LIKE THE STAR, LIKE THE PRODUCT? ANALYSIS OF CELEBRITY ENTREPRENEURSHIP PRODUCTS'

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ABSTRACT

Recently, many celebrities have started their businesses. By calling them celebrities, they become popular figures. This research seeks to offer novel perspectives and enhance comprehension regarding the correlation between celebrities functioning as entrepreneurs and the commodities they generate. The design methodology uses a questionnaire survey, this research took a sample of 321 respondents using a purposive sampling technique. The collected data was analyzed using SmartPLS software. The research findings suggest that the factors of brand love and credibility have a significant and positive influence on both brand attitude and purchase intention. Likewise, the variables of brand attitude and social media contact have a significant and favorable influence on the variable of purchase intention. The social media interaction variable does not exert any influence on the brand attitude variable, distinguishing it from this variable. Furthermore, the mediating variables demonstrate that both brand love and credibility variables have a significant and positive influence on the purchase intention variable through the brand attitude variable. However, the social media interaction variable does not have any influence on the purchase intention variable through the brand attitude variable. This research is different from previous research. Researchers explore and add to the independent variables studied. In previous research, we only examined the credibility variable, whereas in this research the researchers used 3 independent variables, namely love of the brand, credibility, and social media interaction.

Keywords: brand love, credibility, social media interaction, brand attitude, purchase intention

INTRODUCTION

Celebrities have become important figures in the world of business and marketing (Chung & Cho, 2017). Some celebrities have also entered the business world by creating their product brands. By combining popularity and intelligence, they were able to make the product brand they created widely known. Celebrity entrepreneurs are celebrities who are successful not only as brand advocates but are also involved in business entrepreneurship either as initiators, designers, or even as business owners (Hunter, 2009). In society, celebrities are seen as models of success. Starting from the way they dress, and communicate, to the products that celebrities often use are often conveyed to the public (Slamet, 2019). Several celebrities such as Raffi Ahmad, Ruben Onsu, and Nagita Slavina are iconic examples of entrepreneurial celebrities (Pasha, 2019). In Indonesia, they are not only known as celebrities but also as successful entrepreneurs. They have succeeded in developing their business in almost all industries, such as the entertainment industry, fashion business, culinary, and others.

The use of famous faces in product marketing has become an increasingly popular trend in the last few decades (Berry, 2016). Celebrities are not only icons in the entertainment world but are also actively involved in the business world as entrepreneurs. This phenomenon raises interesting questions about the extent to which a celebrity's success as an entrepreneur can influence acceptance and perception of the products they offer.

Several prior studies have explored the correlation between celebrities and product marketing. However, there is a gap in the general public's comprehension of how a celebrity's triumph as an entrepreneur can profoundly influence the items they generate. Several previous studies focused on

marketing aspects or brand image, but in-depth analysis of special products produced by celebrities as entrepreneurs is still limited.

Previous research generally notes the positive and negative impacts of celebrity involvement in business (Bergkvist & Zhou, 2016), (Bergkvist et al., 2016), (Chung & Cho, 2017). However, there is still debate about the extent to which fame can make a significant contribution to product success, especially when the celebrity acts as an entrepreneur. Some studies support the idea that celebrity fame can be a key factor in creating consumer trust, while others highlight the risks associated with a celebrity image that may not be appropriate for a particular product.

The objective of this research is to offer novel perspectives and enhance comprehension of the correlation between celebrities functioning as entrepreneurs and the merchandise they generate. By analyzing many products produced by celebrity entrepreneurs, the public can identify patterns and trends that can enrich the public's understanding of market dynamics. Additionally, this research can provide a critical look at existing academic debates and contribute new thinking related to concepts such as brand image, consumer trust, and other factors that influence product acceptance in the market.

Thus, it is hoped that this article can become a foundation for the development of knowledge in the marketing and management domain by exploring new dimensions of the celebrity entrepreneurship phenomenon.

LITERATURE REVIEW AND DEVELOPMENT HYPOTHESES
Brand Love
Brand love pertains to the extent of fondness or emotional attachment that individuals possess to a brand (Junaid et al., 2019). Apart from that, brand love can also be defined as a condition where a person's relationship with a brand transitions from liking to longing and ultimately forming a consumption commitment to that brand (Albert & Merunka, 2013). The idea of brand love arises when a person's desire for a particular brand exceeds a certain threshold (Carroll & Ahuvia, 2006). Because of its multifaceted nature, brand love allows researchers to record not only feelings but also intensity, attitude valence, and length of relationship (Jiang et al., 2017). Customers understand a brand better if they feel connected to it (Dalman et al., 2017).

Credibility
Credibility is other people's perception of the communicator's expertise, reliability, and integrity (Zimmermann & Jucks, 2018). Apart from that, credibility can also be interpreted as the extent to which the audience trusts and accepts the communicator (Weingart & Guenther, 2016). Credibility is the measure of trustworthiness and accountability attributed to a person, information, or entity (Jang & Baek, 2019). Credibility is very important in various contexts, including in academics, journalism, business, and social relations. Credibility is closely related to the reliability and professionalism of a person or institution. Someone or something that can be relied upon to provide correct, accurate, and relevant information will be considered more credible (Bode & Vraga, 2018).

Social Media Interaction
Social media interaction is a variety of activities such as sharing information, collaboration, and participation in social networks (Kwahk & Park, 2016). In addition, social media contact can be described as a type of engagement that involves generating, organizing, and overseeing data and digital content, as well as distributing it to others (Leonardi & Vaast, 2017). Social media interaction refers to all forms of engagement or communication that occur between users on social media platforms. Social media is an online platform that allows users to share content, communicate with others, and develop connections. Interactions on social media platforms are fundamental to the user experience and have a significant impact on establishing and sustaining online social relationships (Zhang et al., 2017).

Brand Attitude

Brand attitude refers to a consumer's emotional response and assessment of a brand, which has the potential to impact consumer actions and choices related to the brand (Bairrada et al., 2019). Apart from that, brand attitude can also be interpreted as consumers' evaluation of various attributes of a brand, as well as feelings and behavior related to a particular brand (Foroudi, 2019). According to (Singh & Banerjee, 2018), Brand attitude is defined as the attitude or perception that consumers have towards a brand. It includes the collection of feelings, beliefs, and judgments that an individual or group has towards a brand. Brand attitude reflects the way consumers respond, evaluate, and feel about a brand, and can influence their purchasing decisions (Jung & Seock, 2016).

Purchase Intention

Purchase intention refers to the degree of willingness or intention an individual has to acquire a particular goods or service (Ali & Ahmad, 2016). It reflects the extent to which consumers have reached a stage in the purchasing decision-making process. Furthermore, purchase intention can be described as an individual's deliberate inclination or drive to obtain a commodity (Wu & Lo, 2009). Purchase intention is a commonly used concept in market research to reflect customer buying behavior (Yang & Mao, 2014). Understanding consumers' intent to purchase a brand is critical because it shows how engaged they are with the product. Attitude, image, quality, knowledge, and brand loyalty frequently impact purchase intention (Kumar, 2017). These characteristics significantly influence customer intentions to make purchases (Hayes & Carr, 2015).

Brand Love and Brand Attitude

There is a strong emotional aspect to brand love (Joshi & Garg, 2021). Consumers who love a brand feel a deep emotional bond with that brand. This can relate to positive experiences, various brand values, or even a brand image that provides emotional satisfaction to consumers. The level of emotional attachment can influence how consumers evaluate the brand. If consumers feel emotionally connected to a brand, this tends to create a positive attitude towards the brand. This is in accordance with research from (Han et al., 2019), (Gumparthi & Patra, 2019), and (Hegner et al., 2017). The study demonstrates that brand love exerts a favorable and substantial impact on brand attitude.

H1: Brand love has a significant positive effect on brand attitude

Credibility and Brand Attitude

Credibility is a key element in shaping consumer attitudes towards brand attitude (Singh & Banerjee, 2018). The credibility of a brand creates a basis of trust between consumers and the brand, which in turn can influence how consumers perceive, understand, and respond to the brand. Hence, the correlation between trustworthiness and brand attitude is significant and influential in establishing enduring connections between brands and their consumers. Brands that effectively establish and sustain a strong level of trust generally elicit a favorable brand perception among consumers. This is in accordance with research from (Fetscherin, 2014), (Luk, 2013), and (Jin & Phua, 2015). The study demonstrates that credibility exerts a favorable and substantial impact on brand attitude.

H2: Credibility has a significant positive effect on brand attitude

Social Media Interaction and Brand Attitude

Engaging with social media can greatly influence one's perception of a brand (Langaro et al., 2018). Through social media interaction, brands can express their identity more directly to consumers. The existence of posts, images, and information shared by brands on social media platforms can shape the perception and reputation of the brand in the minds of consumers. Additionally, consumer interactions with brands on social media can increase engagement. Comments, likes and shares can help increase awareness and create an emotional bond between consumers and brands, which in turn can influence brand attitude. This is in accordance with research from (Teng et al., 2020), (Bisnis, 2023), and (Rita & Ahimsa, 2021). The study affirms that social media interaction has a favorable and noteworthy impact on brand attitude.

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

Brand Attitude and Purchase Intention

Consumers with a favorable brand perception are more likely to have a strong inclination to make a purchase (Kudeshia & Kumar, 2017). Positive perceptions of a brand can increase consumer confidence in the products or services offered by that brand. Consumers with a favorable brand attitude are more likely to perceive items or services from that brand as a superior option. Overall, a positive brand attitude in general can increase consumer trust, satisfaction, and purchase intention. This is in accordance with research from (Xu, 2006), (Wu & Lo, 2009), and (Abzari et al., 2014) which state that brand attitude has a positive and significant influence on purchase intention.

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

Brand Love and Purchase Intention

Brand love creates a positive emotional experience for consumers (Junaid et al., 2019). When consumers experience feelings of excitement, connection, or inspiration towards a brand, their likelihood of intending to acquire products or services from that brand increases. To increase purchase intention, companies can focus on building and strengthening emotional connections, creating positive customer experiences, and ensuring that their brands reflect the values that are important to their target consumers. Strong brand love can be one of the keys to long-term success in building and maintaining market share. This is in accordance with research from (Dalman et al., 2017), (Jiang et al., 2017), and (Carroll & Ahuvia, 2006) which states that brand love has a positive and significant influence on purchase intention.

H5: Brand love has a significant positive effect on purchase intention

Credibility and Purchase Intention

Credibility is an important factor in influencing purchase intention (Dachyar & Banjarnahor, 2017). When consumers feel confident and confident in a product, brand, or seller, they tend to be more inclined to buy. Brands that have a good reputation tend to be more trusted by consumers. A positive history and good feedback from previous customers can increase trust. Consumer trust can be fostered when there is a perception that the brand's products or services have high quality. This is in accordance with research from (Wang et al., 2019), (Verma & Kapoor, 2004), and (Forbes, 2005). The study demonstrates that credibility exerts a favorable and substantial impact on purchase intention.

H6: Credibility has a significant positive effect on purchase intention

Social Media Interaction and Purchase Intention

Engagement on social media platforms can greatly influence the intention of consumers to make a purchase (McClure & Seock, 2020). Social media provides a platform to share images, reviews, and product-related information. The more often consumers are exposed to positive information about a product, the more likely they are to have purchase intention for that product. Apart from that, social media interaction also allows users to share experiences, reviews, and product or service recommendations with their friends. Referrals from acquaintances or relatives can enhance confidence in a specific product or brand, thereby boosting the inclination to make a buy. This is in accordance with research from (Keller & Lehmann, 2006), (Batra et al., 2012), and (Arghashi et al., 2021). The study affirms that social media interaction exerts a favorable and noteworthy impact on purchase intention.

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

Brand Love on Purchase Intention through Brand Attitude

Brand love positively influences brand attitude (Zarantonello et al., 2016). If consumers have love for a brand, they tend to have a positive attitude towards that brand. Brand attitude, in turn, influences purchase intention. Positive brand attitude is strongly correlated with consumer purchase intention. Brand love is a significant factor in shaping brand attitude, which in turn impacts purchase intention. Marketing techniques that prioritize the development of emotional connections with consumers and the cultivation of a favorable brand image have the potential to enhance consumer inclination to purchase a brand. This is in accordance with research from (Joshi & Garg, 2021),

(Mahmoud, 2018), and (Singh & Banerjee, 2018). The study establishes that brand love exerts a favorable and substantial impact on purchase intention, with brand attitude acting as a mediator.

H8: Brand love has a significant positive effect on purchase intention through brand attitude

Credibility on Purchase Intention through Brand Attitude

Trust in a brand can have a direct impact on brand attitude (Mabkhot et al., 2017). Consumers who possess a strong sense of confidence in a brand typically have a favorable disposition toward said brand. A positive brand attitude can then increase purchase intention. Consumers with a favorable brand perception are more inclined to have robust purchase intentions. Thus, credibility acts as an initial trigger that can influence attitudes toward a brand, which in turn can influence purchase intention. Consumers are more inclined to purchase a brand's products or services when they have a greater level of trust and a positive attitude toward that brand. This is in accordance with research from (Nasir & Guvendik, 2021), (Abd-El-Salam et al., 2013), and (Ashraf et al., 2018). The research findings indicate that credibility exerts a favorable and substantial impact on purchase intention, with brand attitude acting as a mediator.

H9: Credibility has a significant positive effect on purchase intention through brand attitude

Social Media Interaction on Purchase Intention through Brand Attitude

The brand attitude can be influenced by social media interaction, which can be either favorable or negative, depending on the interactions with brand content on social media (Hudson et al., 2016). A positive brand attitude, which can be built through social media interactions, can increase purchase intention. Consumers with a favorable brand perception are more inclined to purchase products or services from that brand. This is in accordance with research from (Rutter et al., 2016), (Mahmoud, 2018), and (Singh & Banerjee, 2018). The study affirms that social media engagement has a constructive and noteworthy impact on purchase intention, with brand attitude acting as a mediator.

H10: Social media interaction has a significant positive effect on purchase intention through brand attitude

Figure 1
Conceptual Model
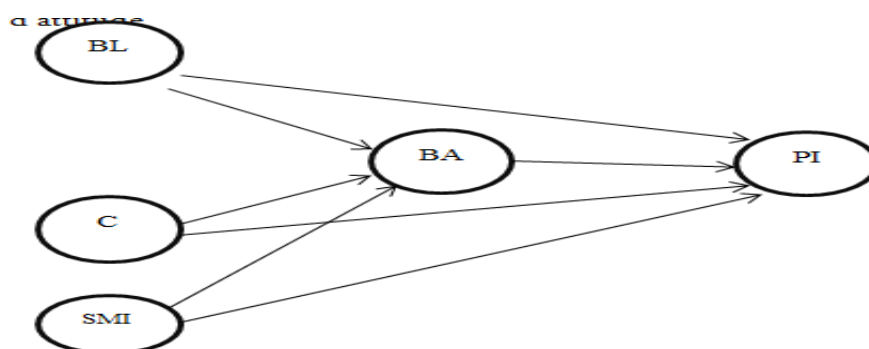
RESEARCH METHODS

The Theory of Elaboration Likelihood Model (ELM) is the theory that researchers employ to examine the mediation hypothesis. This theory was put forward by Richard E. Petty and John Cacioppo in 1986. The Theory of Elaboration Likelihood Model (ELM) describes two paths of information processing by consumers, namely the central path and the peripheral path (Rodriguez-Torrico et al., 2020). In this context, perceptions of celebrities can act as peripheral stimuli that influence attitudes towards the brand through peripheral channels, while product characteristics and further information can influence attitudes towards the brand through central channels. Central pathway information processing occurs when a person actively considers and reflects on the information presented. People who use the central route tend to make more sustainable and long-lasting decisions because they truly understand and consider the arguments presented. Meanwhile, information processing on the

peripheral route occurs when someone does not deeply process the argument, but is more likely to be influenced by peripheral factors or related devices that are not directly related to the core of the message. These peripheral factors can be physical attractiveness, fame, or emotions (Paquette, 2020).

Measures

In general, researchers adopt the concept of (Teng et al., 2020) in measuring existing variables. The question scale used for the brand love variable focuses on the level of loyalty and affection towards the brand. The question scale used for the credibility variable focuses on consumer trust in the reliability and credibility of the brand. The question scale used for the social media interaction variable focuses on observing user interactions on social media (number of likes, comments, etc.) or in the sense that the question scale covers the level of consumer participation and interaction with brands on social media platforms. The question scale used for the brand attitude variable focuses on consumers' views and evaluations of the brand. The purchase intention variable is measured using a question scale that assesses the degree to which customers are inclined to purchase products or services from a certain brand.

Survey Instrument Development

This research uses an online questionnaire that is created and administered by yourself using Indonesian. 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 entrepreneurship. Researchers decided to collect data throughout Indonesia.

Sample and Data Collection

This study employs a quantitative methodology that emphasizes empirical evidence within the domain. This theoretical framework is valuable for offering a comprehensive synopsis of the research background. The objective of this study is to determine the elements that impact buying intention. Therefore, quantitative methods are the appropriate method to use at the data collection and analysis stage. The population in this research is the general public who know the figure of Raffi Ahmad and know the brand of Raffi Ahmad's products. This research uses a purposive sampling technique to obtain accurate and reliable information. This method enables researchers to choose responders who fulfill specific criteria. Following the collection of data, data processing was conducted using Smart PLS version 4.0 to examine several measures such as composite reliability, which assesses the dependability of indicators in terms of internal consistency, as well as convergent validity, average variance extracted (AVE), and discriminant validity (Sarstedt et al., 2014).

Validity Test

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 for each construct indicator is shown. The minimum value is 0.7 (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.

Table 1
Convergent Validity Test Results

Indicator Items	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability
BL1	0.827			
BL2	0.861			
BL3	0.807			
BL5	0.827	0.68	0.921	0.937
BL6	0.87			
BL8	0.848			
BL9	0.722			
C1	0.793			
C2	0.834			
C3	0.805	0.667	0.875	0.909
C4	0.852			
C5	0.798			
SMI1	0.817			
SMI2	0.841			
SMI3	0.893	0.698	0.891	0.920
SMI4	0.811			
SMI5	0.812			
BA1	0.874			
BA2	0.89			
BA3	0.837	0.756	0.919	0.939
BA4	0.851			
BA5	0.894			
PI1	0.842			
PI2	0.857			
PI3	0.838	0.716	0.900	0.926
PI4	0.804			
PI5	0.887			

Source: Primary Data, processed 2023

Based on table 2, all indicator loadings on constructs are greater than their cross loadings. For example, the BL1 indicator has a loading value of 0.827, which is greater than the cross loadings for other constructs, namely 0.699, 0.470, 0.685, and 0.638. Therefore, this model can be said to have met the requirements for discriminant validity.

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, with a minimum requirement of Cronbach's alpha greater than 0.7, serves as a standard guideline for evaluating the dependability of a construct (Hair et al., 2019).

Table 2
Discriminant Validity Test Results

Variable	Brand Love	Credibility	Social Media Interaction	Brand Attitude	Purchase Intention
BL1	0.827	0.699	0.470	0.685	0.638
BL2	0.861	0.719	0.570	0.722	0.712
BL3	0.807	0.685	0.557	0.685	0.661
BL5	0.827	0.672	0.560	0.744	0.699
BL6	0.870	0.773	0.586	0.765	0.746
BL8	0.848	0.754	0.539	0.740	0.727
BL9	0.722	0.608	0.623	0.601	0.612
C1	0.704	0.793	0.511	0.703	0.644

C2	0.714	0.834	0.549	0.694	0.684
C3	0.654	0.805	0.513	0.637	0.627
C4	0.734	0.852	0.563	0.708	0.688
C5	0.675	0.798	0.444	0.695	0.645
SMI1	0.550	0.566	0.817	0.551	0.602
SMI2	0.574	0.557	0.841	0.560	0.577
SMI3	0.595	0.561	0.893	0.560	0.608
SMI4	0.545	0.436	0.811	0.458	0.532
SMI5	0.554	0.509	0.812	0.482	0.554
BA1	0.780	0.766	0.525	0.874	0.743
BA2	0.755	0.765	0.503	0.890	0.752
BA3	0.717	0.719	0.521	0.837	0.708
BA4	0.727	0.665	0.610	0.851	0.776
BA5	0.752	0.744	0.570	0.894	0.792
PI1	0.709	0.678	0.651	0.730	0.842
PI2	0.717	0.727	0.586	0.738	0.857
PI3	0.689	0.687	0.544	0.723	0.838
PI4	0.624	0.573	0.543	0.674	0.804
PI5	0.775	0.730	0.590	0.800	0.887

Source: Primary Data, processed 2023

Table 3

Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Status
Brand Love	0.921	0.937	Reliabel
Credibility	0.875	0.909	Reliabel
Social Media Interaction	0.891	0.920	Reliabel
Brand Attitude	0.919	0.939	Reliabel
Purchase Intention	0.900	0.926	Reliabel

Source: Primary Data, processed 2023

Table 3 indicates that the reliability test conducted for the variables brand love, credibility, social media interaction, brand attitude, and purchase intention yielded Cronbach's alpha values of 0.921, 0.875, 0.891, 0.919, and 0.900, respectively. These values are all over the threshold of 0.7. Likewise, the composite reliability values also both show results of more than 0.7, namely 0.937, 0.909, 0.920, 0.939, and 0.926 so in this case each item can be said to be reliable.

RESULTS AND DISCUSSION

This study employs primary data, with sources acquired directly through the use of questionnaires. The data for this research investigation was gathered through the distribution of online questionnaires to all participants in October 2023. During the process of data collecting, a total of 321 respondents completed the questionnaire. However, only 302 replies were deemed suitable for statistical analysis.

Table 4

Respondent Characteristics

Variable	Category	Frequency	Percentage (%)
Gender	Man	147	52
	Woman	157	48
Residence	Sumatera	138	45,7
	Java	134	44,4
	Kalimantan	19	6,3
	Sulawesi	4	1,3
	Papua	1	0,3
	Other	6	2

Age	16-20	41	13,6
	21-25	147	48,7
	26-30	97	32,1
	31-40	16	5,3
	Other	1	0,3
Know Raffi Ahmad	Yes	319	99,4
	No	2	0,6
Know about Raffi Ahmad's	Yes	302	94,1
products	No	19	5,9

Source: Primary Data, processed 2023

The direct effect that can be observed from the path coefficient of an exogenous variable to an endogenous variable is called a direct effect (Hakam et al., 2015). If the p-value is less than 0.05, it can be concluded that a variable has a direct and significant effect.

Table 5
Hypothesis and Direct Effect Test Results

	Original Sample	Sample mean	Standard Deviation	T-Statistik	P.Value	Sig.
BL -> BA	0.492	0.482	0.076	6.464	0.000	Significant
C -> BA	0.392	0.403	0.072	5.444	0.000	Significant
SMI -> BA	0.047	0.047	0.041	1.164	0.245	Not significant
BA -> PI	0.504	0.501	0.065	7.800	0.000	Significant
BL -> PI	0.435	0.431	0.081	5.367	0.000	Significant
C -> PI	0.308	0.312	0.079	3.905	0.000	Significant
SMI -> PI	0.201	0.201	0.056	3.602	0.000	Significant

Source: Primary Data, processed 2023

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

The t statistical hypothesis test results indicate that the brand love variable has a significant and direct influence on the brand attitude variable. This conclusion is supported by a value of 6,464, which exceeds the critical value of 1.66. Moreover, at 0.000, the p-value is less than the pre-established significance criterion of 0.05. So H1 is accepted. In this study, it was found that the variable of brand love had a notable and favorable impact on the variable of brand attitude.

The t-test results indicate that the credibility variable has a significant and direct influence on the brand attitude variable. The calculated value of 5,444 exceeds the critical value of 1.66. Moreover, at 0.000, the p-value is less than the planned significance criterion of 0.05. So H2 is accepted. This indicates that the credibility variable has a significant positive effect on the brand attitude variable in this study.

The results of the t-statistical hypothesis test suggest that the brand attitude variable is directly influenced by the social media interaction variable by 1.164, which is below the predetermined threshold of 1.66. Furthermore, the calculated p-value of 0.245 surpasses the preset significance threshold of 0.05. So H3 is rejected. In this study, the variable of social interaction contact has a statistically insignificant and negative impact on the variable of brand attitude.

The t-test results indicate a significant and strong correlation between the brand attitude variable and the purchase intention variable. The coefficient of 7,800 and the p-value of 0.000 both fall below the preset significance level of 0.05, providing support for this statement. So H4 is accepted. In this study, it was found that the brand attitude variable has a significant and favorable impact on the purchase intention variable.

The results of the t-statistical hypothesis test indicate a significant and positive correlation between the variables of brand love and purchase intention. The computed value of 5,367 exceeds the crucial value of 1.66. In addition, the p-value is 0.000, which is lower than the set level of

significance of 0.05. So H5 is accepted. These findings demonstrate that the variable of brand love has a notable and favorable impact on the variable of purchase intention in the present study.

The results of the t-statistical hypothesis test show that the credibility variable has a strong and positive impact on the purchase intention variable, with a coefficient of 3.905, which is higher than the critical value of 1.66. Furthermore, the p-value of 0.000 is below the significance threshold of 0.05. So H6 is accepted. The study revealed that the credibility variable had a substantial and positive influence on the purchase intention variable.

The t statistical hypothesis test reveals that the social media interaction variable has a substantial and direct impact on the purchase intention variable, with a value of 3,602, surpassing the crucial value of 1.66. Furthermore, the p-value of 0.000 is below the significance level of 0.05. So H7 is accepted. In this study, it was found that the variable of social media interaction had a significant and favorable impact on the variable of purchase intention.

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

Table 6
Indirect Effect Hypothesis Test Results

	Original Sample	Sample mean	Standard Deviation	T-Statistik	P.Value	Sig.
BL -> BA-> PI	0.248	0.243	0.054	4.600	0.000	Significant
C -> BA-> PI	0.198	0.201	0.041	4.767	0.000	Significant
SMI -> BA -> PI	0.024	0.023	0.020	1.177	0.240	Not significant

Source: Primary Data, processed 2023

Before analyzing the hypothesis test, the researcher discovered that the t-table value associated with this observation, at 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 results demonstrate that the brand love variable exerts a significant direct impact on the purchase intention variable via the brand attitude variable. The obtained value is 4,600, which is above the crucial requirement of 1.66. In addition, the p-value is 0.000, which is below the significance level of 0.05. So H8 is accepted. The study revealed a noteworthy and favorable influence of the brand love factor on the purchase intention factor, with the brand attitude factor acting as a mediator.

The results of the t-statistical hypothesis test suggest that the credibility variable has a significant and direct impact on the purchase intention variable, mediated by the brand attitude variable. The computed value is 4,767, which exceeds the crucial value of 1.66. Furthermore, the p-value is 0.000, which is below the significance threshold of 0.05. So H9 is accepted. This study indicates that the credibility variable exerts a significant positive influence on the purchase intention variable, mediated by the brand attitude variable.

Based on the output results derived from the results of the t statistical hypothesis test, the direct influence of the social media interaction variable towards the purchase intention variable through the brand attitude variable is 1.177 < 1.66 and the p-value is 0.240 > 0.05. So H10 is rejected. This means that in this study the social media interaction variable has an insignificant negative influence on the purchase intention variable through the brand attitude variable. Empirical research explores various aspects related to products developed by celebrities who also act as entrepreneurs. Researchers found one previous study that investigated almost a similar topic, namely research from (Teng et al., 2020), where this research was also used by researchers as the basis for writing this article.

This research is different from previous research. Researchers explore and add to the independent variables studied. In research conducted by Teng and colleagues in 2020 in China, they only examined the credibility variable, whereas in this study researchers used 3 independent variables, namely brand love, credibility, and social media interaction. This research produces different findings from previous research. The hypotheses consist of H1 to H10, where the similarities in the hypotheses

only exist in H4 and H6. However, even though the hypothesis is the same, the results obtained from the research (Teng et al., 2020) and also this research are different. Research (Teng et al., 2020) explains that credibility has an insignificant negative influence on brand attitude and purchase intention. Conversely, this study shows that the credibility factor has a strong and favorable impact on both the brand attitude and purchase intention variables.

CONCLUSION

The primary objective of this research is to offer novel perspectives and enhance comprehension regarding the correlation between celebrities functioning as entrepreneurs and the goods they generate. The findings suggest that brand love and credibility significantly influence both brand attitude and purchase intention. Similarly, the variables of brand attitude and social media contact exert a substantial positive impact on the variable of purchase intention. The social media interaction variable does not exert any influence on the brand attitude variable, distinguishing it from other variables. Furthermore, the mediating variables demonstrate that both brand love and credibility exert a significant and favorable influence on the desire to purchase through brand attitudes. However, social media interaction does not affect the purchase intention through the brand attitudes.

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