

# The Influence of Celebrity Endorser Towards Consumer Interest Usage of Threads App Through Brand Image in Indonesia

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## ABSTRACT

This research aims to examine The Influence of Celebrity Endorser towards Consumer Interest Usage of Threads App through Brand Image in Indonesia. The population in this research is Indonesia people that has hear about Thread Apps. The sampling technique in this research used purposive sampling technique and a sample of 118 sample was obtained. The data analysis method used is path analysis. There are 4 hypothesis on this research. The results of this research show 3 hypothesis are accepted, such as celebrity endorser has affect on brand image, brand image has affect on consumer interest, and celebrity endorser has affect on consumer interest through brand image. However, the rejected hypothesis is celebrity endorser has affect directly on consumer interest.

*Keywords: Consumer Interest, Thread Apps, Celebrity Endorser, Brand Image*

## 1. INTRODUCTION

The internet has connected us with many individuals all over the world. As a result, many people try to develop media utilizing this online platform, which is now known as social media. Consumers use social media to communicate information with other individuals or companies in the form of text, photos, audio, and video [1]. Over the last decade, social media sites such as Facebook, Twitter, LinkedIn, and Instagram have quickly established themselves as significant social centers and have become an integral part of people's daily life [2]. Social media platforms such as Twitter, Facebook, and Instagram have positioned themselves as the largest controllers of social media. According to We Are Social (2023), Twitter has 564 million active users; Facebook has 2.98 billion active users; and Instagram has 2 billion active users (Figure 1.1).

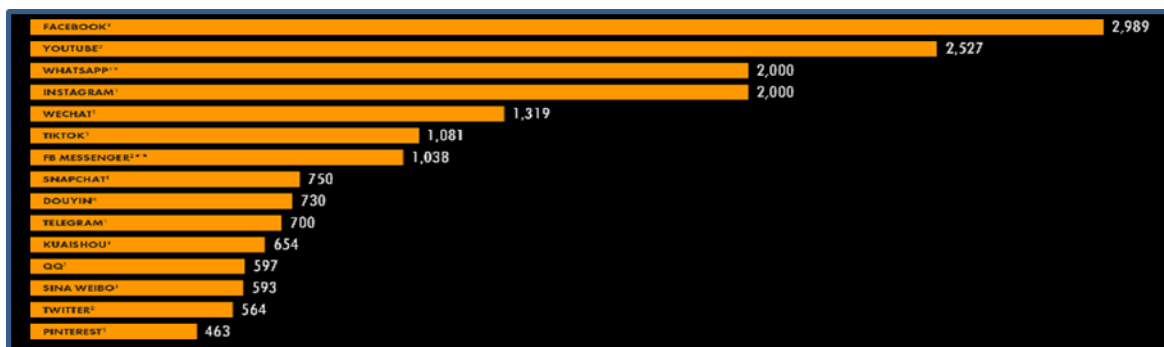


Figure 1. Diagram of Media Social Active User

Source: We Are Social 2023

In Indonesia, social media usage continues to rise. For Indonesians, social media has become an essential part of their daily lives. The presence of social media has influenced their

communication, information sharing, and even other aspects of society such as politics, trade, and culture. This is seen in the number of social media users in Indonesia (Figure 1.2).

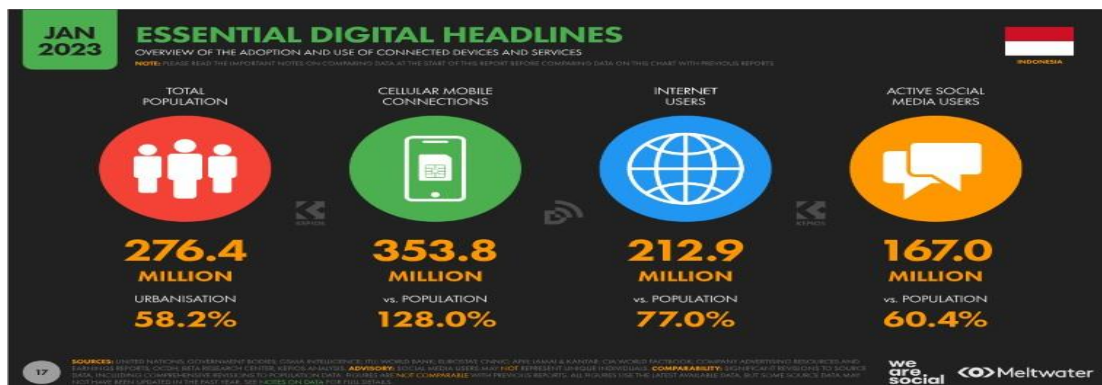


Figure 2. Social Media Active User in Indonesia

Source: We Are Social 2023

According to the information graphic above, Indonesian social media users have reached a total of 167 million, indicating that the majority of Indonesians utilize social media to connect with others. In Indonesia, social media users now account for 60% of the population. This demonstrates that in Indonesia, social media has become a significant tool for both providing and receiving information. Indonesians like using social media platforms, which makes it an intriguing issue, as a new social media site, Thread, will be launched in July 2023.

Threads App is a mobile application developed by META (formerly Facebook). Threads have recently been a hot subject among Generation Z, piquing the interest of many public figures and Indonesians in the use of threads, which are claimed to be a replacement for Twitter. According to CNBC Indonesia, threads gained 100 million users in just two months. This type of circumstance has never occurred in the social media platform market, and other Meta apps, like as Facebook and Instagram, do not receive the same level of attention as the Threads app. Based on the phenomena, a case occurs. As the Threads app becomes popularity, how would they handle this situation? Especially in the Indonesian region. How will the 167 million social media users in Indonesia be introduced to this app? Based on prior study, there are various variables that impact customer interest, including celebrity endorsements and brand image.

Previous studies on user intentions have been undertaken, such as [3]'s "The Effect of a Celebrity Endorser on Purchase Interest Through Brand Image," in which they attempted to explain how celebrity endorsers and brand image may affect user interest in purchasing something. While conducting study on user intention to purchase, they believe and discovered that celebrity endorsement and brand image have a beneficial impact on user purchasing intention. As a result, 4 the author believes celebrity endorsement and brand image are the appropriate variables for this study to determine what influences user intention; however, rather than determining user intention to purchase, we attempt to use this variable to determine user intention to use a product, as our research object is an application that can be used without purchasing it.

The explanation above demonstrated the disparities in opinion among experts regarding how Celebrity Endorsers and Brand Image effect Purchase/User Interest, particularly with the item (Threads App) that we will investigate. In this study, we will additionally employ Brand Image as a mediating variable between Celebrity Endorsement and Purchase/User Interest.

## 2. LITERATURE REVIEW

### 2.1 *Social Media*

According to Van Dijk [4], social media is a media platform that focuses on users' existences and helps them with activities or collaborations. As a result, social media may be viewed as an online facilitator that strengthens both user relationships and societal relations. Other experts, Meike and Young [4], define social media as a convergence of personal communication with meaning, one-on-one sharing (Individual Sharing), and public media for sharing to everyone without regard for individual [4].

Boyd defines social media as a collection of software devices that allow individuals or communities to congregate, share, communicate, and, in certain circumstances, collaborate or play games [1]. Social media has a strength in User Generated Content (UGC), which is content created by users rather than editors, as in traditional forms of media. To summarize, social media may be used for a variety of two-way activities, including trading, collaborating, and getting to know one another in word, visual, or audiovisual form [1]. This perspective is supported by Puntoadi's comment that social media begins with three things: sharing, collaboration, and connecting [1].

### 2.2 *Consumer Behavior Theory*

According to Thong et al., many studies in marketing and information systems consider continuation intention as an important factor for determining whether or not customers would continue to use a service [2]. Customers' willingness to continue using a service is an important factor in service providers' success. [2]. Dodds et al. define purchase intention as a consumer's willingness to buy a product. [2]. When examining consumer purchasing behavior, Morwitz and Schmittlen noted that customer readiness to use or acquire is widely used as a predictor of future purchasing behavior [2].

According to Kotler and Keller, consumer behavior is the study of how an individual, group, or organization choose to buy, use, and how products, services, ideas, or even experiences meet their needs [3]. Schiffman and Kanuk claimed that consumer behavior is centered on how individuals decide to use their current resources (time, business, money) to purchase things that meet their needs or consumption [3]. According to the description above, the conclusion is that consumer behavior is a sequence of consumer reactions about how to meet their needs and essentials when confronted with products and services, causing consumers to purchase and consume [3].

### 2.3 *Consumer Interest*

Consumer Interest is an attitude that displays a customer's desire to buy or consume a certain amount of a product from a variety of firms within a set time frame. Customer interest refers to the decision to acquire a product or brand [4]. Putriansari defines consumer interest intention as a continuous activity to purchase intention by consumers based on their perception about whether or not they would buy or utilize the items [5]. A strong desire from the heart drives a purchase intent.

The indicators in this study are based on Semuel research [6] that is;

- a. Transactional interest is a person's proclivity to purchase a thing.

- b. Referential interest is the proclivity of a person to refer or suggest things to others.
- c. Preferential interest is an interest that characterizes the conduct of someone who has a strong preference for a product. This choice may only be altered if the chosen product is damaged.
- d. Exploratory interest is an interest that reflects the behavior of a person who is always looking for information about the product he is interested in, as well as facts to support the product's good features.

#### 2.4 *Celebrity Endorser*

Terence A Shimp [3] defines a celebrity as a person (actor, singer, or athlete) who is well-known in the general public for their achievements in a number of professions ranging from music to athletics. Celebrity endorsement is one of the most well-known techniques of marketing in the world, with celebrities who are engaging, entertaining, and trustworthy being utilized to assist products be understood and recognized [7]. As a 'ubiquitous' characteristic of modern marketing [8]. Marketers now employ celebrity endorsers to attract attention and engage with customers. Celebrity endorsers have the ability to boost customer attention, make advertising more believable, and add glamor [8]. Not only that, but marketers want them to profit in a number of ways by linking their brand to celebrity [7].

A celebrity's assessment will capture more attention and be simpler to recall. Royan [9] states that celebrities draw the attention of producers in order to induce celebrities to use their goods since a celebrity is an appealing public figure who is well-liked by many people, which may grab the attention of consumers and make the product memorable. The influence of a celebrity or a well-known person is a strategy to sell a product, providing a positive review and a substantial impact on customer choice [10]. A user's choice to utilize anything that a celebrity uses and endorses must nevertheless take into account certain factors, such as the celebrity's fame and ability to articulate the characteristics of the product [11].

Spry et al. in [9] explained, there are 3 factors that a celebrity has in attracting the attention of user interest, such as;

- a. Attractiveness, which includes several important aspects of attractiveness [9], [12],
- b. Trust, which refers to the honesty, integration, and credibility of an endorser,
- c. Expertise, which refers to the endorser's knowledge, experience, or expertise about the subject of the advertisement.

#### 2.5 *Brand Image*

According to Lau and Phau Brand image refers to consumers' beliefs and impressions about a certain product [13]. Furthermore, brand image is the way people perceive a brand and is defined as a customer's perspective on the brand. According to these characteristics, brand image may be described as a description offered by the customer and formed by the consumer on a certain brand. [14] According to Lau and Phau, a consumer's image of a brand determines whether the brand is inferior or superior to others [15].

Brand image refers to consumers' opinions and impressions about a certain product [15]. Furthermore, brand image is the way people perceive a brand and is defined as a customer's perspective on the brand. According to these characteristics, brand image may be described as a description offered by the customer and generated by the consumer of a certain brand [16].

According to Tanzila et al. (2015), the function of brand image is to instill trust in the eyes of users, causing them to believe in the quality of a product and a brand. Wijaya contends that brand image plays a significant part in the development of a product's brand because it includes components of repute and trustworthiness that people evaluate when deciding whether to utilize a product or brand [17]. There are several indicators that influence brand image, according to Finto et al. [3] these indicators are;

- a. Uniqueness/Saliency, a set of interesting and prominent features of a product;
- b. Reputation, the reputation owned by a product;
- c. Familiarity, products that are well known by the public;
- d. Level of Trust/Trustworthiness, the trust of a users to a product.

## 2.6 Hypothesis Development

### 1. An affect of Celebrity Endorser towards Brand Image of Threads application in Indonesia

Study by Fathul Qorib et al., shown that Celebrity Endorser, Brand Image have a rather significant impact toward the user interest to buy or use [18]. Zakiya Sabdosih stated that That there is a significant impact of celebrity endorsers on brand image [6]The positive impact of celebrity endorsement will be seen if the celebrity use is connect with the product characteristic

H1: There is an effect of Celebrity Endorser towards Brand Image of Threads application in Indonesia

### 2. An affect of Celebrity Endorser towards the consumer interest usage on Threads Application in Indonesia

According to Rahmawati et al., Celebrity Endorsement possessed a significant value to user buying interest [19]. If a company or a brand choose the right celebrity to endorse for their product or brand, it will create a positive connection [3]. Gupta et al. also believe that Celebrity Endorsement will have a significant impact to a user interest to use a product that they (celebrities) endorse [20]. Further study by Fathul Qorib et al., shown that Celebrity Endorser, Brand Image have a rather significant impact toward the user interest to buy or use [18].

H2: There is an affect of Celebrity Endorser towards the consumer interest usage on Threads Application in Indonesia

### 3. An affect of Brand Image towards consumer interest usage on Threads Application in Indonesia

Masato & Sopiah statated that the better and more attractive the image of a product, it will create a positive and significant influence to Purchase Intention [3]. Chhajer et al., also believe that a good quality brand will be affected positively toward user interest to use or buy product [15]. According to Elsanti & Yuniarinto the hypothesis testing results, there is a major impact that happens on brand image on purchase

intention [6]. This might imply that the stronger the brand image, the more likely people are to purchase.

H3: There is an affect of Brand Image towards consumer interest usage on Threads Application in Indonesia

#### 4. An affect of Celebrity Endorser towards consumer Interest usage on Threads Application in Indonesia through brand image.

According to research done by Masato & Sopiah It has been demonstrated that celebrity endorsers have a major impact on purchase intention via brand image [3]. It indicates that the stronger the brand image created by a better celebrity endorser, the more probable it is to increase buy intent. As a result, brand image can mitigate the impact of celebrity endorsers on purchase intent. According to Mukherjee celebrity endorsers will be successful if they are interested in the growth of the product's brand image as well as the pay offered by the firm [3]. A celebrity endorser's impact is a type of co-branding that influences brand image. Celebrity endorsers have a beneficial impact on brand image, which in turn influences brand equity. Consumers, on the other hand, will be more likely to acquire a product after seeing their favorite celebrities rather than those they despise [3].

H4: There is an affect of Celebrity Endorser towards consumer Interest usage on Threads Application in Indonesia through brand image.

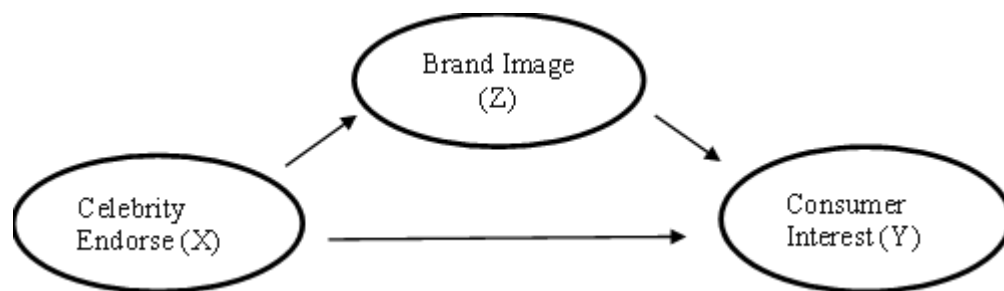


Figure 3. Research Model

### 3. METHODS

In doing this research, there are several method use in order to help the research. This research focus on quantitative research and with purposive sampling. In this research, our area of research narrow to Indonesian people, with the specification of 17 years old or more and know or use threads social media. To find the minimum sample we use Hair formulation which is the maximum value (5 – 10) multiply with the total of indicator, which for this research is 11 and we use the maximum value of 10, the total of minimum sample we need for this research is 110 [21]. In order to collect the data, google form were utilize and share through various social media. To work with the data, we utilize SPSS 26 as our data processing software.

### 4. RESULTS AND DISCUSSION

After spreading the questioner through google form, we have acquired 118 respondent and all of them match with our sample criteria, thus all of the data acquire will be use on this research in order to test the hypothesis. Before testing the hypothesis there are some test that we do in order to check the data use is both valid and also reliable for the research.

#### 4.1 Validity Test

The validity test is used to measure whether a questionnaire is valid or not. The validity test is carried out by comparing the calculated r-value with the r table for the degree of freedom (df) = n-2 with alpha 0.05. A statement is declared valid if the calculated r-value which is the corrected item-total correlation value is greater than the r table. A questionnaire declared valid means that the questionnaire is able to measure what should be measured.

Table 1. Validity Test Result

| Variable           | Item    | Rcount      | R-table | Decision |
|--------------------|---------|-------------|---------|----------|
| Celebrity Endorser | X1.1    | 0.821       | 0.1809  | Valid    |
|                    | X1.2    | 0.841       | 0.1809  | Valid    |
|                    | X1.3    | 0.669       | 0.1809  | Valid    |
|                    | X1.4    | 0.801       | 0.1809  | Valid    |
|                    | X1.5    | 0.745       | 0.1809  | Valid    |
| Consumer Interest  | Y.1 Y.2 | 0.788 0.765 | 0.1809  | Valid    |
|                    | Y.3 Y.4 | 0.724 0.741 | 0.1809  | Valid    |
|                    | Y.5 Y.6 | 0.685 0.736 | 0.1809  | Valid    |
|                    | Y.7 Y.8 | 0.794       | 0.1809  | Valid    |
|                    |         | 0.810       | 0.1809  | Valid    |
|                    |         |             | 0.1809  | Valid    |
|                    |         |             | 0.1809  | Valid    |
|                    |         |             | 0.1809  | Valid    |
| Brand Image        | Z.1     | 0.717       | 0.1809  | Valid    |
|                    | Z.2 Z.3 | 0.720 0.655 | 0.1809  | Valid    |
|                    | Z.4 Z.5 | 0.753 0.708 | 0.1809  | Valid    |
|                    | Z.6 Z.7 | 0.564 0.772 | 0.1809  | Valid    |
|                    | Z.8     | 0.648       | 0.1809  | Valid    |
|                    |         |             | 0.1809  | Valid    |
|                    |         |             | 0.1809  | Valid    |
|                    |         |             | 0.1809  | Valid    |

Source: Proceed Data Research 2024

Based on Table 3.1, the results of the validity test that was carried out using a sample of 118, this study has met the specified criteria, namely  $r_{count} > r_{table}$ . Obtained r table value at 5% alpha (2-tiled) with  $df\ n-2 = 118-2 = 116 = 0.1809$ . Thus, it is known that the calculated r-value of all statements  $> r_{table}$  (0.1809). Therefore, it can be said that the variable indicators in this study are valid so that they can be used to measure the variables to be measured in this study.

#### 4.2 Reliability Test

The reliability test aims to determine the extent to which the measurements that have been made in this study can be trusted or reliable. The reliability test in this study uses the Cronbach Alpha technique and the value can be seen in the processing results using the SPSS 26 program in the reliability statistics table in the Cronbach's alpha column. Calculation of reliability coefficients on alpha. An indicator is said to be reliable if  $\alpha \geq 0.6$  [22].

Table 2. Reliability Test Result

| Variable           | N of Items | Cronbach's Alpha | Critical Value | Decision |
|--------------------|------------|------------------|----------------|----------|
| Celebrity Endorser | 5          | 0.835            | 0.6            | Reliable |
| Consumer Interest  | 8          | 0.891            | 0.6            | Reliable |

|             |   |       |     |          |
|-------------|---|-------|-----|----------|
| Brand Image | 8 | 0.842 | 0.6 | Reliable |
|-------------|---|-------|-----|----------|

Source: Processed Data 2023

Table 4.2 can be seen that the results of testing the reliability value of all variables  $\geq 0.6$ . This means that the measuring instrument used in this study is reliable and trustworthy.

### 4.3 Classical Assumption Test

#### 1. Normality Test

The normality test aims to determine whether the population data is normally distributed. The basis for making normality test decisions is if Sig (Significance)  $> 0.05$  then the data is normally distributed, but vice versa if the Sig (Significance) value  $< 0.05$  then the data is not normally distributed. The normality test was carried out using the Kolmogorov-Smirnov statistical test.

**Table 3. Kolmogorov-Smirnov Table Normality Test Result Structure I**

#### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 118                     |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | 3.89889854              |
| Most Extreme Differences         | Absolute       | .065                    |
|                                  | Positive       | .055                    |
|                                  | Negative       | -.065                   |
| Test Statistic                   |                | .065                    |
| Asymp. Sig. (2-tailed)           |                | .200 <sup>c,d</sup>     |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Data Processed 2024

**Table 4. Kolmogorov-Smirnov Table Normality Test Result Structure II**

#### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 118                     |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | 2.98484598              |
| Most Extreme Differences         | Absolute       | .079                    |
|                                  | Positive       | .071                    |
|                                  | Negative       | -.079                   |
| Test Statistic                   |                | .079                    |
| Asymp. Sig. (2-tailed)           |                | .068 <sup>c</sup>       |

- a. Test distribution is Normal.



- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Data Processed 2024

From the table above, it can be concluded that both of the structure is acceptable, as the Kolmogorov-Smirnov test above, the significance value in structural model I is  $0.200 > 0.05$  and the significance value in structure II is  $0.068 > 0.05$ . This means that the data of all variables in this study are normally distributed.

### 2. Multicollinearity Test

The multicollinearity test is conducted to test for correlation between independent variables. Multicollinearity test needs to be done if the number of variables is more than one. Testing the presence or absence of multicollinearity can be determined by looking at the tolerance and VIF (Variance-Inflating Factor) values. If  $VIF < 10$ , then the level of collinearity can be tolerated.

**Table 5. Multicollinearity Test Result Structure I**

|       |            | Coefficients <sup>a</sup>   |            |                           |       | Collinearity Statistics |           |       |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------------------------|-----------|-------|
| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.                    | Tolerance | VIF   |
|       |            | B                           | Std. Error | Beta                      |       |                         |           |       |
| 1     | (Constant) | 15.183                      | 1.684      |                           | 9.017 | .000                    |           |       |
|       | X          | .763                        | .093       | .607                      | 8.220 | .000                    | 1.000     | 1.000 |

a. Dependent Variable: Z

Source: Data Processed 2024

Based on Table 4.5, it can be seen that the Variance Inflation Factor (VIF) value of celebrity endorser is  $1.000 < 10$  and tolerance is  $1.000 > 0.10$ , VIF. Thus, it can be concluded that the regression model is free from multicollinearity.

**Table 6. Multicollinearity Test Result Structure II**

|       |            | Coefficients <sup>a</sup>   |            |                           |        | Collinearity Statisti |           |     |
|-------|------------|-----------------------------|------------|---------------------------|--------|-----------------------|-----------|-----|
| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.                  | Tolerance | VIF |
|       |            | B                           | Std. Error | Beta                      |        |                       |           |     |
| 1     | (Constant) | 5.482                       | 1.688      |                           | 3.246  | .002                  |           |     |
|       | X          | .132                        | .090       | .100                      | 1.475  | .143                  | .632      | 1.5 |
|       | Z          | .786                        | .071       | .749                      | 11.006 | .000                  | .632      | 1.5 |

a. Dependent Variable: Y

Source: Data Processed 2024

Based on Table 4.6, it can be seen that the Variance Inflation Factor (VIF) value of Celebrity Endorser is  $1.583 < 10$  and a tolerance of  $0.632 > 0.10$ , and the VIF Perceived Brand Image is  $1.583 < 10$  and a tolerance of  $0.632 > 0.10$ . Thus, it can be concluded that the regression model is free from multicollinearity.

### 3. Heteroscedasticity Test

The heteroscedasticity test is used to determine whether or not there are deviations from classical assumptions. In this study, to determine whether or not heteroscedasticity occurs is the scatterplot test. The following is a Scatterplot image of the two structure models to determine whether or not heteroscedasticity occurs in this study:

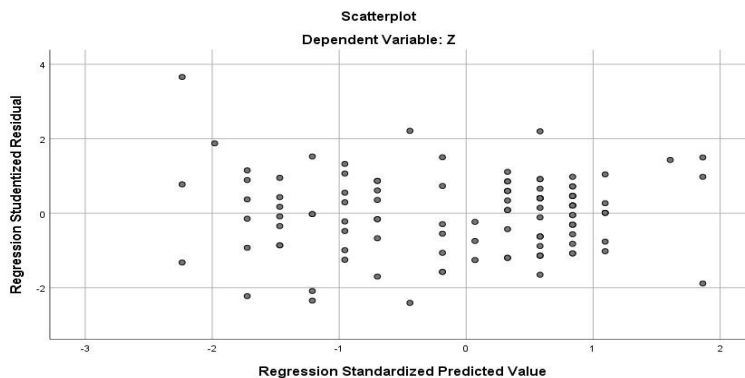


Figure 4. Heteroscedasticity Test Result Structure I

Source: Data Processed 2024

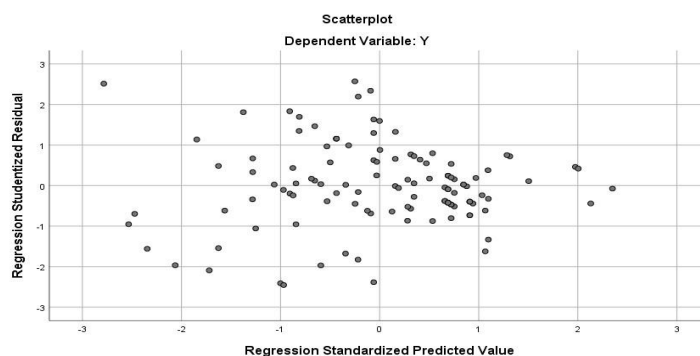


Figure 5. Heteroscedasticity Test Result Structure II

Source: Data Processed 2024

Based on figures 4.7 and 4.8 above, it can be seen that the points do not form a certain pattern and spread randomly above and below the number 0 on the Y axis. Thus, it can be concluded that there is no heteroscedasticity problem in the two regression models.

#### 4. Hypothesis Test

##### 1) Coefficient of Determination Result

The coefficient of determination (Adjusted  $R^2$ ) can be used to predict how much influence the independent variable (X) has on the dependent variable (Y) provided that the results of the f-test in regression analysis are significant

Table 7. Coefficient of Determination Structure I **Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .607 <sup>a</sup> | .368     | .363              | 3.916                      |

a. Predictors: (Constant), X b. Dependent Variable: Z

Source: Processed Data 2024

The results of the regression calculation in Table 4.9 show that the coefficient of determination (Adjusted  $R^2$ ) obtained is 0.363. This means that 36.3% of the performance of Brand Image is influenced by Celebrity Endorser. The remaining 63.7% of the Brand Image in Thread is influenced by other variables not examined in this study.

Table 8. Coefficient of Determination Structure II **Model Summary**<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .814 <sup>a</sup> | .663     | .657              | 3.011                      |

a. Predictors: (Constant), Z, X

b. Dependent Variable: Y

Source: Processed Data 2024

The results of the regression calculation in Table 5.10 show that the coefficient of determination (Adjusted R<sup>2</sup>) obtained is 0.657. This means that 65.7% of the performance of Consumer Interest is influenced by Celebrity Endorser and Brand Image. The remaining 34.3% of the Brand Image in Thread is influenced by other variables not examined in this study.

## 2) Path Analysis

After the value of each variable is obtained, path analysis is carried out. The effect of variable relationships can be categorized as follows:

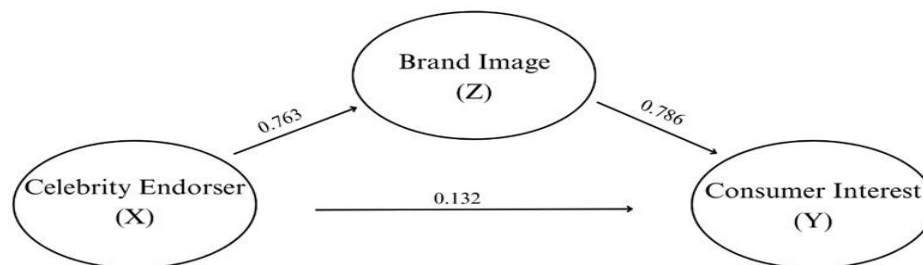


Figure 6. Complete Path of Research

Source: Extracted Data Processed 2024  $e_1 = \sqrt{1 - R^2}$

$$= \sqrt{1 - 0.663} = 0.581$$

$$e_2 = \sqrt{1 - R^2} = \sqrt{1 - 0.368} = 0.795$$

$$Y = bX + bZ + e_1$$

$$Y = 0.132X + 0.786Z + 0.581e_1$$

$$Z = bX + e_2$$

$$Z = 0.763X + 0.795e_2$$

The meaning of the equations in Figure 5.3 structural paths I and II above is as follows:

- In equation I, the coefficient value of the celebrity endorser variable is 0.132. This means that every increase in celebrity endorser by 1 unit will increase consumer interest by 0.132 and vice versa, assuming other variables remain constant.
- In equation I, the coefficient value of the brand image variable is 0.786. This means that every increase in brand image by 1 unit will increase consumer interest by 0.132 and vice versa, assuming other variables remain constant.
- In equation I, the standard error ( $e_1$ ) is 0.581. This means that the coefficient of the error path for other variables outside the study that affect performance is 0.581.

- d. In equation II, the coefficient value of the celebrity endorser variable is 0.763. This means that every increase in celebrity endorser by 1 unit will increase brand image by 0.763 and vice versa assuming other variables remain constant.
- e. In equation I, the standard error (e2) is 0.795. This means that the coefficient of the error path for other variables outside the study that affect performance is 0.795

Table 9. Category of Variable Influence Relationship

| Path Coefficient         | Power / Influence |
|--------------------------|-------------------|
| - 0.09                   | Weak              |
| - 0.29                   | Medium            |
| $\geq 0.30$<br>0.05 0.10 | Strong            |

Source: Haryadi et al, 2011

Table 10. Direct and Indirect Effect Results

| Impact                                 | Direct | Indirect                     | Total | Ket    |
|--|--------|------------------------------|-------|--------|
| Celebrity Endorser > Brand Image       | 0.763  | -                            | 0.763 | Strong |
| Celebrity Endorser > Consumer Interest | 0.132  | $0.763 \times 0.786 = 0.560$ | 0.692 | Strong |
| Celebrity Endorser > Consumer Interest | 0.132  | -                            | 0.132 | Medium |
| Brand Image > Consumer Interest        | 0.786  | -                            | 0.786 | Strong |

Source: SPSS Extracted Data, 2024

Based on Table 5.12 above, the results of hypothesis testing can be seen. It is known that the direct effect of celebrity endorser on consumer interest is 0.763. While the indirect effect of celebrity endorser on consumer interest through brand image is 0.560. Thus, the direct effect (0.132) < indirect effect (0.560). This means that brand image can mediate celebrity endorser on consumer interest.

### Discussion

#### An affect of Celebrity Endorser towards Brand Image of Threads application in Indonesia

Based on the result of research, the first hypothesis (H1) is accepted. This is shown as the same result as the study done by previous research, as study by Fathul Qorib et al., shown that Celebrity Endorser, Brand Image have a rather significant impact toward the user interest to buy or use [18]. Zakiya Sabdosih stated that there is a significant impact of celebrity endorsers on brand image [6]. The positive impact of celebrity endorsement will be seen if the celebrity use is connected with the product characteristic. Base on consumer behavior theory states that consumers evaluate the value of a product or service based on a variety of criteria such as price, quality, and brand image.

Celebrity endorsements can increase the perceived value of the Threads app by indicating to customers that the app is worthy of celebrity support and so must provide value and quality. When customers believe Threads is backed by respectable and influential celebrities, they may be more likely to download, use, and suggest the app to others, adding to a good brand image. Then, consumer behavior is largely impacted by emotions, and celebrity endorsements can elicit powerful emotional responses from customers. When consumers see their favorite celebrities endorsing Threads, they may feel positive emotions like admiration, trust, and enthusiasm. These feelings can generate a positive perception of the brand and help people build a deep emotional connection with the Threads application. As a result, Threads' brand image may benefit from the emotional appeal of its celebrity endorsers.

### **An affect of Celebrity Endorser towards the consumer interest usage on Threads Application in Indonesia**

The result of research state that second hypothesis (H2) rejected. This result give a contradict result with the previous research. According to Rahmawati et al., Celebrity Endorsement possessed a significant value to user buying interest [19]. If a company or a brand choose the right celebrity to endorse for their product or brand, it will create a positive connection [3]. Gupta et al., also believe that Celebrity Endorsement will have a significant impact to a user interest to use a product that they (celebrities) endorse [11]. Further study by Fathul Qorib et al., shown that Celebrity Endorser, Brand Image have a rather significant impact toward the user interest to buy or use [18]. Nonetheless, this research prove a different result occur. One reason why celebrity endorsements may not have a major impact on consumer interest is because customers are becoming increasingly skeptical about endorsement genuineness.

In today's digital age, customers are becoming more discerning and skeptical of marketing strategies, including celebrity endorsements. If consumers believe celebrity endorsements of the Threads application are inauthentic or disingenuous, they may question the authenticity of both the celebrity and the company, resulting in decreased interest in the app. Then, Consumer behavior theory emphasizes the significance of relevance and fit between the endorser, the product, and the target audience. If the celebrity endorser picked for the Threads application does not share the interests, values, or preferences of the target audience in Indonesia, the endorsement may fail to pique consumer interest. For example, if Threads works with a foreign celebrity who is not well-known or admired in Indonesia, customers may not consider the endorsement important, resulting in a limited impact on consumer interest.

### **An affect of Brand Image towards consumer interest usage on Threads Application in Indonesia**

The third hypothesis (H3) is accepted. This result aligns with the previous research result, which is also accepted. In Masato & Sopiah stated that the better and more attractive the image of a product, it will create a positive and significant influence to Purchase Intention [3]. Chhajer et al. also believe that a good quality brand will be affected positively toward user interest to use or buy product [15]. According to Elsanti & Yuniarinto the hypothesis testing results, there is a major impact that happens on brand image on purchase intention [6].

It can show us that brand image has an affect on consumer interest. Consumer behavior theory acknowledges that emotions influence customer decisions and behaviors. A strong brand image elicits favorable feelings and promotes emotional ties with customers. When consumers develop an emotional attachment to a brand, such as Threads, they are more likely to exhibit interest in utilizing the app because it gets integrated into their identity and lifestyle. Positive emotional experiences with the brand boost consumer interest and engagement, resulting in higher usage and advocacy. Then, In Indonesia, where social ties and communal values are prominent, a positive brand image for Threads can lead to increased consumer interest in using the app, as individuals seek to conform to social norms and fit in. Social influence and group norms play a significant role in shaping consumer behavior.

### **An affect of Celebrity Endorser towards consumer Interest usage on Threads Application in Indonesia through Brand Image**

The last hypothesis (H4) is accepted. This result aligns with the previous research, as according to research done by Masato & Sopiah It has been demonstrated that celebrity endorsers have a major impact on purchase intention via brand image [3]. It indicates that the stronger the brand image created by a better celebrity endorser, the more probable it is to increase buy intent. As a result, brand image can mitigate the impact of celebrity endorsers on purchase intent. So, we can know that celebrity endorser has indirect affect on consumer interest by brand image.

According to social identity theory, people's self-concept and identity are shaped by the groups to which they belong. Celebrity endorsers serve as prominent reference groups for the Threads application in Indonesia. When users see their favourite celebrities praising Threads, they may interpret the app as linked with their desired social identity, which increases their interest in using it. Positive associations with celebrity endorsers help to shape Threads' brand image, making it more enticing and aspirational to consumers who identify with the sponsored celebrity. Then, the notion of reasoned action/planned conduct holds that attitudes and subjective norms influence an individual's intention to engage in an activity. Celebrity endorsements can influence buyers' opinions regarding the Threads application by portraying it as desirable and socially acceptable. Furthermore, seeing a celebrity use or praise the app may create a perceived social norm among users, encouraging them to utilize it. The endorsement promotes favorable attitudes and perceived norms, which raise consumer interest in using the Threads application in Indonesia by improving brand image.

## CONCLUSION

Using Thread Application as a sample, this study looks at The Influence of Celebrity Endorser towards Consumer Interest Usage of Threads App through Brand Image in Indonesia. The following conclusions were reached as a result of the research model analysis and hypothesis testing that this study suggested:

1. The study's findings demonstrate how factors related to celebrity endorser affect brand image. The hypothesis H1 is thus accepted. This is consistent with the previous research that celebrity endorser has affect on brand image. Endorse by celebrity can increase the brand image itself.
2. The study's findings demonstrate how factors related to celebrity endorser on consumer interest. The hypothesis H2 is thus rejected. Indonesian user rare view endorse from celebrity can influence them.
3. The study's findings demonstrate how factors related to brand image affect consumer interest. The hypothesis H3 is thus accepted. This is consistent with the idea that the brand image has impact on consumer interest. It is true that if the apps have good brand image it make the user more interest to use it.
4. The study's findings demonstrate how factors related to celebrity endorser affect consumer interest through brand image. The hypothesis H4 is thus accepted. This is suitable proportional to the explanation that this hypothesis accepted. Indonesian consumer see that celebrity endorser can affect their user if the app has good brand image.

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