# THE INFLUENCE OF CELEBRITY ENDORSER AND PRODUCT QUALITY ON PURCHASING DECISION FOR VENTELA LOCAL SHOES (CASE STUDY OF BHAYANGKARA JAKARTA RAYA)

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A B S T R A C T

The research aims to determine simultaneously and partially the independent variables namely Celebrity Endorser, product quality, and purchasing decision dependent variable. This research method is a quantitative method, which in this study uses purposive sampling calculations with Lemshow. The population in this study were Bhayangkara University students in Jakarta, with a sample of 100 respondents, where the criteria for respondents were Ubhara students and Ventela shoe consumers. Before conducting data analysis, researchers used 30 respondents as a pilot study to determine the feasibility of this study with the help of the SPSS version 24 program.

**INTRODUCTION**

Currently, a business opportunity that is experiencing rapid growth is fashion products. The more trusted the company or marketer is, the more likely the business will be successful as expected (Hendayana & Sari, 2021).

Various types of shoes, one of which includes sneakers, have created a market share for shoes that are more advanced and in demand in various parts of the world. Technological developments over the past few years have increased people's purchasing power along with their consumption patterns (Wijayanti et al., 2021).

## CONSUMPTION

| RANK | COUNTRY | PAIRS (MILLIONS) | WORLD SHARE |
|---|---|---|---|
| 1 | CHINA | 3 942 | 20.8% |
| 2 | INDIA | 2 006 | 10.6% |
| 3 | USA | 1 830 | 9.6% |
| 4 | INDONESIA | 821 | 4.3% |
| 5 | BRAZIL | 691 | 3.6% |
| 6 | JAPAN | 584 | 3.1% |
| 7 | PAKISTAN | 476 | 2.5% |
| 8 | GERMANY | 372 | 2.0% |
| 9 | BANGLADESH | 365 | 1.9% |
| 10 | RUSSIAN FED. | 324 | 1.7% |

Table 2 — Top 10 Footwear Consumers (Quantity) 2020

Figure 1. Footwear consumption share data
Source: Yearbook (2021)

Based on Figure 1 above, reflecting the trend in the share of footwear consumption, Indonesia is included in the top four world footwear producers after China, India and the USA. In Indonesia, lately the enthusiasm of many consumers has been focused on buying shoes, one of which is sneakers. Even though shoes have been around for a long time, innovation from shoe manufacturers has made fans of this type of shoe, namely sneakers, develop rapidly.

This is a challenge for manufacturers, and along with the faster growth of the shoe industry, ways and strategies to attract consumers in the shoe industry are increasingly creative. For example shoes worn by young people, each manufacturer has products of various shapes, models and sizes to attract consumers to come and buy the products they offer. Product variations and different designs also attract consumers and retain them, all this is done by the company so that the level of purchases by consumers increases so that the income generated increases every year. So that these manufacturers can develop product innovations in order to survive even though many competitors will emerge. The shoe industry is a product of SMEs (micro, small and medium enterprises) that

are able to compete in the world, in Indonesia SMEs (micro, small and medium enterprises) are able to make the backbone of the Indonesian economy.

To form a good image and purchase decisions on consumer producers can use the promotion mix. Some of the promotion mix that is often used by companies today is advertising.



Figure 2. Celebrity Endoser pada produk ventela
Source: Kompas.com

By implementing effective marketing efforts, celebrities can exert a strong influence on consumers. Celebrities can be a very important marketing tool for a product, their immense appeal and huge following can be something that no one else has. Celebrities have inner beauty, charisma and credibility. Additionally, celebrities are hired for their reputational characteristics such as courage, talent, grace, strength, and physical attractiveness, which often reflect the desired attractiveness of the companies they promote.

Celebrity endorsers are different from brand ambassadors, brand ambassadors are cultural or identity icons, while celebrity endorsers only do one to two product advertisements. The use of celebrities is expected to be able to communicate a brand and ultimately form a positive brand image on the advertised product. And it is expected to form a positive brand image in the minds of consumers. Not only Celebrity endorsers, product quality is critical for buyers in making purchasing decisions. According to Kolter and Armstrong (2012) product quality is the material or abundance available in the market to solve consumer problems and desires. The better product quality, the consumer's intention to buy the product is also increasing. The quality factor must be estimated according to the consumer's perspective on the actual nature of the goods, so that the buyer's taste here is very persuasive. In addressing the idea of an item must be in accordance with the intended use of the buyer (Anggraini et al., 2020).

Ventela shoes are a local brand formed by PT. Sinar RunnerIndo, this type of sneakers, the quality is not inferior to foreign brands. Ventela supplies shoes with the slogan "The Perfect Shoes" for children and adults. During production, Ventela collaborated with several public figures and celebrities such as Gading

Marten and Kaesang Pangarep. One of Ventela's products, namely Ventela Sang Sekerta Lohita, was worn by President Joko Widodo when commemorating the 75th Independence Day of the Republic of Indonesia and attracted the attention of netizens, especially President Joko Widodo's Instagram followers.

Ventela offers a variety of shoe styles that accentuate the casual look. The shoes they produce are also very comfortable to wear and made of good quality materials. Apart from its affordable price, Ventela currently has many fans in Indonesia (Jinan, 2022). One of the local shoes that has quite a high fan following in Indonesia is Ventela. Data for Ventela enthusiasts can be seen in Figure 3 below.
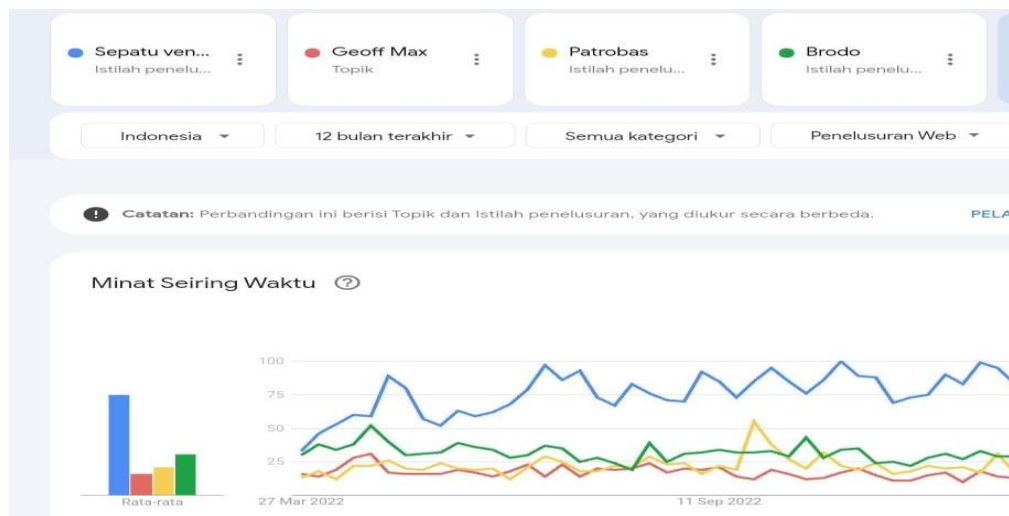


Figure 3. Ventela shoe user chart for 2022
Source : Google Trends (2022)

From Figure 3 it can be seen, Ventela brand shoes have increased in 2022 Ventela occupies the main position with a blue chart, with 3 other local brands Geoff Max on a red chart, Patrobas on a yellow chart, Brodo on a green chart. It can be concluded that Ventela Shoes are able to compete with other local products by occupying the top position.

The price for Ventela shoes is 175,000 – 300,000 at a price, Ventela shoes are easily recognized by the public. Compared to the price of Converse shoes with similar silhouettes, Ventela products cost only half the price of Converse. With the same model, the average US-made Converse shoes are sold in Indonesia at around Rp. 600,000. Therefore, ventela is in great demand in Indonesia because of its quality and low price.  Then to reveal the phenomenon of student purchases in making purchasing decisions for Ventela shoes, a pre-survey study was conducted on 30 students at Bhayangkara Jakarta Raya University randomly, and the results can be seen in the table provided.

Table 1. Purchasing Decision Pre-Survey Results

| No | Pertanyaan | Jawaban | | | |
|---|---|---|---|---|---|
| | | Ya | % | Tidak | % |
| 1 | apakah anda merasa puas dengan produk sepatu ventela | 24 | 80 | 6 | 20 |
| 2 | apakah anda membeli sepatu ventela dengan model dan desain kemauan diri anda. | 24 | 80 | 6 | 20 |
| 3 | apakah anda setelah membeli produk sepatu ventela akan merekomendasikan ke orang lain. | 21 | 70 | 9 | 30 |
| 4 | apakah anda selalu mencari informasi tentang produk sepatu ventela sebelum melakukan keputusan pembelian. | 23 | 76,7 | 7 | 23,3 |
| | Jumlah Skor rata-rata | | 76,6 | | 23,3 |

Source: Processed data (2023)

Based on table 1 above, it explains that the purchase of Ventela shoes for students is very high. Of the 30 respondents, it was found that 80% were satisfied with Ventela shoe products, 80% bought Ventela shoe products because of the model and design they wanted, 70% bought Ventela shoe products because of other people's recommendations, 76.7% sought information on Ventela shoe products.

According to the phenomenon described above, there are various impacts on purchasing decisions, some of which are Celebrity Endorsers, Product Quality. The innovative strategy implemented by companies today is using promotional celebrity spokespersons. Celebrities are considered as individuals who can influence different lifestyles from individuals. Apart from that, celebrities are also seen as individuals embodying references to people doing something. Through promotion, especially in the process of using spokespeople and advertising, the company tries to provide information to the public about the product.

The reason for using Celebrity in the advertising or publicity process stems from the belief in celebrities having their image and fame transferred to the products they help. Companies want to influence people's perceptions and try to appeal to suggested items to encourage people's buying decisions for those items.

Product quality also makes a crucial impact on purchasing choices. Explaining the quality of the product is a major means of sales positioning. Product quality has a direct influence on the performance of goods and services, so that quality is related to consumer value and pleasure. Product quality factors need to be improved in order to be able to meet the needs and interests of consumers. Another impact that becomes the focus of purchasing decision making is about the quality of the product offered.

From these 2 factors it can be seen that there are many ways for companies to promote their products, one way is to use celebrity endorsers. By using a celebrity endorser, the company tries to attract the public and therefore is expected to influence product purchasing decisions. In addition to promotional activities, Product Quality is also important in influencing consumer purchasing decisions. The company succeeded in creating product quality in accordance with what consumers expect to take into consideration in buying these goods.

Several previous studies say the same thing. Referring to the research results according to (Saputra & Evelyna, 2022) proves that there is a positive and significant influence between celebrity endorsers on purchasing decisions of futsal shoes brand specs. The results of the study according to Ellyawati (2021) the quality of a product has a positive and significant influence on purchasing decisions, while celebrity endorsers do not have an influence on purchasing decisions made by someone. Research result (Ismayana & Hayati, 2018) The effect of product quality and price on purchasing decisions for pixy lipstick products. The results of this study indicate that product quality has a positive and significant effect on purchasing decisions. According to Novianti, T. A. (2020). The influence of celebrity endorser titles and product quality on pixy cosmetic purchasing decisions. "Celebrity endorsers and product quality simultaneously have a significant effect on purchasing decisions for Pixy cosmetics in West Surabaya, which can be supported by the truth.

Based on this background, it is necessary to carry out research related to variables capable of transmitting purchasing decisions that have been described earlier, so the authors are interested in conducting research entitled "The Influence of Celebrity Endorsers and Product Quality on Purchase Decisions for Local Ventela Shoes (Case Study of Bhayangkara Jakarta Raya Students)".

## THEORETICAL REVIEW
### Celebrity Endorser

The use of celebrity endorsers gives the impression that consumers are selective in choosing products and increase their status by owning what celebrities use (Tri Utami & Ellyawati, 2021).

The existence of Celebrity Endorsers as advertisers in a product shows an innovative way to market products or services, because Celebrity Endorsers can convey messages or information with good communication (Maylita & Hartati, 2022). According to Shimp in (Anas & Sudarwanto, 2020) The method for analyzing well-known public supporters as message sources is divided into five special features, which are referred to by the acronym "TEARS". Reliability and

ability are credibility factors, and physical Attractiveness, Respect, and Similarity are dimensions of attractiveness that support the effectiveness of communication.

1. *Truthworthness*

   Indicates the extent to which sources are considered trustworthy, honest, and genuine. A reliable source can be supported by an item and graded to make the audience believe what is said. Based on this description, the authors conclude that the Trustworthiness dimensions of celebrity endorsers are (1) honesty, (2) sincerity, and (3) being able to be relied upon.

2. *Expertise*

   Expertise refers to the public's assessment of the knowledge, experience or expertise possessed by a celebrity endorser associated with the brand or product being supported. A celebrity endorser who is accepted as an expert on the brand he supports will be more persuasive in attracting an audience than a celebrity endorser who is not accepted as an expert. From the shimp's opinion, the authors draw the conclusion that the indicators of the Expertise dimension of a Celebrity Endorser are knowledge, experience, and expertise.

3. *Attractivness*

   Attractiveness can be interpreted as attractiveness that comes from the physical appearance of a celebrity endorser. Celebrities who look attractive can have a positive impact on the products and brands associated with celebrity endorsers, attractive sources tend to receive more attention than less attractive sources and can convey messages effectively. Based on the description that has been described, the authors conclude that the level of physical attractiveness of a supporting celebrity can be measured by beauty, good looks, courage, etc.

4. Kualitas dihargai

   As the quality of a celebrity endorser that can be judged from the achievements or achievements that become its appeal to the public who are able to see it as a potential customer of a particular product. Based on the description given, the authors conclude that the level of ability appreciated by a celebrity endorser is able to see from acting, sports or personality excellence, political arguments, and several other qualities that have been achieved.

5. *Similarity*

   Aiming at the similarity of endorsers and audiences in age, gender, ethnicity, social status, etc.

   Product quality is determining consumer preference for an item. Goods that are marketed must be goods that have been tested with good quality. Because, the quality of goods is a top priority for consumers (Jansen *et al.*, 2022). According to Kotler in research (Noviyanti & Rosalina, 2022) there are 3 parameters of Product Quality namely Comfort, Product Features, and Packaging Durability.

1. It feels comfortable

A measure of customer value in the convenience of the goods that the industry recommends to customers. Popular brand goods with quality and tested views.

2. Product Feature

Additional characteristics complement the basic functionality of the item. Features are at the customer's option. When it's standard, features are often upgraded. The idea is that features can maximize product quality if competitors don't have them.

3. Product durability

The amount of use of goods before the goods are replaced or bad. The longer the durability, the longer it will last, durable goods will be described as having higher quality than goods that run out or are consumed quickly.

Consumers make purchasing decisions based on a variety of factors, including politics, technology, cultural policies, goods, cost, location, and marketing. So, make customer behavior to manage reports and draw conclusions such as responses that appear goods purchased (Rauf *et al.*, 2021).

Based on Sitompul's opinion in research (Sari & Purwanto, 2022) as for purchasing decision indicators consist of: Identification of Needs, Exploring Product Information, Making Purchases, Evaluation of Satisfaction.

1. Identification of Needs

Consumers choose their needs before buying goods.

2. Dig into product information

Customers dig up information on the many choices of goods and determine other preferences such as function, suitability, and value of goods.

3. Make a purchase

The customer uses and purchases the appropriate item.

4. Satisfaction evaluation

After applying the goods, customers evaluate their satisfaction with the goods.

From the theory explained, then analyzed critically and systematically, and received a conceptual model.
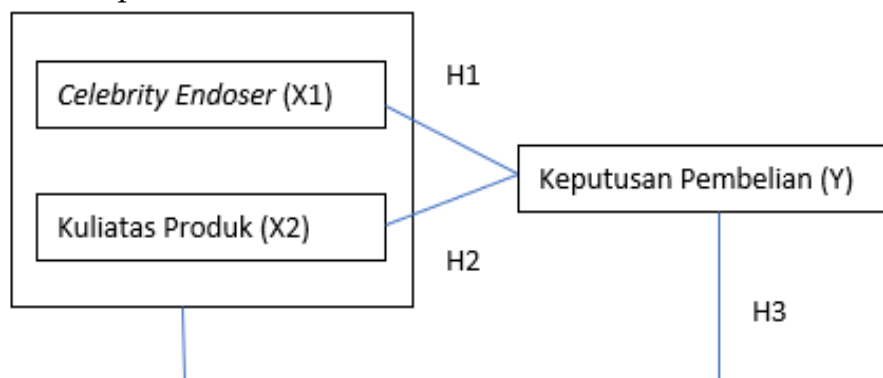


Figure 4. Framework

**Hypothesis**

1.  H1 : There is the influence of celebrity endorsers on the decision to purchase Ventela shoes for Bhayangkara Jakarta Raya students.

2.  H2 : There is an influence of product quality on the decision to purchase Ventela shoes for Bhayangkara Jakarta Raya students.
3.  H3 : There is the influence of celebrity endorsers, product quality on the decision to purchase Ventela shoes for Bhayangkara Jakarta Raya students.

The Influence of Celebrity Endorsement on Purchasing Decisions
Celebrity Endorser is the right choice to provide reports related to owned goods. The company uses foreigners as sources to provide messages, either directly or indirectly. In the study supported findings (Rauf *et al.*, 2021).
H1 = It is suspected that the influence of celebrity endorsers on the decision to purchase Ventela shoes.
Effect of Product Quality on purchasing decisions
The focus of consumers when deciding to buy a product is the quality of the product offered. Companies need to think about and consider ways to create quality products according to consumer expectations. Consumers expect quality products that match their preferences and needs (Matheos et al., 2021).
H2: Product Quality has a positive influence on Ventela Shoe Purchasing Decisions.
Influence on Celebrity endorsers, Product Quality on Purchasing Decisions
To increase sales, companies often use celebrities as product endorsers through their personal social media accounts (Sabar & Moniharapon, 2022).

**METHODOLOGY**
The research method that the author uses in this study is a quantitative method.
Population
In a population research study, all consumers buy and use Ventela shoes for Bhayangkara Jakarta Raya students.
Sample
The method of determining the sample applies purposive sampling, applying the category chosen by the researcher to determine the sample. Characteristics of responses to studies include:
1. Respondents are active students at Bhayangkara Jakarta Raya University.
2. Respondents who have used Ventela Shoes.
It was accepted that the minimum number of samples required for this study consisted of 96 informants, which the researchers rounded up to 100 informants.

**RESULTS**
**Validity Test**

Table 2. Celebrity endorser Validity Test (X1)

| Indicator | R value | R table | Conclusion |
|---|---|---|---|
| Question 1 | 0.574 | 0.3610 | Valid |

| Indicator | R value | R table | Conclusion |
|---|---|---|---|
| Question 2 | 0.772 | 0.3610 | Valid |
| Question 3 | 0.590 | 0.3610 | Valid |
| Question 4 | 0.642 | 0.3610 | Valid |
| Question 5 | 0.606 | 0.3610 | Valid |
| Question 6 | 0.677 | 0.3610 | Valid |
| Question 7 | 0.770 | 0.3610 | Valid |
| Question 8 | 0.642 | 0.3610 | Valid |
| Question 9 | 0.606 | 0.3610 | Valid |
| Question 10 | 0.677 | 0.3610 | Valid |

Source: Author Data Processing, 2023

Table 3. Product Quality Validity Test (X2)

| Indicator | R value | R table | Conclusion |
|---|---|---|---|
| Question 1 | 0.531 | 0.3610 | Valid |
| Question 2 | 0.643 | 0.3610 | Valid |
| Question 3 | 0.731 | 0.3610 | Valid |
| Question 4 | 0.764 | 0.3610 | Valid |
| Question 5 | 0.661 | 0.3610 | Valid |
| Question 6 | 0.740 | 0.3610 | Valid |

Source: Author Data Processing, 2023

Table 4. Purchase Decision Validity Test (Y)

| Indicator | R value | R table | Conclusion |
|---|---|---|---|
| Question 1 | 0.715 | 0.3610 | Valid |
| Question 2 | 0.747 | 0.3610 | Valid |
| Question 3 | 0.814 | 0.3610 | Valid |

| Indicator | R value | R table | Conclusion |
|---|---|---|---|
| Question 4 | 0.770 | 0.3610 | Valid |
| Question 5 | 0.752 | 0.3610 | Valid |
| Question 6 | 0.583 | 0.3610 | Valid |
| Question 7 | 0.612 | 0.3610 | Valid |
| Question 8 | 0.776 | 0.3610 | Valid |

Source: Author Data Processing, 2023

From table 2-4 it is possible to conclude that the r count value received from the variable statement has a count r value > r table has a value of 0.3610, so it is able to conclude that several statement items on the stated variable are valid.

**Realibility Test**

Table 5. Celebrity endorser Reliability Test (X1)

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .851 | 10 |

Source: Author Data Processing, 2023

Cronbaech's Alpha value for the Celebrity Endorser variable is 0.851. Already > 0.60, so the questionnaire findings distributed have a good reliable level, or the questionnaire findings distributed can be relied upon.

Table 6. Product Quality Reliability Test (X2)

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .765 | 6 |

Source: Author Data Processing, 2023

Cronbrach's Alpha value for the Product Quality variable is 0.765. According to the category, this value is > 0.60, so the results of the questionnaire distributed have a good level of reliability, or the results of the questionnaire distributed are reliable.

Table 7. Purchase Decision Reliability Test (X3)

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| **.867** | **8** |

Source: Author Data Processing, 2023

Nilai Alpha Cronbaech pada variabel Keputusan pembelian nilainya 0.867. Sesuai kategori, nilai > 0.60, sehingga temuan angket yang dibagikan mempunyai tingkat reliabel baik, atau hasil angket yang dibagikan mampu diandalkan.

**Classic assumption test**
Normality Test

Table 8. Kolmogorov-Smirnov Test Results

**One-Sample Kolmogorov-Smirnov Test**

| | | Studentized Deleted Residual |
|---|---|---|
| N | | 100 |
| Normal Parameters[a,b] | Mean | .0045425 |
| | Std. Deviation | 1.03115463 |
| Most Extreme Differences | Absolute | .080 |
| | Positive | .080 |
| | Negative | -.048 |
| Test Statistic | | .080 |
| Asymp. Sig. (2-tailed) | | .118[c] |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Author Data Processing, 2023

If the sig value > 0.05 then the variable is normally distributed and vice versa if sig < 0.05 then the variable is not normally distributed. Through the findings of the table it is possible to see the value of Asymp.Sig.(2-tailed) the value is 0.118 > 0.05 so that the data is normally distributed.
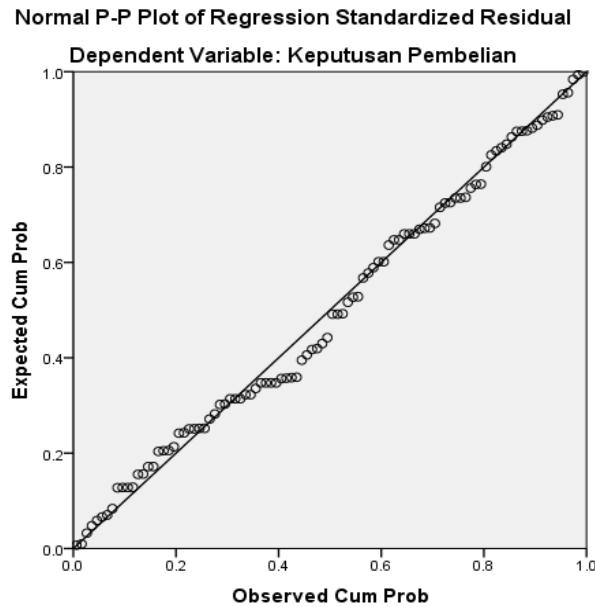
Figure 5. Normality Test
Source: Author Data Processing, 2023

Based on the results of the P-P Plot, the distribution of points around the normal line represents the diagonal line in the Normal P-P Plot box. Based on the findings of the analysis, so that the regression obtained meets the normality requirements, by naked eye it can be declared normal.

**Multicollinearity Test**

Table 9. Multicollinearity Test

| Independent Variable | Calculation | | Description |
|---|---|---|---|
| | Tolerance | VIF | |
| *Celebrity endoser* | 0.689 | 1.452 | No multicollinearity |
| Product Quality | 0.689 | 1.452 | No multicollinearity |

Source: Author Data Processing, 2023

The findings of the measurement of the Tolarance value there is no independent variable having a Tolerance value of <0.10 and the Independent Variable Factor (VIF) also proves that there is no VIF value of the independent variable having a VIF value of > 10. So as to be able to show the tolerance value received by each celebrity endorser variable the value is 0.689 and the VIF value is 1.452 and Product Quality is 0.689 and the VIF value is 1.452. From these findings it is possible to conclude that there is no multicollinearity in the multiple regression model.
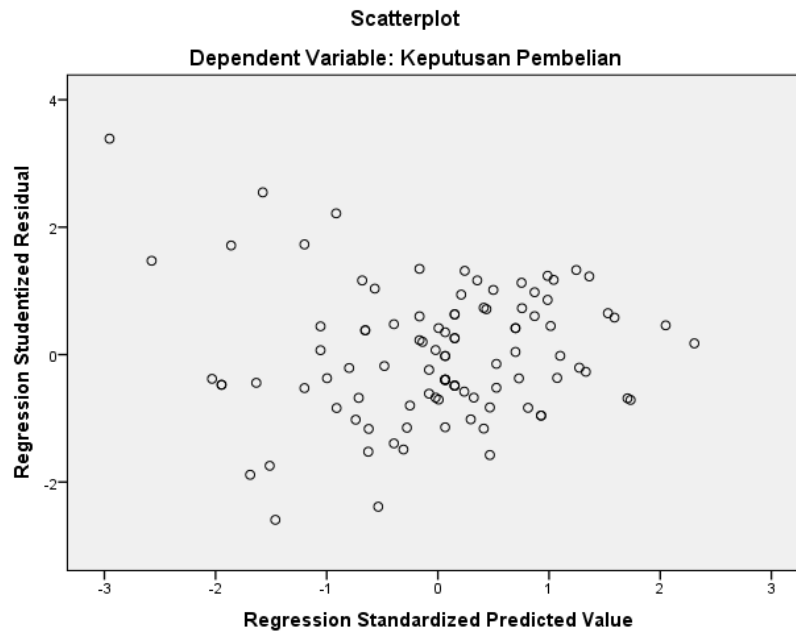
## Heteroscedasticity Test



Figure 6. Heteroscedasticity Test
Source: Author Data Processing, 2023

Regarding the results of Figure 6, it proves that the points are randomly divided and spread well above or below the number 0 on the Y axis, and the points are randomly distributed without becoming a special pattern, meaning that there is no heteroscedasticity in the multiple regression model.

## Multiple Linear Regression Analysis

Table 10. Multiple Linear Regression Analysis

**Coefficients$^a$**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | 7.126 | 2.471 | | 2.884 | .005 | | |
| | Celebrity Endorser | .248 | .068 | .304 | 3.660 | .000 | .689 | 1.452 |
| | Kualitas Produk | .666 | .106 | .521 | 6.276 | .000 | .689 | 1.452 |

a. Dependent Variable: Keputusan Pembelian

Source: Author Data Processing, 2023

$$Y= 7.126 + 0.248 X1 + 0.666 X2$$

The equation model has the following meaning:

1. Constant = 7.126

It has meaning if the Celebrity Endorser and Product Quality variables assume not to exist, so that the Purchase Decision has a value of 7,126. The magnitude of the constant proves that if the independent variable assumes a constant, then the dependent variable is Y, which increases by 7.126%.

2. Celebrity endorser coefficient (X1)

Celebrity endorser coefficient value is 0.248. Has a meaning if there is an increase in the celebrity endorser variable by 1 unit, so that it is followed by an increase in purchasing decisions of 0.248% units and other factors remain the same.

3. Product Quality Coefficient (X2)

Product Quality coefficient value is 0.666. It has meaning if the increase in the customer review variable is 1 unit, so that it is followed by an increase in the value of the Purchase Decision of 0.666%., and other factors remain the same.

**Hypothesis Testing**
**Partial Test**

Table 11. Partial Test

**Coefficients<sup>a</sup>**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | T | Sig. | Collinearity Statistics Tolerance | Collinearity Statistics VIF |
|---|---|---|---|---|---|---|---|---|
| 1 | (Constant) | 7.126 | 2.471 | | 2.884 | .005 | | |
| | Celebrity Endorser | .248 | .068 | .304 | 3.660 | .000 | .689 | 1.452 |
| | Kualitas Produk | .666 | .106 | .521 | 6.276 | .000 | .689 | 1.452 |

a. Dependent Variable: Keputusan Pembelian

Source: Author Data Processing, 2023

Based on table 11, it is able to show that the celebrity endorser variable (X1) received a t-count value of 3.660 > 1.66071 (t table) and a sig value <0.05. So that Ho is rejected or Ha is accepted, meaning that there is a positive and significant relationship between celebrity endorsers and purchasing decisions (Y).

Then, the Product Quality variable (X2) received t-count results of 6.276 > 1.66071 (t table) with sig. 0.000 < 0.05 (α) or significant value < 0.05. Then Ho is

rejected or Ha is accepted, meaning that there is a positive and significant relationship between the product quality variable and the purchasing decision (Y).

**Simultant Test**

Table 12. Simultant Test

**ANOVAᵃ**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 827.868 | 2 | 413.934 | 56.917 | .000ᵇ |
| | Residual | 705.442 | 97 | 7.273 | | |
| | Total | 1533.310 | 99 | | | |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Celebrity Endorser

Source: Author Data Processing, 2023

From table 12 you can find out if you get an F value, calculate the magnitude of 56,917 > 3.09 (F table) and the sig. 0.000 < 0.05 (α) or sig value < 0.05. So that H0 is rejected or H3 is accepted, meaning that simultaneously celebrity endorser and product quality have a significant effect on purchasing decisions.

**Determination Coefficient Test (R2)**

Table 13. Determination Coefficient Test (R2)

**Model Summaryᵇ**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .735ᵃ | .540 | .530 | 2.69678 |

a. Predictors: (Constant), Kualitas Produk, Celebrity Endorser

b. Dependent Variable: Keputusan Pembelian

Source: Author Data Processing, 2023

From the findings of table 13, the Adjusted R Square value is 0.530 or 53.0%. In order to complete the weakness of R squared, we can use Adjusted R squared d. The Adjusted R squared has considered the number of sample data and the number of variables used.

**DISCUSSION**

1. **The influence of celebrity endorsers on purchasing decisions**

Based on the results of the partial test, it shows that celebrity endorser (X1) has a positive and significant effect on purchasing decisions. These results are

supported by research (Rauf et al., 2021) which states that there is an influence between celebrity endorsers on purchasing decisions, which means that celebrity endorsers directly influence purchasing decisions.

2. **Effect of Product Quality on Purchasing Decisions**

Based on the results of the partial test, it shows that Product Quality (X2) has a positive and significant effect on purchasing decisions. These results are appropriate and in line with research conducted by (Sugiharto & Darmawan, 2021) which states that product quality has a positive and significant effect on purchasing decisions.

3. **The influence of celebrity endorsers and product quality on purchasing decisions**

From the results of simultaneous calculations, therefore Ho is rejected or Ha is accepted, which means that simultaneously celebrity endorser (X1) and product quality (X2) have a significant effect on purchasing decisions (Y). From the F test it can be explained that celebrity endorsers and product quality simultaneously have a significant positive effect on purchasing decisions. Then according to the results of calculations using the SPSS program it can be seen that the coefficient of determination (Adjusted R Square) obtained is 0.530. This means that 53.0% of purchasing decisions can be explained by the celebrity endorser and product quality variables while the remaining 47.0% of purchasing decisions are influenced by other variables not examined in this study.

**CONCLUSIONS AND RECOMMENDATIONS**

Conclusions

The research results and the influence of celebrity endorsers and product quality on the decision to purchase Ventela local shoes for Bhayangkara Jakarta Raya University students are described and a summary is made:

1. Celebrity endorsers partially have a positive and significant effect on the decision to purchase Ventela shoes.

2. Product quality partially has a positive and significant effect on the decision to purchase Ventela shoes.

3. Celebrity endorsers and product quality simultaneously have a positive and significant effect on the decision to purchase Ventela shoes. The variable that has more influence on the decision to purchase Ventela shoes is the product quality variable and it is proven that the regression coefficient for product quality is large compared to the regression coefficient for celebrity endorsers.

Recommendations

From the results of research and discussion of a summary of Celebrrity Endoser and Product Quality on Purchasing Decisions of Bhayangkara Jakarta Raya University Students, there is input from researchers as follows:

1. It is hoped that the management of the Ventela Shoe company "PT. Sinar RunnerIndo" in order to maintain the Quality of Ventela Shoe Products to attract customer desires and gain customer confidence to carry out purchasing decisions for Ventela Shoes.

2. Expect Celebrity endorsers of Ventela Shoes to maximize promotional activities related to Ventela Shoes and use their popularity in persuading, trusting and influencing customers to attract customers to make purchasing decisions.

3. For an in-depth study, it is advisable to consider the many variables and samples to strengthen the discussion about purchasing decision considerations.

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