

# CELEBRITY ENTREPRENEURSHIP: UNDERSTANDING EFFECT OF SELF CONGRUENCE, CREDIBILITY, SOCIAL MEDIA INTERACTION AND BRAND ATTACHMENT IN CELEBRITY PRODUCT PURCHASE INTENTION

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## ABSTRACT

In the contemporary digital age, celebrity entrepreneurs have emerged as a noteworthy phenomenon, capitalizing on their notoriety to develop innovative products. This study investigates how brand attachment mediates the relationship between self-congruence, credibility, social media interactions, and purchase intentions. This research uses quantitative methods. This research uses quantitative methods. The sample in this study amounted to 271 respondents taken using a purposive sampling technique by distributing questionnaires. The method of data analysis employs Smart PLS to evaluate t-tests, validity and reliability assessments, and reliability tests. The research results show that each variable has a positive correlation which shows how important self-congruence, celebrity credibility, and social media interaction are to potential consumers' purchase intention towards celebrity products, and is mediated by brand attachment. This results in consumers developing a sense of loyalty towards the product brand, consequently stimulating their intention to make a purchase. This research is slightly different from previous research which examined brand attitude as a mediating variable. Researchers explored and changed these variables into brand attachment. This research and previous research only have one hypothesis in common, namely H6. However, in reality, even though they have the same hypothesis, the results obtained from this research and previous research are different. In previous research, the credibility variable did not influence purchase intention, whereas in this study the celebrity credibility variable had a positive and significant influence on the purchase intention variable.

**Keywords:** celebrity entrepreneur, self-congruence, celebrity credibility, social media interaction, purchase intention, brand attachment.

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## INTRODUCTION

Researchers and business professionals have become intrigued by a phenomenon brought about by the exponential expansion of social media usage and the growing sway of celebrities in determining consumer trends: Celebrity Entrepreneurship (Nouri, 2018). In a time when public figures are recognized not only for their accomplishments in the entertainment industry but also as prosperous businesspeople, it is crucial to comprehend the determinants that impact the intention to purchase products endorsed by celebrities.

Various celebrity star brands will have an impact on fans or the community, thereby increasing high expectations for the brand. Many celebrities have built their star brands (Yang, 2018). Celebrity entrepreneurship is starting to become a trend among celebrities, but there is still little research on the phenomenon of celebrity entrepreneurship.

Previous research has tried to delve into various specific aspects of celebrity entrepreneurship, but there is still a growing academic debate regarding the various variables that play a key role in understanding consumer purchase intention regarding products endorsed by celebrities (Teng et al., 2020), (Özer et al., 2022), (Liu et al., 2020). The opportunity to integrate previous findings and

investigate the impact of new variables such as self-congruence, credibility, social media interaction, and brand attachment in this context is essential.

Hence, this study endeavors to address a void in the existing body of knowledge by investigating the correlation between self-congruence, credibility, social media interaction, brand attachment, and intention to purchase products endorsed by personalities. This research is predicated on an attempt to comprehend the holistic and comprehensive impact of these diverse variables, thereby providing a more complete picture of consumer behavior in the context of celebrity entrepreneurship.

This research not only attempts to engage existing academic debates but also presents a significant contribution to the literature through a more integrated approach. By drawing upon previous research findings, this study establishes the necessity and pertinence of comprehending the notion of celebrity entrepreneurship and paves the way for a more profound exploration of how celebrities sway consumer preferences.

To offer valuable guidance to business practitioners seeking to optimize the impact of celebrity entrepreneurship in product marketing, it is anticipated that the outcomes of this study will not only furnish researchers in this field with in-depth insights but also yield such guidance. This research is anticipated to make a scientific contribution by establishing a foundation for a more comprehensive comprehension of consumer dynamics in the era of celebrity entrepreneurship, an industry that is experiencing exponential growth.

## **LITERATURE REVIEW AND DEVELOPMENT HYPOTHESES**

### *Self Congruence*

Self-congruence pertains to the alignment or coherence between an individual's self-perception and their actions, principles, and sense of self (Sirgy et al., 2016). It is a concept frequently used in psychology, especially in the context of personal development and social psychology. Self-congruence can play an important role in forming a positive self-concept. Congruence between self-image and positive behavior can increase self-satisfaction, psychological well-being, and healthy interpersonal relationships. Thus, self-congruence is defined as an effort to achieve consistency between one's self-image, various values, and behavior, which can play an important role in personal development and psychological well-being (Kim, 2023).

### *Celebrity Credibility*

Celebrity credibility refers to the extent of public trust in a celebrity as a public figure or endorser of a particular product, service, or issue (Hussain et al., 2020). This credibility has a big influence on how people respond to and view something promoted by a celebrity. Celebrities have a big influence on society because they are often the center of public attention. Therefore, when they support or promote a product or issue, this can influence people's perceptions and attitudes towards it. In addition, celebrity credibility is not only related to their fame but also to their image and integrity. If celebrities are considered to have high integrity, then it is likely that people will be more likely to believe in what they convey or support (Winterich et al., 2018).

### *Social Media Interaction*

Social media interaction refers to the activity of exchanging information and experiences between persons using social media platforms (Kao et al., 2016). Social media interaction refers to all forms of engagement, communication, and exchange of information between users on various social media platforms. Social media interaction includes various activities, from posting statuses, comments, and likes, to sharing multimedia content such as photos and videos. Social media interaction is crucial for fostering communities, spreading knowledge, and enhancing connectivity among individuals. It also provides a means for individuals and brands to build and maintain relationships with their audiences (Pearson, 2016).

### *Brand Attachment*

Brand attachment is defined as the extent to which consumers sense an emotional connection to a brand, as evidenced by the intensity of positive emotions associated with affection (Ghorbanzadeh & Rahehagh, 2021). Brand attachment pertains to the extent of emotional and psychological affinity that consumers possess towards a brand. It reflects the extent to which consumers feel a strong and meaningful connection with a brand, beyond just a buying and selling transaction. A stronger bond between consumers and brands is established through brand attachment; this can positively influence customer retention, brand advocacy, and consumer loyalty. Brand attachment is often closely related to brand identity. Consumers are more inclined to establish an emotional connection with a brand when they perceive that the business's values, vision, or mission are in harmony with their values (Lin et al., 2021).

#### *Purchase Intention*

Purchase intention refers to the inclination or deliberate desire to acquire a particular goods or service (Suki, 2016). In addition, purchase intention can be defined as the inclination to make a purchase, as evidenced by an individual's actual behaviors, such as the choice to purchase or abstain from purchasing a product or service (Dachyar & Banjarnahor, 2017). According to Mardhatillah (Mardhatillah, 2020), the term "purchase intention" pertains to the conscious inclination or desire of an individual to obtain a particular product or service. This reflects the consumer's level of confidence or desire to make purchases in the future. This concept is often used in the context of marketing and consumer research to understand consumer behavior and plan effective marketing strategies (Morgan et al., 2019).

#### *Self-congruence and Brand Attachment*

Self-congruence, within the realm of brand attachment, pertains to the degree to which a brand aligns with and corresponds to a consumer's identity and values (Huang et al., 2017). Consumers tend to form attachments to brands that reflect their identity. If a brand matches or strengthens various aspects of the consumer's self, then the consumer is likely to develop a stronger attachment to the brand. This is following research from (Hollenbeck & Kaikati, 2012), (Aaker, 1999), and (Ekinci et al., 2013). The study demonstrates that self-congruence exerts a favorable and substantial impact on brand attachment.

H1: Self-congruence has a significant positive effect on brand attachment

#### *Celebrity Credibility and Brand Attachment*

Celebrity credibility concerning brand attachment refers to the degree to which a celebrity's presence or involvement with a brand might impact the level of consumer attachment to that brand (Eng & Jarvis, 2020). The utilization of celebrities as endorsers can significantly influence consumer views of a company, making it a crucial occurrence in the realm of marketing. The credibility of a celebrity can increase the level of confidence that consumers have in a brand. If a celebrity is considered to have a good reputation, consumers tend to trust the brand they advertise more. The establishment of an affective connection between consumers and brands is facilitated by this trust. This is by research from (Erdem et al., 2006), (Sahi et al., 2016), and (Natalia & Rizan, 2021) which indicates that brand attachment is significantly and positively influenced by celebrity credibility.

H2: Celebrity credibility has a significant positive effect on brand attachment

#### *Social Media Interaction and Brand Attachment*

Brand attachment is significantly impacted by social media interaction (VanMeter et al., 2018). Social media offers a medium for people to directly engage with brands. Positive and personalized responses from brands to consumer comments or questions can increase feelings of emotional connection. Additionally, social media also allows brands to build and strengthen their brand identity. Through visual content, narrative, and various brand values conveyed through social media platforms, consumers can feel connected and in line with the brand identity. This is following research from

(Hudson et al., 2015), (Dwivedi et al., 2019), and (Li et al., 2020) The study affirms that social media interaction exerts a favorable and noteworthy impact on brand attachment.

H3: Social media interaction has a significant positive effect on brand attachment

#### *Brand Attachment and Purchase Intention*

Brand attachment refers to the extent to which a consumer feels an intimate and emotional connection to a particular brand (Dwivedi et al., 2019). A strong visceral connection to a brand increases the likelihood that a consumer will intend to purchase it. Brand attachment fosters an affective connection between consumers and brands. When consumers perceive that a brand reflects their values, has a positive image, or provides a satisfying emotional experience, they tend to form strong emotional bonds. This is under research from (Olhats et al., 2013), (Jr, 2012), and (Park et al., 2010). The study concludes that brand attachment exerts a favorable and substantial impact on purchase intention.

H4: Brand attachment has a significant positive effect on purchase intention

#### *Self-congruence and Purchase Intention*

Self-congruence, in the context of purchase intention, pertains to the degree to which consumers' impressions of a specific brand or product align with their self-image or personal identity (Chen et al., 2021). In other words, the extent to which a consumer's experience or perception of a brand or product reflects the values, personality, and identity of that consumer. Consumers have a certain self-image or identity that they want to project to others. This identity can include values, lifestyle, preferences, and other characteristics. When consumers perceive that a brand or product reflects their identity well, this creates a high level of self-congruence. This is following research from (Jacob et al., 2020) and (Mahmoud, 2018). The study establishes that self-congruence exerts a favorable and substantial impact on purchase intention.

H5: Self-congruence has a significant positive effect on purchase intention

#### *Celebrity Credibility and Purchase Intention*

In the context of purchase intention, celebrity credibility reflects the extent to which the presence and endorsement of celebrities can influence consumer purchasing decisions (Ertugan & Mupindu, 2019). With strong celebrity credibility, consumers tend to have more positive intentions toward purchasing products or brands endorsed by celebrities. Therefore, many companies use marketing strategies involving celebrities to increase consumer appeal and trust in their products or brands. This follows research from (Popescu, 2014), (Forbes, 2005), and (Lafferty & Goldsmith, 1999) which state that celebrity credibility has a positive and significant influence on purchase intention.

H6: Celebrity credibility has a significant positive effect on purchase intention

#### *Social Media Interaction and Purchase Intention*

Social media interaction has a significant impact on purchase intention (Alalwan, 2018). Through social media platforms, consumers can access product information easily. Interaction with content such as reviews, testimonials, and product demos can influence consumer perceptions of the product. Information provided by other users or the brand itself via social media can form positive perceptions that increase purchase intention. This is under research from (Pansari & Kumar, 2017), (Obilo et al., 2021), and (Efendioğlu, 2022). According to the findings of the study, social media interaction significantly and favorably influences purchase intention.

H7: Social media interaction has a significant positive effect on purchase intention

#### *The mediating role of Brand Attachment in the relationship between Self Congruence and Purchase Intention*

The influence of self-congruence towards brand attachment can be observed when individuals perceive a congruence between their self-image and the brand's image, which increases the likelihood of developing an affective connection with the brand (Yuanita & Marsasi, 2022). Brand attachment

can then be a mediator between self-congruence and purchase intention. This means that a strong emotional bond with a brand can increase the possibility that consumers will have purchase intentions towards products or services from that brand. This is in accordance with research from (Yuanita & Marsasi, 2022), (Manoppo & Pandowo, 2020), and (Hatta et al., 2022). The study demonstrates that self-congruence exerts a favorable and substantial impact on purchase intention through brand attachment.

H8: Brand attachment mediates the significant positive relationship between Self-congruence and purchase intention

*The mediating role of Brand Attachment in the relationship between Celebrity Credibility and Purchase Intention*

Celebrity credibility can influence purchase intention through several channels, one of which is through brand attachment (Nascimento, 2019). When consumers regard a celebrity as a trustworthy and compelling individual, they will probably develop an emotional connection with the brand that the celebrity endorses. Brand attachment can enhance purchase intention as consumers who experience an emotional affinity towards a brand are more inclined to select and purchase products or services from that brand. This is in accordance with research from (Hwang et al., 2021) and (Mahmoud, 2018) The study affirms that celebrity credibility has a favorable and noteworthy impact on purchase intention by fostering brand attachment.

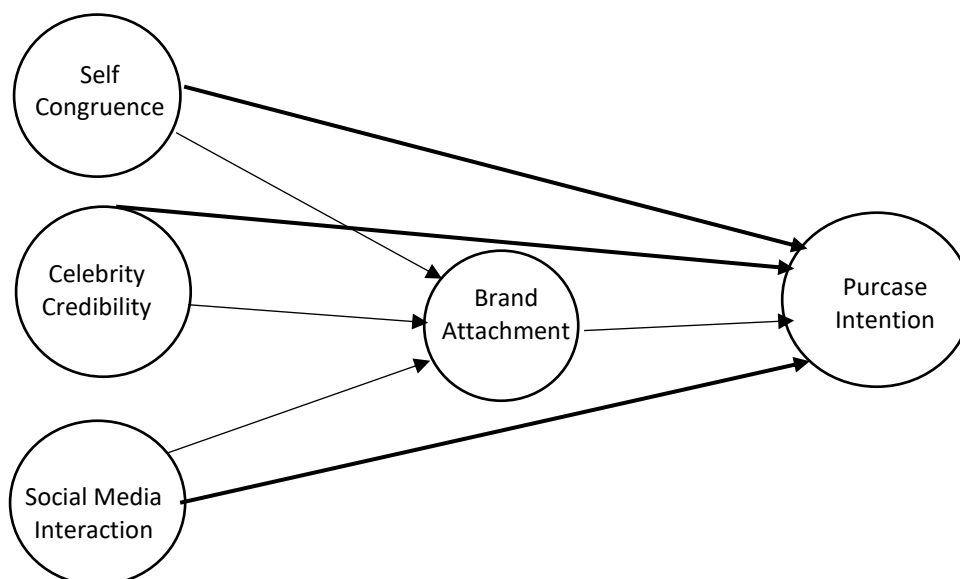
H9: Brand attachment mediates the significant positive relationship between Celebrity credibility and purchase intention

*The mediating role of Brand Attachment in the relationship between Social Media Interaction and Purchase Intention*

Positive interactions on social media can create positive experiences for consumers, which can then strengthen brand attachment (Dwivedi et al., 2019). A strong affinity towards a brand has the potential to inspire and motivate consumers to sustain a relationship with it. With a strong brand attachment, consumers tend to have higher purchase intentions because they feel emotionally connected to the brand. This is in accordance with research from (Rutter et al., 2016), (Hwang et al., 2021), and (Mahmoud, 2018). The study demonstrates that social media interaction has a favorable and substantial impact on purchase intention via fostering brand attachment.

H10: Brand attachment mediates the significant positive relationship between Social media interaction and purchase intention.

**Figure 1**  
Conceptual Model



## RESEARCH METHODS

The theory that researchers use to test the mediation hypothesis is the self-verification theory. This theory states that individuals are encouraged to confirm, affirm, and maintain pre-existing self-concepts (Jr, 2012). Self-verification theory can also be defined as a psychological theory that suggests that individuals tend to seek confirmation of their views, both positive and negative (Akun & Behrem, 2019). In other words, people tend to seek or create situations that match their self-views, so that they can feel treated following their expectations or beliefs about themselves (Spilka et al., 2019).

In the context of brand attachment, self-verification theory can be related to the way individuals seek confirmation of their identity or self-image through involvement with a particular brand (Thomassen, 2017). If a person has a positive self-view related to certain values or attributes, they may tend to choose and attach to brands that reflect or confirm their self-view (Huber et al., 2018).

Testing the brand attachment variable as a mediating variable can be related to efforts to understand how the relationship between confirmation of self-identity through brands and various psychological or behavioral outcomes occurs (Babic-Hodovic et al., 2023). In this context, brand attachment can be considered as a mediator that helps explain why self-identification with a particular brand can influence certain outcomes, such as purchase intention.

### *Measures*

In general, researchers adopt the concept of (Teng et al., 2020) in measuring existing variables. The self-congruence variable's question scale assesses the degree to which consumers' perceptions of celebrity products correspond with their image or identity. The celebrity credibility variable is assessed using a question scale that inquires about the degree to which consumers place trust in the celebrity's expertise, integrity, and knowledge concerning the product. The question scale used for the social media interaction variable focuses on the level of consumer participation and interaction with celebrities on social media platforms. The brand attachment variable is assessed through a question scale that centers on the extent to which consumers feel emotive and affective connections to the brand that the celebrity endorses. The question scale used for the purchase intention variable focuses on the extent to which consumers have the intention to buy products promoted by celebrities.

### *Data and Sample*

This study uses a quantitative approach. The data were gathered through the administration of a questionnaire survey, which utilized a five-point Likert scale that varied from "strongly disagree" (score 1) to "strongly agree" (score 5). This questionnaire was distributed to WhatsApp groups, social media, close friends, and the wider community. This research also uses a purposive sampling approach where the sampling method is very appropriate for this research. Considering this technique allows researchers to obtain more accurate information.

This research uses an online questionnaire that is created and administered by yourself using Indonesian. The questionnaire was then distributed and given to respondents throughout Indonesia. All measurement items were modified and adapted from previous research to help achieve the objectives of this research so that the measurement instruments can be adapted to the context of celebrity entrepreneurs.

### *Analysis Data*

In this study, the data analysis method used was SEMPLS with Smartpls 4 software, using a measurement model and a structural model. The former relates to how the indicators and the latent variables they help assess are related to each other. The latter takes into account the connections between the latent constructs. PLS-SEM has the ability to work efficiently with a variety of sample sizes, both large and small samples, and increased model complexity, and assumptions that do not require normally distributed data (Hair et al., 2011).

### Validity and Reliability

Convergent and discriminant validity are two categories of PLS-SEM validity (Binus, 2023). The principle that constructs dimensions should be highly correlated is referred to as the convergent validity relationship (Hamid & Anwar, 2019). This validity test was carried out using reflective indicators in the SmartPLS 4.0 program. The loading factor value is displayed for each construct indicator. 0.7 is the minimal value (Hair et al., 2019). Meanwhile, discriminant validity itself is defined as the idea that measurements of different constructs should not show significant correlations (Hamid & Anwar, 2019).

Based on Table 1, the loading factor and AVE values for all variables in convergent validity testing are >0.5, so in this case each item can be said to be valid. Reliability testing can be used to prove or show that an instrument is accurate, reliable, and stable when measuring a particular construct (Hamid & Anwar, 2019). The composite reliability value, whose Cronbach's alpha must be greater than 0.7, is a general rule for assessing construct reliability (Hair et al., 2019). The Cronbach's alpha values for the following variables: self-congruence, celebrity credibility, social media interaction, brand attachment, and purchase intention, are as follows: 0.924, 0.921, 0.917, 0.940, and 0.942, respectively, all of which are greater than or equal to 0.7, as shown in Table 3. Likewise, the composite reliability values also both show results of more than 0.7, namely 0.946, 0.944, 0.942, 0.957, and 0.958 so in this case each item can be said to be reliable.

**Table 1**  
**Convergent Validity and Internal Consistency**

Indicators	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability
BA1	0.87			
BA2	0.936			
BA3	0.941	0.849	0.924	0.946
BA4	0.936			
C1	0.884			
C2	0.907			
C3	0.898	0.808	0.921	0.944
C4	0.905			
PI1	0.918			
PI2	0.931			
PI3	0.92	0.851	0.917	0.942
PI4	0.921			
SC1	0.856			
SC2	0.916			
SC3	0.922	0.814	0.940	0.957
SC4	0.913			
SMI1	0.888			
SMI2	0.913			
SMI3	0.937	0.802	0.942	0.958
SMI4	0.842			

Table 2 demonstrates that the loadings of all indicators on constructs surpass their cross-loadings. For example, the BA1 indicator has a loading value of 0.870, which is greater than the cross-loadings for other constructs, namely 0.713, 0.800, 0.732, and 0.691. Therefore, this model can be said to have met the requirements for discriminant validity.

**Table 2**  
**Cross-Loading**

Variable	Brand Attachment	Celebrity Credibility	Purchase Intention	Self Congruence	Social Media Interaction
BA1	0.870	0.713	0.800	0.732	0.691
BA2	0.936	0.734	0.798	0.807	0.759
BA3	0.941	0.750	0.827	0.784	0.759
BA4	0.936	0.714	0.787	0.755	0.778
C1	0.661	0.884	0.676	0.667	0.543
C2	0.708	0.907	0.726	0.742	0.611
C3	0.734	0.898	0.742	0.792	0.630
C4	0.735	0.905	0.709	0.717	0.619
PI1	0.773	0.732	0.918	0.774	0.730
PI2	0.821	0.733	0.931	0.776	0.748
PI3	0.827	0.764	0.920	0.784	0.708
PI4	0.795	0.700	0.921	0.768	0.678
SC1	0.691	0.704	0.700	0.856	0.668
SC2	0.777	0.736	0.750	0.916	0.712
SC3	0.789	0.762	0.784	0.922	0.725
SC4	0.756	0.733	0.797	0.913	0.690
SMI1	0.738	0.608	0.710	0.683	0.888
SMI2	0.714	0.616	0.713	0.700	0.913
SMI3	0.777	0.653	0.748	0.753	0.937
SMI4	0.672	0.513	0.600	0.633	0.842

*Source: Primary Data, processed 2023*

## RESULT AND DISCUSSION

The questionnaire-based survey employs primary sources and data obtained directly from the research subject. The process of data gathering involved the dissemination of online questionnaires to all participants between the dates of 27 October and 2 November 2023. During the first week of data collection, 271 questionnaires were filled in and returned. Of this number, only 253 respondents were declared valid for statistical analysis.

**Table 4**  
**Respondent Characteristics**

Variable	Category	Frequency	Percentage %
Gender	Women	169	66,8
	Man	84	33,2
Domicile	Jawa	68	26,9
	Sumatera	170	67,2
	Kalimantan	3	1,2
	Bali	2	0,8
Age	16-20	67	26,5
	21-25	104	41,1
	26-30	55	21,7
	31-40	21	8,3
knows of Raffi Ahmad	Yes	267	98,5
	No	4	1,5
has knowledge products of Raffi Ahmad	Yes	253	93,4
	No	18	6,6

*Source: Primary Data, processed 2023*



A direct effect is the relationship between two variables that can be observed through the path coefficient of an exogenous variable to an endogenous variable (Hakam et al., 2015). A variable is considered to have a significant and direct effect when the p-value is less than 0.05.

**Table 5.**  
**Hypothesis and Direct Effect Test Results**

	Original Sample	Sample mean	Standard Deviation	T-Statistik	P.Value	Sig.
SC -> BA	0.311	0.311	0.077	4.065	0.000	Significant
CC -> BA	0.282	0.284	0.078	3.608	0.000	Significant
SMI -> BA	0.381	0.379	0.067	5.725	0.000	Significant
BA -> PI	0.436	0.425	0.086	5.084	0.000	Significant
SC -> PI	0.246	0.247	0.082	3.011	0.003	Significant
CC -> PI	0.171	0.179	0.065	2.634	0.009	Significant
SMI -> PI	0.117	0.119	0.056	2.088	0.037	Significant

Source: Primary Data, processed 2023

The researcher determined that the t-table value for this study, with a significance level of 0.05, was 1.66 before interpreting the hypothesis test. The following describes the relationship between each variable as a consequence of hypothesis testing.

The t statistical hypothesis test indicates that the self-congruence variable has a significant direct influence on the brand attachment variable, with a coefficient of 4,065, which is greater than the critical value of 1.96. Furthermore, at 0.000, the p-value is smaller than the predetermined significance level of 0.05, and H1 is accepted. This means that in this study the self-congruence variable has a significant positive effect on the brand attachment variable.

Based on the results of the t-statistical hypothesis test, it can be concluded that the brand attachment variable is significantly and directly influenced by the celebrity credibility variable (coefficient = 3,608, exceeding the critical value of 1.96). Furthermore, at a p-value of 0.000, the observed significance level is below 0.05, and H2 is accepted. Thus, the celebrity credibility variable has a significant positive effect on the brand attachment variable in this study.

The t statistical hypothesis test findings indicate that the social media interaction variable has a significant direct influence on the brand attachment variable, with a value of 5,725 which is greater than 1.96. Additionally, the p-value is 0.000, which is less than the significance level of 0.05, and H3 is accepted. This means that in this study the social media interaction variable has a significant positive effect on the brand attachment variable.

The t-statistical hypothesis test results indicate that the brand attachment variable has a significant direct influence on the purchase intention variable, with a coefficient of 5,084 (t-value > 1.96) and a p-value of 0.000 (p-value < 0.05), H4 is accepted. This means that in this study the brand attachment variable has a significant positive effect on the purchase intention variable.

The t statistical hypothesis test indicates that the self-congruence variable has a significant direct effect on the purchase intention variable, with a coefficient of 3,011. The p-value of 0.003 confirms that this effect is statistically significant at the 0.05 level, and confirms H5. This means that in this study the self-congruence variable has a significant positive effect on the purchase intention variable.

The t statistical hypothesis test indicates that the celebrity credibility variable has a significant direct influence on the purchase intention variable, with a coefficient of 2,088, which is greater than the critical value of 1.96. Additionally, the p-value of 0.009 is less than the significance level of 0.05, and confirming H6 is accepted. This means that in this study the celebrity credibility variable has a significant positive effect on the purchase intention variable.

The t statistical hypothesis test findings indicate that the social media interaction variable has a significant direct influence on the purchase intention variable, with a coefficient of 2,634. This coefficient is greater than the critical value of 1.96, and the p-value of 0.037 is less than the significance

level of 0.05, confirming H7. This means that in this research the social media interaction variable has a significant positive effect on the purchase intention variable.

An indirect impact analysis is a method used to quantify the level of influence that a variable has on other variables, including both exogenous and endogenous factors (Haryono, 2016).

**Table 6**  
**Indirect Effect**

	Original Sample	Sample mean	Standard Deviation	T-Statistik	P.Value	Sig.
SC -> BA-> PI	0.157	0.155	0.042	3.743	0.000	Significant
CC -> BA-> PI	0.142	0.145	0.050	2.858	0.004	Significant
SMI -> BA -> PI	0.192	0.190	0.043	4.432	0.000	Significant

Source: Primary Data, processed 2023

Before interpreting the hypothesis test, the researcher found that the t-table value in this study with a significance level of 0.05 was 1.66. As a result of hypothesis testing, the relationship between each variable is explained as follows:

The t statistical hypothesis test indicates that the self-congruence variable has a significant direct influence on the purchase intention variable through the brand attachment variable. The calculated value is 3.743, which is greater than the critical value of 1.96. Additionally, the p-value is 0.000, which is less than the significance level of 0.05, and Confirming H8. This means that in this study the self-congruence variable has a significant positive effect on the purchase intention variable through the brand attachment variable.

The t statistical hypothesis test findings indicate that the celebrity credibility variable has a significant direct influence on the purchase intention variable through the brand attachment variable. The calculated value of 2,858 is greater than the critical value of 1.96, and the p-value of 0.004 is less than the significance level of 0.05, confirming H9. This means that in this study the celebrity credibility variable has a significant positive effect on the purchase intention variable through the brand attachment variable.

The t-statistical hypothesis test shows that the social media engagement variable has a significant direct influence on the purchase intention variable through the brand attachment variable. The resulting result is 4,432, which is greater than 1.96, and the p-value is 0.000, which is less than 0.05, confirming H10. In this study, it has been found that the variable of social media interaction has a notable and favorable impact on the variable of purchase intention, mediated via the variable of brand attachment.

Empirical research exploring influencer marketing via social media focuses on the extent of consumers' intent to adopt a product or service online. Researchers replicated previous research conducted in China which examined celebrity entrepreneurship in marketing via social media. Previous research is research from (Teng et al., 2020) became the basis of this research.

This research is slightly different from previous research which examined brand attitude as a mediating variable. Researchers explored and changed these variables into brand attachment. This research and previous research belonging to (Teng et al., 2020) only have one hypothesis in common, namely H6. However, in reality, even though they have the same hypothesis, the results obtained from this research and previous research are different. Previous research found no impact of the credibility variable on purchase intention. However, this study reveals that the celebrity credibility variable has a positive and significant influence on the purchase intention variable.

## CONCLUSION

This research generally aims to conduct empirical research on Indonesian celebrity businesses to complement research that supports celebrities in new businesses. Based on these findings, the relationship between variables and brand attachment each has a positive correlation. Celebrity popularity is very useful in developing brand awareness related to the celebrity's business and attracting fans and the entire public to try consuming the celebrity's business products because it is

something new. Having a positive correlation with brand attachment will have a positive impact on the celebrity's business and generate purchase intention so that customers will easily be loyal to the famous brand. With positive attitudes towards celebrity brands, perceived suitability is also a major factor influencing customer support for celebrity business brands. Because the perception of self-congruence plays an important role in a celebrity's business brand, the way celebrities continue to increase their credibility which has a significant relationship with purchase intention helps them keep their business running smoothly. By continuing to carry out social media interactions to increase the brand attachment of his business among the general public, he establishes a positive relationship with the celebrity's product purchase intention, so that his attachment to the celebrity's brand becomes stronger. The results of the research above show that each variable has a positive correlation which shows how important self-congruence, celebrity credibility, and social media interaction are to potential consumers' purchase intention towards celebrity products, and is mediated by brand attachment. which makes customers have a sense of attachment to the product brand, thereby generating purchase intention in consumers.

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