this stage is classified as a very difficult, because it requires celebrity who has deeper level of worship by the audience, because, in high level of worship, will give strong impetus to the audience in buying the advertised product.
2.3. **Consumer Behavior**

Ads have functions to attract, persuade, and remind the viewers/watcher toward the products. Thus, advertisers need to understand the behavior of target audiences. Consumer behavior does not only involve physical activity, which can be seen, but also the decision-making process. There is several understanding about consumer behavior:

Hoyer and Macinnis (2010), *Consumer behavior is the totality a consumer decision with respect to acquisition, consumption, and disposition of goods, service, time, idea by human decision-making units (over time).*

Kotler (2008), *describe consumer behavior as the buying behavior of consumers, individual, households who buy goods and services for personal consumption.* From the statements above, it could be concluded that consumer behavior is the result of consumer examination toward company offering (product/service), which it could be positive review or negative review.

2.3.1. **Factors Influence Consumer Behavior**

Kotler (2008), specified some factors that can influence consumer behavior, there are two factors *internal factor and external factor* that dominantly have power to influence consumer behavior toward product or service. The external factors are the factors that can influence consumer behavior from the outside which consist of:

1. **Culture**

Culture is symbol and complex fact, which created by human, handed down from generation to generation as a determinant and regulator of human behavior in society. Cultural aspects are concerning knowledge, morals, laws, and customs and habits of humans.

2. **Social Class**
Social class is social strata or social classes in society, it can be grouped into three; the economic upper class, middle-class economy, and lower economic classes.

3. **Reference group**

   Reference group can influence one's behavior in the purchase and it can guide the Consumers to do purchase intention

4. **Family**

   Family plays the largest role in shaping behavior, because consumer behavior is also formed in the family.

Besides, external factors, there are internal factors, which is originate from the consumer inside it include:

1. **Motivation**

   Motivation is condition inside a person personality which can encourages individual desires.

2. **Learning**

   The results of the learning process is the change in psychology which will ultimately change person behavior in making a purchase decision.

3. **Perception**

   The process by which the individual select and interprets external and internal stimuli.

4. **Belief and attitudes**

   Belief is the descriptive thought that the person holds about something, and the attitudes is person enduring favorable and unfavorable cognitive evaluation, emotional, and action.
2.4. **Purchase Intention**

Purchase intention can be considered as a set of measures that may be associated with and consideration of consumer attitudes towards a particular brand (Morwitz, Steckel & Gupta, 2002).

Consumers make many purchasing decisions every day. In the theory of consumer behavior there is a study in the purchase decision process. According to Kotler and Armstrong (2008) there are five stages in the buying decision process, it involves:

1. **Need Recognition**

   The buying process starts with need recognition. The buyer recognizes a problem or need. The need can trigger by internal stimuli when one of the person’s normal needs, besides, needs also can be triggered by external stimuli.

2. **Information Search**

   An interested consumer may and may not search for more information. If the consumer’s drive is strong and a satisfying product is near at hand, the consumer is likely to buy it then. If not the consumer may store the need in memory or undertake an information search related to the need.

3. **Evaluation of alternatives**

   This is about how the consumer processes information to arrive at brand choice. Unfortunately, consumer does not use a simple and single evaluation process in all buying situation. Instead, several evaluation processes at work.

4. **Purchase decision**

   Generally, consumer’s purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intentions
5. Post Purchase Evaluation

The type of preceding decision-making process directly influences post-purchase evaluation processes. Post-purchase behavior stage is which consumers take further action after purchase, Based on their satisfaction or dissatisfaction. The duty of marketers is not end when the product is purchased, but the marketers should help the post-purchase satisfaction and post-purchase product usage.

![Diagram of the Consumer Information Model](source)

**Figure 2.1 The Consumer Information Model**

*Source: Kotler and Amstrong (2008)*

Purchase intention defines as something that related to consumer plan in buying a certain product, with a certain quantity for some period of time (Macinnis, 2009).

Purchase intention can measure the possibility of a consumer to buy a product, and the higher the purchase intention is; the higher a consumer’s willingness is to buy a product (Schiffman & Kanuk, 2008). Royan (2005) proposed that an advertising endorser’s popularity, expertise, and attractiveness could appeal consumers’ eyesight in a short time and increase purchase intention.
It also testified that advertising endorser’s exposure rate could change consumer preference and attitude to promote purchase intention. Will Nelissen (2005) considered that endorser marketing could give an endorsed product a brand new image and advance consumer purchase intention, moreover, consumer’s brand attitude and purchase intention will be higher when a product has high preference image and familiarity.

2.4.1 Buyer Decision Process for New Product

Consumers go through five stages in the process of adopting new product, (Kotler and Amstrong, 2008):

a. Awareness
The consumer become aware of the new product but lacks information about it

b. Interest
The consumer seeks information about the new product

c. Evaluation
The consumer considers whether trying the new product makes sense

d. Trial
The consumer tries the new product on a small scale to improve his or her estimate of its value

e. Adoption
The consumer decides to make full and regular use of the product.

This model suggests that the new product marketer should think about how to help consumers move through theses stages, and using celebrity endorser as a strategy to appeal consumer purchase intention become one of the major strategy that is widely use.
## 2.5 Description of Similar Research

**Table 2.2 Description of Similar Research**

<table>
<thead>
<tr>
<th>Researcher</th>
<th>Title</th>
<th>Objective</th>
<th>Type of Study</th>
<th>Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maya Desyeni (2008)</td>
<td>The Influence of Celebrity Endorser Gita Gutawa Toward Consumer Re-purchase decision</td>
<td>The study aimed to indentify the relationship between the celebrity endorser to the consumer re-purchase decision</td>
<td>Descriptive-quantitative</td>
<td>There is significant relationship between celebrity endorser to re-purchase decision. The most dominant dimension on endorser credibility</td>
</tr>
<tr>
<td>Visca (2004)</td>
<td>The Effectiveness Using Celebrity Endorser Toward Consumer Purchase Intention, A study Case of Tolak Angin TV ads endorsed by Agnes Monica</td>
<td>The study purpose to indentify the relationship between the celebrity endorser to the consumer purchase intention</td>
<td>Descriptive-quantitative</td>
<td>There is significant relationship between celebrity endorser to purchase intention.</td>
</tr>
<tr>
<td>Yulia Putri (2010)</td>
<td>An Analysis of the Visibility, Credibility, Attraction, and Power of an Advertising Toward Consumer Purchase Intention</td>
<td>the study assed the relationship between the visibility, credibility, attraction, and power of an advertising toward consumer purchase intention</td>
<td>Descriptive-quantitative</td>
<td>There is significant relationship between the visibility, credibility, attraction, and power of the advertising toward consumer purchase intention</td>
</tr>
<tr>
<td>Winnie Juliar (2008)</td>
<td>The influence of using Luna Maya as the Endorser toward brand awareness of XL sim-card</td>
<td>The study proposed to find the relationship of using Luna Maya as endorser to brand awareness</td>
<td>Descriptive-quantitative</td>
<td>There is significant relationship between the celebrity endorser to the brand awareness, with dominant dimension on attraction dimension</td>
</tr>
</tbody>
</table>
III. METHODOLOGY

This chapter of study presents the research method and procedure, which gather and explain process of research method, sampling method that is including selection of respondents, and statistical application that will be used in calculating the result of the research.

3.1. Research Method

Research method, which used in this thesis is Quantitative-descriptive research, the purpose of descriptive research is to create a description, picture of systematic based on factual and accurate information about the facts, and the relationship between the phenomena under investigation (Umar, 2004: 22). Facts or phenomena that can be described in the descriptive study such as characteristics of customers, buying behavior, buying motivations, consumer attitudes, consumer satisfaction, and so on.

While, the quantitative research is a research that concerned with the development and testing the hypotheses, gathering models and theories that explain behavior and generalizing the result across many samples (Hoy, 2010). The phenomenon that intended to be analyzed in this study is the influence of celebrity endorsers toward consumer purchase intention as a study case the researcher use L’Oreal White-Perfect TV ad that is endorsed by Dian Sastrowardoyo.

3.2. Research Time and Place

This research is located in President University, Jln. Ki Hadjar Dewantara, Kota Jababeka, Cikarang on 23-30 November, 2011. Questioner was spread to president university student who live in
dormitory. The researcher collects the questioner in weekdays (Monday-Friday) from 10 am until 6 pm daily.

3.3. **Research Instrument**

3.3.1. **Data Collection**

In gathering the necessary data to support the research, this study needs supported data that can be counted theoretically and practically. They are two type of data used in this study:

**a. Primary Data**

Primary data is data obtained directly from respondents in the form of answers from questions list in the questionnaire (Supranto, 2001), the types of questions that will be use in the questionnaire are:

1. **Closed Ended Question**

   Is form of questions, which the respondents have limited the answers, so the respondent’s could directly choose the answer, which has provided in the sheet (Supardi, 2005:133). This type of questions form is used to determine the respondent’s characteristic of L’oreal White Perfect Melanin-Vanish Cream TVC audience.

2. **Scaled Response Question**

   Type of scaled response question that will be use in this research is **Likert-Type-Scale**. Likert scale is a type of survey that the respondents are asked to rate the level at which they are agreed or disagree with a given statement (Supranto, 2001). Each answer is weighted as follows:
- Strongly disagree is weighted 1
- Disagree is weighted 2
- Neither agree nor disagree is weighted 3
- Agree is weighted 4
- Strongly agree is weighted 5

b. Secondary Data

Secondary data defines as data that originally collected to address a problem. Secondary research is required in the preliminary stages of research (Supranto, 2001).

1. Library Research

This data can be obtained by reading the literature of books and written all materials as well as the data sources relevant to research topics, most of the data from library research is used as the literature support for this thesis.

2. Field Research

Field Research was conducted using a questionnaire, which is the instrument of collecting data through number of questions, which have arranged in such a way that make the respondents easily answer the questions.

3.4. Sampling Design

3.4.1. Size of the Population

According to Marchal and Manson (2002; p.7), population is a collection of all-possible individual, object, or measurement of interest. Measuring the population is important before start collecting data because it will show the amount of sample which will needed in this research.
3.4.2. Sample Technique

The population of the research will be taken from the president university students, which live in dormitory focus on female population. The sample will select from total population. In this kind of research, the researcher prefers using margin error 0.1 (10%), which means the level of error is 10% and the research has 90% confidence level.

Therefore, the researcher needs the necessary calculation to determine the study sample. Determination of the sample number is based on Slovin Formula (Umar, 2003, hal.114):

\[ n = \frac{N}{1 + Ne^2} \]

Based on the formula above, the sample size could be calculated as follow:

\[ n = \frac{850}{1 + 850(0.1)^2} = 90 \]

Where:

- \( n \) = number of sample
- \( N \) = number of population
- \( e \) = margin of error (0.1)

According to the theory above, researcher will use 90 respondents from the total population to become the samples for this study.

3.4.3. Characteristic of Respondent

The respondents of this research (total 90 people – sample size) are the student of President University who live in dormitory, with selected criteria as; women, 18-23 years old with Indonesian Nationality.
3.5. Validity and Reliability Test

3.5.1. Validity Test

Before the instrument properly spread to the respondent, the researcher needs to test the validity and reliability every questions. To measure the validity test, the questioner will be spread to 30 people and after get the result, SPSS program will do the calculation.

In testing the construct of validity, the researcher uses Pearson’s correlation coefficient. This formula is used to test items validity. This coefficient of correlation can be calculated based on actual values of X and Y, (Sugiyono, 2007 : 171), the formula is:

\[ r_{xy} = \frac{n \sum XY - \sum X \sum Y}{\sqrt{n \sum X^2 - (\sum X)^2} \sqrt{n \sum Y^2 - (\sum Y)^2}} \]

Where:

- \( n \): The number of paired observation
- \( \sum x \): The x variable summed
- \( \sum y \): The y variable summed
- \( \sum x^2 \): The x variable squared and the squares summed
- \( (\sum x)^2 \): The variable x summed and the sum squared
- \( \sum y^2 \): The y variable squared and the squares summed
- \( (\sum y)^2 \): The y variable summed and the sum squared
- \( \sum xy \): The sum of the product of x and y

3.5.2. Reliability Test

Test to a proof of consistency and stability of the instrument measurement, one of the methods, which can be used, for measuring a reliability of an instrument is a Cronbach Alpha coefficient formula (Uyanto, 2006) with the formula as follow:
Where:

\[ \alpha = \frac{k - \bar{r}}{1(k - 1)r} \]

Where:
\( \alpha \): instrument reliability’s coefficient
\( \bar{r} \): Mean correlation coefficient between variables
\( k \): number of manifest variables that form the latent variables

The acceptable reliability coefficient value from 0 to 1, if the value, which is close to 1, explains the reliability is better and the other side if the value is closer to 0 the reliability of its instrument used can be less. (Ghozali, 2006)

3.6. Variable Testing Method

3.6.1. Multiple Regression

Researcher uses multiple regression analysis technique in analyzing the data, which is an analysis to establish between the single continuous \( Y \)-variable and several \( X \)-variables (Schmee and Oppenlender, 2010). In this study the analysis will be related to the relationship of endorser dimension visibility, credibility, attention, and power (\( X \)-dependent variable) to purchase intention (\( Y \)-independent variable)

\[ Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e \]

Where:
\( Y \) = Dimension score Purchase Intention
\( a \) = Constant
\( b_1...b_4 \) = Regression Coefficient
\( X_1 \) = Dimension score of Visibility
$X_2 = \text{Dimension score of Credibility}$

$X_3 = \text{Dimension score of Attractiveness}$

$X_4 = \text{Dimension Score of Power}$

### 3.6.2. Normality Test

Normality test aims to test whether the regression model are normally distributed, normality test can be done by analysis of the graphic viewed, which determine from the points spread around the diagonal line and in line with the diagonal line (Situmotang et al, 2008:)

### 3.6.3. Multicollinearity Test

Multicollinearity test can be seen from the value of Tolerance and VIF (Variance Inflation Factor). Tolerance measures the variability of selected variables that are not explained in other independent variables. General value that is commonly used to measure the value of Tolerance is $> 0.1$ or VIF values less than $5$, which means it does not happen multicollinearity (Situmotang et al, 2008: 104)

### 3.6.4 Heteroscedasticity Test

Heteroscedasticity test aimed to test whether there is inequality occurred the regression model. If the variance of the residuals is fixed, then it is called as homoscedasticity, but if it’s not it called heteroscedasticity, a good regression model is homoscedasticity (Gholazi, 2005: 105). The possible existence of heteroscedasticity is a major concern in the application of regression analysis, including the analysis of variance, because the presence of heteroscedasticity can invalidate statistical tests of significance that assume the effect and residual (error) variances are uncorrelated and normally distributed.
3.6.5. F-Test and t-Test

F-test aimed to test, whether each of the independent variables (X1, X2, X3, X4) have significant influence on the dependent variable (Y) simultaneously. In this test the hypothesis could be assume as:

- $H_0 : b_1, b_2, b_3, b_4 = 0$, means there are no significant and positive influence from independent variable ($X_1, X_2, X_3, X_4$) visibility, credibility, attractiveness, power toward independent variable (Y) purchase intention

- $H_0 : b_1, b_2, b_3, b_4 \neq 0$, means there are positive and significant influence from independent variable ($X_1, X_2, X_3, X_4$) visibility, credibility, attractiveness, power toward independent variable (Y) purchase intention

For F-test the researcher will use $\alpha = 0.1$ level of significant, with acceptable criteria as follow:

- $H_0$ accepted if $F_{hitung} < F_{table}$ with $\alpha = 10\%$
- $H_1$ accepted if $F_{hitung} > F_{table}$ with $\alpha = 10\%$

3.7. Testing the Hypothesis

- $H_0$: Using Celebrity endorser (Visibility, Credibility, Attractiveness and Power) not significantly influence consumer purchase intention

- $H_1$: Using Celebrity endorser (Visibility, Credibility, Attractiveness and Power) significantly influence consumer purchase intention
3.8. Data result of Validity and Reliability Testing

3.8.1. Validity Test Result

In validity testing, the researcher uses Pearson’s correlation coefficient. Validity testing must be done before the questionnaires are normally spread to the respondents. This test will evaluate the score of *R-computation and r-table*. R-computation is the result of SPSS calculation and r-table comes from the Pearson’s r-value product moment, in this test the questionnaire question stated as valid if the *R-computation is bigger than r-table*.

For this pre-test the researcher spread 30 pieces questioner randomly to the respondents, with significant level 10%, the coefficient value of Pearson’s r-table will be = 0.2960. It means in the item-total correlation table, if R-result is greater than r-table, the variable is valid, but if R-result is smaller than r-table, the variables are not valid.

<table>
<thead>
<tr>
<th>N = Number of Pair</th>
<th>Significant of Level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>20</td>
<td>0.4227</td>
</tr>
<tr>
<td>25</td>
<td>0.3809</td>
</tr>
<tr>
<td><strong>30</strong></td>
<td><strong>0.3494</strong></td>
</tr>
</tbody>
</table>

Table 3.2. Validities Variable X

<table>
<thead>
<tr>
<th>Q Number</th>
<th>R Computation</th>
<th>r-table</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>-0.281</td>
<td>0.296</td>
<td>INVALID</td>
</tr>
<tr>
<td>2</td>
<td>0.612</td>
<td>0.296</td>
<td>VALID</td>
</tr>
<tr>
<td>3</td>
<td>0.538</td>
<td>0.296</td>
<td>VALID</td>
</tr>
<tr>
<td>4</td>
<td>0.617</td>
<td>0.296</td>
<td>VALID</td>
</tr>
<tr>
<td>5</td>
<td>0.645</td>
<td>0.296</td>
<td>VALID</td>
</tr>
<tr>
<td>6</td>
<td>0.684</td>
<td>0.296</td>
<td>VALID</td>
</tr>
<tr>
<td>7</td>
<td>0.523</td>
<td>0.296</td>
<td>VALID</td>
</tr>
<tr>
<td>8</td>
<td>0.557</td>
<td>0.296</td>
<td>VALID</td>
</tr>
<tr>
<td>9</td>
<td>0.375</td>
<td>0.296</td>
<td>VALID</td>
</tr>
<tr>
<td>10</td>
<td>0.852</td>
<td>0.296</td>
<td>VALID</td>
</tr>
<tr>
<td>11</td>
<td>0.812</td>
<td>0.296</td>
<td>VALID</td>
</tr>
<tr>
<td>12</td>
<td>0.837</td>
<td>0.296</td>
<td>VALID</td>
</tr>
<tr>
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<td>0.187</td>
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<td>INVALID</td>
</tr>
<tr>
<td>15</td>
<td>0.852</td>
<td>0.296</td>
<td>VALID</td>
</tr>
<tr>
<td>16</td>
<td>0.837</td>
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<td>0.611</td>
<td>0.296</td>
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<td>0.296</td>
<td>VALID</td>
</tr>
<tr>
<td>19</td>
<td>0.812</td>
<td>0.296</td>
<td>VALID</td>
</tr>
<tr>
<td>20</td>
<td>-0.152</td>
<td>0.296</td>
<td>INVALID</td>
</tr>
</tbody>
</table>

Source: Statistical Package for Social Science (SPSS) and Primary Data

From table above, the results of validity score calculated by SPSS, from 20 questions, the valid question that can be used in the questionnaire is only 16 questions. Sugiyono (2000) stated that if there are any invalid items the researcher has two choices, which are, can eliminate the invalid questions or the researcher can revise the questions and spread it again, in this case the researcher prefer to delete the invalid questions.
3.8.2. Reliability Test Result

After completed the validity test, the following test that must be done before spreading the questionnaire is reliability test. The test is applied to each statement, which is listed in the questionnaire. Based on Kuncoro (Situmorang et al., 2008: 46), the instrument considered as reliable instrument if the value of *Cronbach Alpha* greater (> ) than 0.8.

The table below shown that, the value of Cronbach’s Alpha is greater than 0.80, it means that the variable is reliable and strong, so the questions is reliable and acceptable to be used.

Table 3.3. Reliability Test

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cronbach's Alpha</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>.916</td>
</tr>
</tbody>
</table>

Source: Statistical Package for Social Science (SPSS) and Primary Data

3.9. Limitation

When the research conducted, there are several limitations that the researcher noted as the consideration, there are:

1. **Celebrity Endorser Dimension**

   The dimension of celebrity endorser that measure in this research is only the VisCAP theory which is consist of *Visibility*, *Credibility*, *Attractiveness*, and *Power*, another theory and dimension related to celebrity endorser out of VisCAP theory is not being investigated.

2. **Purchase Intention**

   Purchase Intention which means in this study is not the direct decision to buy the product instantly but is more concern in the desire of consumer to have intention to buy the product in the future after see the TV a
IV. ANALYSIS OF DATA AND INTERPRETATION OF RESULTS

4.1. Respondent Characteristic

After doing the research at President University Student, the next step is processing the data with SPSS and Excel program, in order, to get an overview and interpretation on the subject, data, and research results. Data instruments used in this study is questionnaire, the composition of questions in the questionnaire is 12 point statement related to variable X and the 4 point statement to variable Y, the total statements is 16 statements.

Based on the questionnaire the statements about Dian Sastrowardoyo calculated as (variable X) and Purchase Intention (variable Y) as have stated before, the population in this study is women, which are the students of President University who live in dormitory. Specifically the sample of this study was of 100 respondents. To gain insight about the characteristic of the female student who live in dormitory, the researcher classify the characteristic of respondents by age, batch, faculty, and income. The calculation of the data concerning the characteristic of the respondents was as follows:

a. Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-19</td>
<td>35</td>
<td>39%</td>
</tr>
<tr>
<td>20-21</td>
<td>33</td>
<td>37%</td>
</tr>
<tr>
<td>22-23</td>
<td>18</td>
<td>20%</td>
</tr>
<tr>
<td>24-25</td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td>Total</td>
<td>90</td>
<td>100%</td>
</tr>
</tbody>
</table>
From Table 4.1 most respondents in this study are in the age 18-19 years old, as many as 35 people with percentage 39%. The second largest is age 20-21 years as many as 33 respondents, with percentage 37% from the total respondents, the third rank is aged 22-23 years old as many as 18 respondents with percentage 20% and the smallest portion is age 24-25 years old, with the percentage only 4% as a result from 4 respondents from the total respondent. Based on this data there several reasons that can make age 18-19 years old become the most major respondents, it is because they are the new batch in the campus, and when researcher do the research in weekdays, most of the students which is intensively present in the campus is come from this badge.

b. Batch

Table 4.2 Grouping Respondent based on Batch

<table>
<thead>
<tr>
<th>Batch</th>
<th>Number of Student</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>29</td>
<td>32%</td>
</tr>
<tr>
<td>2010</td>
<td>35</td>
<td>39%</td>
</tr>
<tr>
<td>2009</td>
<td>12</td>
<td>13%</td>
</tr>
<tr>
<td>2008</td>
<td>14</td>
<td>16%</td>
</tr>
<tr>
<td>Total</td>
<td>90</td>
<td>100%</td>
</tr>
</tbody>
</table>

Based on the Table 4.2 can be seen that of the most respondents come from batch 2010 with percentage 39% as many as 35 respondents, the second rank is from batch 2011 with percentage 29% for 29 respondents, the third rank is from batch 2008 as many as 14 respondents with percentage 16% and the smallest portion is come from batch 2009, as many as 12 respondents which is have a portion of percentage 12% from the total.
c. **Faculty**

Table 4.3. Grouping Respondent based on Faculty

<table>
<thead>
<tr>
<th>Faculty</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>37</td>
<td>41%</td>
</tr>
<tr>
<td>Communication</td>
<td>25</td>
<td>28%</td>
</tr>
<tr>
<td>Engineering</td>
<td>12</td>
<td>13%</td>
</tr>
<tr>
<td>International Relation and Business Administration</td>
<td>16</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>90</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Based on the table 4.3 the respondent mostly come from faculty of management, the percentage is 41% (37 respondents), the second largest respondents from faculty of communication with percentage the 28% (25 respondents), the third largest respondent from faculty of engineering 13% (12 respondents), while the other 18% (16 respondents) comes from faculty of International Relation and Entrepreneur.

d. **Income (Monthly)**

Table 4.4 Grouping Respondent based on Income

<table>
<thead>
<tr>
<th>Income (Monthly)</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;Rp 500,000</td>
<td>5</td>
<td>6%</td>
</tr>
<tr>
<td>&gt;Rp 500,000- Rp1,000,000</td>
<td>11</td>
<td>12%</td>
</tr>
<tr>
<td>&lt;Rp 1,000,000-Rp1,500,000</td>
<td>48</td>
<td>53%</td>
</tr>
<tr>
<td>&gt;Rp 1,500,000-Rp 2,000,000</td>
<td>22</td>
<td>24%</td>
</tr>
<tr>
<td>&gt;Rp 2,000,000</td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>90</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

The researcher analyzed the respondent’s characteristic also from the income. Income in here means that how much money every month that the respondents received from the parents in order to fulfill their daily necessity. The Table 4.4 described that most of the respondents 53% (48 respondents) stated that every month they have an income Rp 1,000,000-1,500,000, besides, the second largest portion is 24% (22 respondents) declared that their income is Rp 1,500,000- Rp2,000,000, the third rank is 12% (11 respondents) answered that their monthly income is Rp 500,000-
Rp 1,000,00, while, The smallest percentages are 6% (5 respondents), stated their income is < Rp500, 000 monthly and the other portion 4% (4 respondents) confirmed that they have received monthly allowance>Rp 2,000,000

4.2. Hypothesis Test

4.2.1. Model Evaluation

This research have purpose to determine how significant the relationship between celebrity endorser (Dian Sastrowardoyo) towards consumer purchase intention of L'Oreal White-Perfect Melanin-Vanish Cream. Therefore, in this data interpretation will be shown some models and graph that describe the significant and the relationship independent variables into the dependent variable

Table 4.5 Coefficients Celebrity Endorser Dimension toward Consumer Purchase Intention

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>.646</td>
<td>.551</td>
<td></td>
<td>1.173</td>
</tr>
<tr>
<td>Visibility</td>
<td>-.141</td>
<td>.116</td>
<td>-.107</td>
<td>-1.223</td>
</tr>
<tr>
<td>Credibility</td>
<td>.368</td>
<td>.093</td>
<td>.359</td>
<td>3.977</td>
</tr>
<tr>
<td>Attraction</td>
<td>.604</td>
<td>.085</td>
<td>.561</td>
<td>7.096</td>
</tr>
<tr>
<td>Power</td>
<td>-.007</td>
<td>.075</td>
<td>-.008</td>
<td>-.099</td>
</tr>
</tbody>
</table>

Dependent Variable: Purchase.Intention
Source: Statistical Package for Social Science (SPSS) and Primary Data
The results of the coefficients Table 4.5 shows the significant value (sig.) for every independent variables relation. The value could be stated with standard partial regression coefficients, based on multiple regression results is:

\[ Y = 1.173 -0.141X_1 + 0.368X_2 + 0.604X_3 -0.007 + e \]

From the formula above, it is clearly explain that independent variable Credibility and Attraction has positive and significant value to dependent variable (purchase intention), which is determined, by the positive value of B and the acceptable significant value <0.1.

While, in the other side the visibility and power dimension is not give positive and significant value to dependent variable because of the minus value is occurs in the B value and the value of significant is less (<) than 0.1. The result of data processing obtained from the above equation is able to be described in the histogram of regression standardize residual as follows:

![Histogram](image)

**Figure 4.1 Regression Standardized Residual**

Source: Statistical Package for Social Science (SPSS) and Primary Data
4.3. Classical Assumption

4.3.1. Normal Probability Plot

The figure 4.2 shows that the data is still normally distributed, the points still along an approximately with the straight line drawn. The figure normal plot of regression standardizes residual with visibility, credibility, attractiveness and power as independent variable and customer intention as dependent variable nearly make a straight line. The writer can make conclusion that the data has followed a linear relationship model and the standardizes deviation has followed the normal standardized distribution.

![Normal P-P Plot of Regression Standardized Residual](image)

**Figure 4.2 Normal P-P Plot of Regression Standardized Residual**

*Celebrity Endorser towards customer purchase intention*

*Source: Statistical Package for Social Science (Spss) and Primary Data*
4.3.2. **Heteroscedasticity**

Data are normally distributed if the points evenly spread off in the above 0 area and below 0 area, moreover, the points also have to not made a pattern. If there are tendencies the points to make a pattern, its means the data is not normally distributed and considered as heteroscedasticity.

Furthermore, the points area spread must be in the average values -2 to 2. The figure 4.3 shows that the data spread evenly through the above 0 area and below 0 area. It is not made a pattern as well, thus the researcher stated that the data have tendency to become homoscedasticity and normally distributed.

**Scatterplot**

*Dependent Variable: purchase.intention*

![Scatterplot Image]

**Figure 4.3 Heteroscedasticity Figures**
Source: Statistical Package for Social Science (Spss) and Primary Data
4.3.3. Multicolinearity

Multicolinearity could be indicate based on two values, first is the value of *Tolerance* and second is the value of *VIF* (*Variance Inflation Factor*). *Tolerance* is an indication of the percent of variance in the predictor that cannot be accounted for by the other predictors (Situmorang et al, 2008:104), the general value to measure *Tolerance* is greater 0.1 or close to 1, whereas the acceptable value for VIF is less than 5, in order to verify that there is no multicolinearity.

From this table 4.6, the tolerance result from Visibility is .751, Credibility is .708, Attraction is .924, and Power .989, all the values is still above 0.1 thus, it is still passed the criteria of Tolerance so, the data still can be used. Besides, VIF value result from visibility is 1.332, credibility is 1.413, attractiveness is 1.083 and power 1.011 which validated that there is no Multicolinearity between the independent variables because the value is still less than <5.

**Table 4.6. Multicolinearity Table**

<table>
<thead>
<tr>
<th>Model</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>1</td>
<td>Visibility</td>
</tr>
<tr>
<td></td>
<td>Credibility</td>
</tr>
<tr>
<td></td>
<td>Attraction</td>
</tr>
<tr>
<td></td>
<td>Power</td>
</tr>
</tbody>
</table>

Dependent Variable: Purchase.Intention

Source: Statistical Package for Social Science (Spss) and Primary Data
4.4. Regression Model Summary

Table 4.7 Model Summary Table

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.713</td>
<td>.509</td>
<td>.486</td>
<td>.30304</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Power, Visibility, Attraction, Credibility
b. Dependent Variable: Purchase. Intention

Source: Statistical Package for Social Science (SPSS) and Primary Data

Adjusted- R-square is used to measure the proportion or the percentage contribution of each independent variable, which is Visibility (X1), Credibility (X2), Attractiveness (X3), and Power (X4) toward the dependent variable consumer purchase intention (Y) simultaneously. Based on the Table 4.7 Adjusted R-square value is .486 this value indicates that Dian Sastro role as brand ambassador endorsing L’Oreal white perfect cream product is affecting 48.6% consumer purchase intention to buy the product, and the remaining 51.4% influenced by other factors that not examined in this study.

4.5. F-test

From the Table 4.8 Anova table, obtained the F value is 22.004 which is > F-table 2.145 with sig 0.000 <alpha 0.1, so the model could be stated that visibility, credibility, attractiveness, and Power simultaneously are give significant influence on consumer purchase intention of L’Oreal White-Perfect cream. Thus, this model could answer the research hypothesis, as follow:

H0: Celebrity endorser dimensions (Visibility, Credibility, Attractiveness and Power) influence consumer purchase intention, is accepted because the value above shows that relationship between dependent variable and
independent variable is quite strong which is proved by the significant value .000 less than <0. Therefore, hypothesis H1: Celebrity endorser dimensions (Visibility, Credibility, Attractiveness and Power) will not influence consumer purchase intention is proven to be rejected.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>8.083</td>
<td>4</td>
<td>2.021</td>
<td>22.004</td>
<td>.000b</td>
</tr>
<tr>
<td>Residual</td>
<td>7.806</td>
<td>85</td>
<td>.092</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>15.889</td>
<td>89</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Power, Visibility, Attraction, Credibility

Source: Statistical Package for Social Science (SPSS) and Primary Data

4.6. T-test

Hypothesis test in here will describe in partial way, which means it measure each dimensions of celebrity endorser (Dian Sastrowardoyo) as independent variable to consumer purchase intention on buying L’Oreal white perfect cream as the dependent variable. T-test will determine the significant level of the influence every each (X) variable independent (visibility, credibility, attractiveness, and power) to purchase intention (Y-dependent variable).

Based on the Table 4.9, shows that Dian Sastrowardoyo visibility (X1), in celebrity endorser dimension has not significantly influence consumer purchasing intention to buy L’Oreal white perfect cream. It showed by the t-value result which is -.1.223 < t-table 1.66 and significant value 0.225 > sig 0.value.1, this value point out that there is
heteroscedasticity disruption. The cumulative plot can be seen in the view of the partial regression with following results:

Table 4.9 Dian Sastro Visibility (X1) Towards Consumer Purchase Decision of L’Oreal White Perfect Cream

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.626</td>
<td>.551</td>
<td>1.173</td>
</tr>
<tr>
<td></td>
<td>Visibility</td>
<td>-.141</td>
<td>.116</td>
<td>-.107</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase.Intention

Source: Statistical Package for Social Science (Spss) and Primary Data

Besides, according to figures 4.4, partial regression plot of visibility to purchase intention, it shows that the data are not normally distributed the spreading pattern is not equally spread off. The points are more widely spread above 0, so the tendency is the points makes a pattern. If the points have tendency to make a pattern, its means the data are not normally distributed and considered to become heteroscedasticity.

![Partial Regression Plot](image)

Figure 4.4. Visibility Towards Customer Purchasing Decision

Source: Statistical Package for Social Science (Spss) and Primary Data
Based on the figures 4.4, partial regression plot of visibility to purchase intention, it shows that the data are not normally distributed the spreading pattern is not equally spread off. The points are more widely spread above 0, so the tendency is the points makes a pattern. If the points have tendency to make a pattern, its means the data are not normally distributed and considered to become heteroscedasticity.

The overall interpretation could be stated that visibility (X1) has no positive significant influence on consumer purchase decision. The popularity of Dian Sastro is not really encourage the consumer who see the TV advertising have desire in buying L’oreal white perfect product which is endorse by her, this symptom could be caused of Dian Sastrowardoyo is not intensively presence in TV ads or TV serial for this recent years, so the popularity is significantly decreasing.

Table 4.10 Dian Sastro Credibility (X2) towards Customer Purchase Intention of L’Oreal White Perfect Cream

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.646</td>
<td>.551</td>
<td>1.173</td>
</tr>
<tr>
<td></td>
<td>Credibility</td>
<td>.386</td>
<td>.093</td>
<td>.359</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase Intention

Source: Statistical Package for Social Science (SPSS) and Primary Data

In the Table 4.10 shows that Dian Sastrowardoyo credibility (X2), in celebrity endorser dimension has significant influence in consumer purchase intention to buy L’Oreal white perfect product. This is showed by the t-value result which is 3.977 > T-Table 1.66 with significant value = 0.000. Credibility variable (X2) also present that it has positive correlation to purchase intention because the value B = 0.386 which means that if Dian Sastro credibility increases by 1 unit, the consumer purchase intention also increased by +0.386 units. In plot figures of the partial regression it could be illustrated as:
Figure 4.5  Dian Sastro credibility towards consumer purchase intention

Source: Statistical Package for Social Science (Spss) and Primary Data

Based on figure 4.5 the partial regression plot of credibility variable to purchase intention, it shows that the data are normally distributed, the points spread evenly and not made a pattern, the points amount above 0 and below 0 is nearly balanced, so there is no indication the heteroscedasticity will occurs in this variable. Because of that the researcher could stated that there is positive and significant relationship between Dian Sastro Credibility to consumer purchase intention.

The results of the questionnaire calculation also proved that the commonly respondents agreed that Dian Sastro give a good knowledge about L’Oreal white perfect product information and she also able to make the consumer confidence to use the product and trust the brand. This positive result have an implication to the advertising story board, white perfect ads designed to make the consumer feel closer to Dian Sastro, so the audience could feel her
charisma, natural beauty, and the her credibility in delivering the message. Therefore, the scene, which is display the ads more focus on the daily activities with intense personal dialogue.

Table 4.11. Dian Sastro Attractiveness (X3) toward consumer purchase intention of L’Oréal White Perfect Cream

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.646</td>
<td>.551</td>
<td>1.173</td>
</tr>
<tr>
<td></td>
<td>Attractiveness</td>
<td>.604</td>
<td>.085</td>
<td>.561</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase Intention

Source: Statistical Package for Social Science (SPSS) and Primary Data

In the table 4.11 shows that Dian Sastrowardoyo Attractiveness (X3), in celebrity endorser dimension has influence in consumer purchase intention to buy L’Oréal white perfect product. This is showed by the t-value result which is 7.096 > t-table 1.66 and significant value = 0.000 which is <0.1.

From this result could be stated that Dian Sastro Attractiveness positively and significantly influence consumer purchase intention. Whereas, the value B =0.604 means attractiveness variable increases by 1 unit, the consumer purchase intention will increased by 0.604 units. In plot figures of the partial regression this model could be illustrated with the partial regression plot.

Based on figure 4.6, the partial regression plot of attractiveness variable to purchase intention. The points spread evenly under 0, above 0. The points also not made pattern so there is no tendency heteroscedasticity will occurs in this variable. Because of that, the researcher could state that there is positive and significant relationship between Dian Sastrowardoyo attractiveness to purchase intention of L’oreal white perfect cream.
a. Dependent Variable: Purchase Intention

**Figure 4.6 Dian Sastro attraction towards consumer purchase intention**

From the positive value above, the researcher could explain and proved that Dian Sastro have influence to appeal consumer who has watched the TV ads by her attraction dimension. This dimension is including likeability and the similarity the product to the endorser personality.

The questionnaire results also described that most of the respondent agreed that Dian Sastro has a good appearance, and in the other side, the respondents also agreed that Dian Sastro is suitable and match to be the brand ambassador because her personality image connected with the product, which is being advertised.
Table 4.12 Dian Sastro’s Power (X4) toward consumer purchase intention of L’Oreal White Perfect Cream

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>1.432</td>
<td>.564</td>
<td>2.540</td>
</tr>
<tr>
<td></td>
<td>Power</td>
<td>-.007</td>
<td>.075</td>
<td>-.099</td>
</tr>
</tbody>
</table>

Dependent Variable: Purchase Intention
Source: Statistical Package for Social Science (SPSS) and Primary Data

In the Table 4.12 shows that Dian Sastrowardoyo Power (X4), in celebrity endorser dimension is not significantly influence in consumer purchase intention to buy L’Oreal white perfect product. It described by the t-value which is -0.099 < t-table 1.66 and significant value = 0.921 which is greater than 0.1, this results proved that power dimension variable (X4) is has no significantly influence consumer purchase intention of L’Oreal white perfect product.

In plot figures of the partial regression this model could be illustrated as the Figure 4.7 on the partial regression plot of power variable to purchase intention. Which is shown that the points is not evenly spreading under 0, above 0, most of the points located under 0. The points also have tendency to make pattern and group so heteroscedasticity will occurs in this variable. Because of that, the researcher could state that there is no significant relationship between Dian Sastrowardoyo attractiveness to purchase intention of L’oreal white perfect cream.
According this the results, the researcher could explain that Dian Sastro has not significantly give power to drive consumer intention to buy L’Oreal White-Perfect product, she able to stimulate consumer mind through another celebrity endorser dimensions the TV ads, but the power dimension itself has not give significant influence.

This matter could cause by the level of audience adoration toward Dian Sastro. Royan, (2005) stated the high level of audience worship toward the endorser, it will give strong impetus to the audience in buying the advertised product. In this research the president university student feedback about their adoration toward Dian Sastro personality not give high score, so there is no significant and positive score result.
V. CONCLUSION AND RECOMMENDATION

5.1. Conclusion

Based on the analysis, which has done in previous chapter, there are several conclusions, which could be stated for this research:

1. Using Dian Sastrowardoyo as L’Oreal Brand ambassador to endorse White perfect cream product in TV ads is 49% positively and significantly influence the Purchase intention of President University student, whereas the remaining 51% is influenced by the other variable, which is not being investigated in this research.

2. The correlation of independent variable to dependent variable could be described clearly as: visibility and power dimensions have no significant influence to purchase intention shows by the visibility value $B = -0.141$ with sig 0.225, while, for the Power dimension value of $B = -0.007$ with sig 0.921. Meanwhile, the attraction and power dimension have significant influence on purchase intention which proved by the attraction dimension value of $B = 0.604$ with sig 0.000 and credibility value of $B = 0.368$ with sig 0.000.

3. Attraction (X3) is the most dominant variable from celebrity endorser theory VisCAP related to Dian Sastrowardoyo as L’Oreal Brand Ambassador who is endorsing White-perfect product. Attraction variable is consisting of likeability and similarity. It means that according to President University Student Dian Sastrowardoyo has attractive appearance and personality, which can influence their purchase intention. While, the similarity between the product (white-perfect) and Dian Sastrowardoyo image in TV ads is suitable and match up, thus it also makes this variable have the highest score and dominantly effecting the PU students purchase intention.
5.2. Recommendation

The recommendation that the researcher could give based on this research, as follow:

5.2.1. For the Company

1. L’Oreal Indonesia, especially-Dermo Expertise division need to expand the strategy in promoting the product, because the portion of using celebrity endorser is only influence 48% consumer purchase intention. The other strategy that could be used to generate sales could be come from promotion tools such as: sales promotion tools such as: discount, bundling, price cut off etc (Kotler, 2008)

2. In choosing the celebrity endorser to represent one brand or product, it should be considered about the four dimension (visibility, credibility, attraction, power), but based on this research the celebrity endorser with high engagement will influence consumer purchase intention. So, it means it would become a valuable asset if the company chooses an endorser who has high attraction dimension in consumer eyes, attraction in here including the likeability and similarity between the endorser personality and the product.

5.2.2. For The Researcher

1. For the next research, it would be better if the researcher can conduct the research with more population with more general respondent characteristic, in order to get more valid and reliable result.

2. The scope of the influence of celebrity endorser study could be broader, for example the next researcher could add another depended variable not just focusing in purchase intention.
REFERENCES

Books


