

THE INFLUENCE OF CELEBRITY ENDORSEMENT AND BRAND IMAGE ON CONSUMER LOYALTY OF FASHION PRODUCTS IN YOGYAKARTA

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ARTICLE INFO

Article history:

Received

Revised

Published

Keywords:

Celebrity endorsements;

Brand Image;

Customer Loyalty;

Fashion;

Online Purchase

ABSTRACT

This study aims to analyze the influence of celebrity endorsement and brand image on consumer loyalty of fashion products in Yogyakarta. The fashion industry in Yogyakarta continues to grow rapidly with more and more brands competing to attract consumers' attention. In this context, celebrity endorsement and brand image are considered two important factors that can influence purchasing decisions and shape consumer loyalty. Data were collected through a survey of consumers who actively buy fashion products in Yogyakarta and are exposed to celebrities who support certain brands. The results of the analysis show that celebrity endorsement has a significant positive influence on brand image, which ultimately has an impact on increasing consumer loyalty. In addition, brand image is also proven to have a significant direct influence on consumer loyalty. This paper contributes to the consideration of marketing strategies that combine celebrities as endorsers with strong brand image management to build long-term customer loyalty.

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1. INTRODUCTION

In recent years, the fashion industry in Yogyakarta has grown rapidly, driven by increasing purchasing power and a variety of lifestyle trends. In addition to being known as a center of culture and education, Yogyakarta is also developing as one of the centers of the creative industry, including fashion. Fashion brands, both local and national, compete to attract the attention of consumers in Yogyakarta with various innovative marketing strategies, one of which is using celebrity endorsements (Solikhah & Rizky, n.d.). Using celebrities as brand ambassadors has become a popular strategy in the fashion industry because it has proven effective in influencing consumer purchasing interest. Celebrities with extensive fans can create emotional bonds with the audience, which has the potential to increase consumer interest and loyalty to the products they promote (Abdullah et al., n.d.; Misra et al., 2019). In addition to celebrity endorsements, brand image

is also a key factor in building consumer loyalty. Brand image includes the overall perception formed in the minds of consumers about a brand, which is influenced by various factors such as product quality, uniqueness of design, and messages conveyed through marketing campaigns (Annisca & Paramita, 2021). A strong brand image provides added value to consumers because they feel connected to the identity or values carried by the brand (Solikhah et al., 2024). In the fashion industry in Yogyakarta, brand image is an important element that distinguishes local products from other big brands. When consumers have a positive perception of a brand, they are more likely to be loyal and encouraged to purchase the product repeatedly.

Celebrity endorsements and brand image often work together to build consumer loyalty. Using celebrities as endorsers can strengthen brand image, especially if the celebrity has an image or style that aligns with the brand they represent (Gunawan, 2022). Many consumers feel more confident in products endorsed by celebrities they admire or follow, especially if the celebrity has a good reputation. This trust drives consumer loyalty, where they are not only interested in trying the product but also motivated to continue using it. In Yogyakarta, with the community's attachment to local culture, choosing celebrities who are related to regional culture or identity can have a greater impact on building consumer loyalty.

In the digital era, social media plays a big role in the celebrity endorsement process and building brand image. Platforms such as Instagram, TikTok, and YouTube have become the main channels for celebrities and influencers to promote fashion products, allowing consumers in Yogyakarta to follow trends and get information about new products directly (Et.al, 2021; Hamdan & Aldhaen, 2024; Hanaysha, 2022). Social media makes it easier for consumers to see their favorite celebrities wearing certain fashion products, which creates a stronger bond between consumers and brands. With strong visualization through content on social media, brand image can be built more effectively and more widely, which in turn strengthens consumer loyalty to the brand (Madsen, 2019).

Various studies have shown that celebrity endorsement and brand image have a significant effect on consumer loyalty. Celebrities who have a positive image and high credibility can influence consumer perceptions of the brands they support (Misra et al., 2019). Meanwhile, a strong brand image can create a deeper emotional connection with consumers (Chakraborty, 2019). This emotional connection is important in maintaining loyalty, because consumers who have an emotional bond with a brand are more likely to be loyal and willing to spend more money on products they trust (Guo et al., 2020). In this context, the study of the influence of celebrity endorsement and brand image on consumer loyalty of fashion products in Yogyakarta is very relevant. By understanding how these two factors influence consumer preferences and behavior, this study is expected to provide in-depth insight into how to optimize marketing strategies to increase consumer loyalty (Bakrie et al., 2019). Amidst increasingly fierce competition in the fashion industry, as well as the increasing number of product choices on the market, understanding the influence of celebrity endorsement and brand image will help fashion brands not only attract new consumers, but also retain old consumers. This study is expected to provide an important contribution to the development of effective marketing strategies in the fashion industry in Yogyakarta, as well as providing guidance for local brands in utilizing celebrity endorsements and strengthening brand image.

2. LITERATURE REVIEW

The fashion industry in Yogyakarta has experienced very rapid development in recent years, along with the increasing purchasing power of the community and the increasingly diverse lifestyle trends (Solikhah et al., 2023). In addition to being known as a center of culture and education, Yogyakarta is now also a center of creativity, including in the fashion sector. Various fashion brands, both local and national, are trying to attract the attention of consumers in this city through innovative marketing strategies, one of which is by using celebrity endorsements and strengthening brand image (SOLIKHAH, 2022). These two factors are important elements in creating consumer loyalty, which greatly influences purchasing decisions and customer retention. Therefore, understanding how celebrity endorsements and brand image affect consumer loyalty for fashion products in Yogyakarta is crucial. Celebrity endorsement refers to the use of celebrity figures to promote or support a product or brand. Several previous studies have shown that celebrities who act as endorsers can increase brand credibility and attract consumer attention (Omorodion

& Osifo, 2019). Celebrities have an emotional appeal that can create closeness with the audience and strengthen the message that the brand wants to convey. This is very relevant in the fashion industry, where the personal image and lifestyle of celebrities often inspire many people. In this case, celebrities are not just the face of a brand, but also a symbol of status, style, and confidence that consumers want to achieve (Schimmelpfennig & Hunt, 2020). For example, celebrities who have a lifestyle or characteristics that match the brand image can strengthen positive associations with the product. In addition, celebrity endorsements also play an important role in building emotional relationships between brands and consumers. When a celebrity who is respected or admired by consumers becomes the face of a product, consumers will associate the product with the quality and values possessed by the celebrity. This increases consumer trust in the product and indirectly contributes to their loyalty to the brand. Research (Abdullah et al., n.d.) shows that a positive celebrity image greatly influences consumer perceptions of the products they endorse, which ultimately leads to increased consumer loyalty. In this context, celebrities with a positive image and high credibility will encourage consumers to not only try the product, but also maintain a long-term relationship with the brand.

H₁ : Celebrity Endorsement has a significant positive effect on Customer Loyalty

Meanwhile, brand image also plays an important role in building consumer loyalty. Brand image reflects the overall perception of consumers towards a brand, which is formed from various elements such as product quality, design, and messages conveyed through marketing campaigns. According to (Krishnamurthy & Kumar, 2018), brand image is a collection of associations that appear in the minds of consumers that can influence the way they view a brand. A strong brand image will create a deeper emotional bond between consumers and the brand. In the fashion industry, brand image is crucial because consumers buy more than just a product, but also the identity contained in the brand. Fashion brands often reflect the lifestyle and values that consumers want to live, such as sustainability, uniqueness, or modernity (Solikhah, 2024).

A positive brand image will encourage consumers to remain loyal to a particular product or brand. Research by (Foroudi et al., 2019) shows that brands that succeed in building a strong brand image tend to have a higher level of consumer loyalty. Consumers who are emotionally connected to a brand are more likely to choose it again and even recommend it to others. A strong brand image also helps brands differentiate themselves from competitors, providing a sustainable competitive advantage in an increasingly competitive market. In the fashion world, celebrity endorsement and brand image often work together to build consumer loyalty. The use of celebrities as endorsers can strengthen brand image, especially if the celebrity has a style or characteristics that are in line with the brand image. For example, celebrities with an elegant and classy image will strengthen the image of a premium fashion brand, while celebrities who are committed to social or environmental issues can help fashion brands that focus on sustainability to build a positive image in the eyes of consumers who care about these issues. Research by (Wijaya & Annisa, 2020) shows that the right use of celebrities can increase positive associations with a brand and strengthen the brand image that is being built. In addition, in today's digital era, social media plays an important role in strengthening the relationship between celebrity endorsement, brand image, and consumer loyalty. Platforms such as Instagram, TikTok, and YouTube have become the main channels for celebrities and influencers to promote fashion products to a wider audience. Social media allows consumers to see their favorite celebrities wearing certain products, which creates a deeper emotional closeness to the brand. This gives brands the opportunity to strengthen their brand image through attractive visual content, which can be reached more widely through direct interaction between celebrities and their followers. Thus, social media not only expands brand visibility but also strengthens consumer loyalty through more personal interactions.

Research shows that celebrity endorsement and brand image have a significant influence on consumer loyalty in the fashion industry. A study by (Annisa & Paramita, 2021) stated that celebrity endorsement combined with a consistent brand image can create a stronger emotional connection between consumers and brands, which in turn increases consumer loyalty. Consumer loyalty to fashion products is often influenced by the emotional connection built through a positive brand image, which is strengthened by the credibility and image of the celebrity representing the brand.

H₂ : Brand Image has a significant positive effect on Customer Loyalty

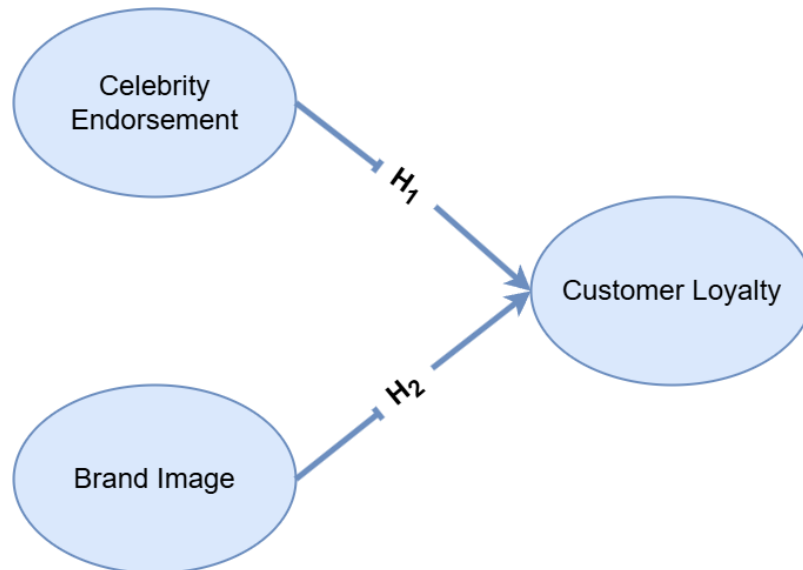


Figure 1 Mechanism of the Relationship between Celebrity Endorsements and Brand Image on Customer Loyalty

3. METHODS

This type of research is quantitative explanatory. The object of this study is consumers of fashion products in Yogyakarta. The sample in this study was selected using a purposive sampling technique (Abi Anggito, 2018; Kuantitatif, 2016). The sample in this study was 129 respondents and 123 respondents who filled in completely. The type and source of data used in this study are primary data. The primary data obtained in this study are in the form of questionnaires distributed to respondents who are the research sample (Silalahi, 2006). The data analysis used is SEM through the assistance of the SmartPLS 4.0 program.

Table 1 Operational Definition of Variables

Variable	Operational Definition	Indicator
Celebrity Endorsement	Celebrity endorsement is a marketing strategy in which a celebrity who has certain popularity, reputation and attractiveness is used to promote a product or brand (Schimmelpfennig & Hunt, 2020).	1. Trustworthiness. 2. Expertise. 3. Attractiveness.
Brand Image	Brand image is the perception or image that consumers have of a brand, which is formed from the experiences, knowledge, and impressions they have about the brand (Annissa & Paramita, 2021).	1. Brand strength. 2. Brand superiority. 3. Brand uniqueness
Customer Loyalty	Customer loyalty is the level of devotion and attachment a customer has to a brand, product, or company (Gunawan, 2022).	1. Consumer repeat purchases 2. Always choose a brand over other brands 3. Feel the brand is the best 4. Recommend the brand

4. RESULT AND DISCUSSION

Before being analyzed, a validity and reliability test was first carried out on the distribution of the questionnaire. Using the SmartPLS 4.0 program, a test was carried out on the factor loading value of each indicator as an analysis tool to assess the level of data validity in this study. If the factor loading value of an indicator is less than 0.4, the indicator can be removed from the research model, while if it is greater than 0.7, the indicator is considered good (Haryono, 2017). The results of the validity test show that all items are valid because they have a Loading Factor value > 0.5 so that the item is removed from the analyzed model.

Table 2 Final Validity Test Results

Variable	Item	Loading Factor	Information
Celebrity Endorsement (CE)	CE1	0.840	Valid
	CE2	0.895	Valid
	CE3	0.860	Valid
Brand Image (BI)	BI1	0.894	Valid
	BI2	0.903	Valid
	BI3	0.863	Valid
Consumer Loyalty (CL)	CL1	0.864	Valid
	CL2	0.867	Valid
	CL3	0.828	Valid
	CL4	0.746	Valid
Acceptable Limits		> 0.5	Accepted

The validation test shows valid results because the loading factor values obtained from variables have an overall value of > 0.5 so that the data can be accepted, so all items can proceed to the next stage of analysis. By measuring the composite reliability value, one can determine reliability by looking at the output results in SmartPLS 4.0. If the composite reliability value is more than 0.7 and the recommended Cronbach's alpha value is greater than 0.6, then the variable can be said to be very good (Ghozali, 2008).

Table 3 Reliability Test Results

Variable	Item	Construct Reliability	AVE
Celebrity Endorsement (CE)	CE1	0.899	0.749
	CE2		
	CE3		
Brand Image (BI)	BI1	0.917	0.786
	BI2		
	BI3		
Consumer Loyalty (CL)	CL1	0.897	0.685
	CL2		
	CL3		
	CL4		

The results of reliability testing on the research questionnaire show that the value of construct reliability for all items is ≥ 0.70 . Apart from that, the research also obtained a value for the Average Variance Extracted (AVE) for each item ≥ 0.50 . So the results of reliability testing on the research questionnaire show reliable results. Therefore, the data obtained can be processed further for model testing.

Testing Research Model Path Analysis

In PLS, weight estimation for latent variable score components is obtained based on the inner model

and the outer model is the relationship between indicators and their constructs. Structural model testing is carried out to test between configurations. The results of the evaluation of the structural model of this research are as follows.

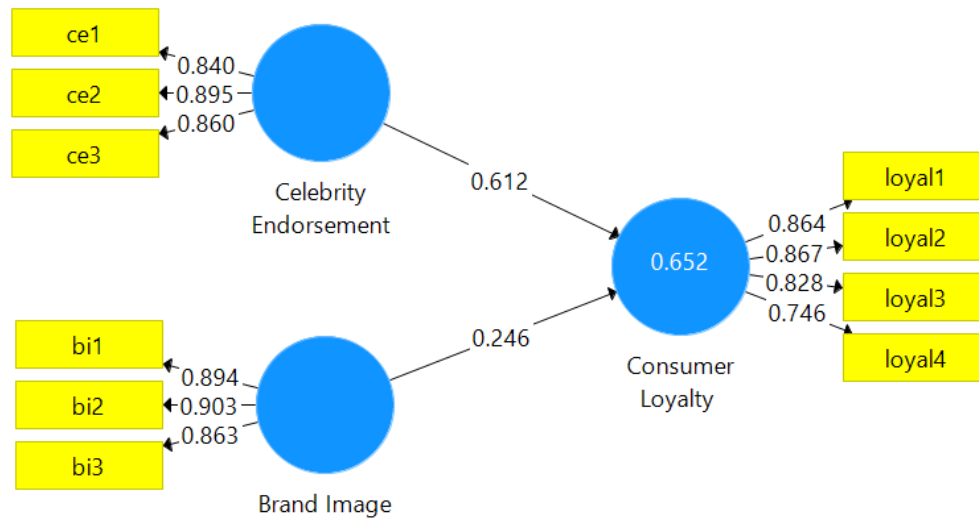


Figure 2 SmartPLS 4.0 Structural Model

Furthermore, decision making to determine whether to accept or reject the hypothesis is based on the resulting significance probability, the value of the significance level is $\alpha = 5\%$ (0.05). The research results are presented in the following table.

Table 4 Path Model Significance Test Results

Variable	Original Sample (O)	Sample average (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P	Information
CE \square CL	0.246	0.255	0.095	2.580	0.010	Accepted
BI \square CL	0.246	0.602	0.100	6.123	0.000	Accepted

The results of the significance test in Table 4 show that Celebrity Endorsement have a significant effect on Consumer Loyalty ($0.010 > 0.05$), so H_1 is accepted. Besides that, H_2 is accepted, which Brand Image also has a significant effect on Purchase Intention ($0.000 > 0.05$).

4.1. Discussion

4.1.1. The positive influence of celebrity endorsement marketing on consumer loyalty

Celebrity endorsement has a significant influence on consumer loyalty of fashion products in Yogyakarta. This is indicated by the p-value of (0.010). Consumers tend to feel emotionally connected to brands that use celebrities they admire as endorsers. This is especially true in the fashion industry, where celebrity lifestyles and images often inspire consumers. When endorsed celebrities are considered relevant and have a positive reputation, they can strengthen the appeal of fashion products and increase consumer interest in trying and continuing to use the product (Mookda et al., 2020). In the context of Yogyakarta, a city with a young population with a dynamic lifestyle, celebrity endorsement is an effective strategy for building a modern and trendy brand image. In addition, celebrity endorsement also helps strengthen a consistent brand identity in the eyes of consumers. When the chosen celebrity matches the brand's values and target audience, it creates a greater sense of attachment among consumers (Schimmelpfennig & Hunt,

2020). Loyalty is formed because consumers feel that the fashion products they use are affiliated with public figures they trust and admire. However, the effectiveness of this strategy depends on the credibility of the chosen celebrity, as controversy or value inconsistency can damage the brand image. Therefore, choosing the right celebrity and creating relevant messages are the keys to driving consumer loyalty to fashion products in Yogyakarta

These results are in accordance with (Omorodion & Osifo, 2019) which states that celebrity endorsement marketing has a positive influence on consumer loyalty. The use of celebrities as brand advocates can strengthen consumer trust and emotional attachment to a product or service, which ultimately increases loyalty. This is due to the ability of celebrities to build a strong and relevant brand image, so that consumers are more likely to continue choosing the brand amidst market competition. This shows the importance of selecting celebrities that are in line with the brand's values and target audience to ensure optimal impact on consumer loyalty.

4.1.2. The positive brand image motivation on consumer loyalty

The results of testing the second hypothesis, the influence of the brand image variable on consumer loyalty, show a positive path coefficient. The p-value shows a figure of 0.000 so it is less than 0.05 showing that there is a positive and significant influence on brand image on consumer loyalty. Brand image has a significant influence on consumer loyalty of fashion products in Yogyakarta. As one of the key factors in creating a long-term relationship between a brand and a consumer, a positive brand image helps consumers build trust and emotional affiliation with the brand. In the fashion industry, a strong and consistent brand image such as design style, product quality, and brand values that are in line with consumer aspirations are important elements that attract attention and maintain loyalty (Wijaya & Annisa, 2020). In Yogyakarta, which is known as a city with a young, creative and trend-oriented population, a brand image that reflects modern, local, or environmentally friendly values has a greater appeal in the eyes of consumers. In addition, a brand image that is relevant to consumers' lifestyles strengthens their sense of identity with the brand, thus encouraging repeat purchasing behavior (Prayogi et al., 2023). Consumers tend to be more loyal to brands that they perceive as a representation of their personality and social status. When a fashion brand is able to maintain a unique and authentic image, consumers feel more motivated to not only purchase, but also recommend the brand to others. However, it is important for fashion brands in Yogyakarta to maintain consistency between the image they display and the quality of the product and customer experience, because inconsistencies can reduce loyalty and hinder long-term relationships with consumers.

The results of this research are supported by previous research conducted (Annisia & Paramita, 2021) which shows that a positive brand image can motivate consumer loyalty. Consumers tend to feel more connected and trust brands that have a good reputation, attractive aesthetics, and values that are relevant to their needs. This encourages consumers to make repeat purchases, recommend the brand to others, and remain loyal despite competition in the market. Thus, a positive brand image serves as a key driver in building and maintaining consumer loyalty.

5. CONCLUSION

This study aims to examine the influence of celebrity endorsement and brand image on consumer loyalty of fashion products in Yogyakarta, showing that both factors have a significant role in building and maintaining consumer loyalty. Effective celebrity endorsement, characterized by relevant celebrities with positive images, can increase the appeal of fashion products and create emotional connections with consumers. This has a positive influence on consumers' decisions to continue using the product and recommend it to others. In addition, a strong brand image strengthens consumer loyalty by providing emotional and functional added value to fashion products. Consumers tend to be more loyal to brands that reflect their identity, lifestyle, and aspirations. When celebrity endorsement is aligned with brand image, the synergy creates a consistent and satisfying experience for consumers, which ultimately increases loyalty. In the context of Yogyakarta, this combination of strategies not only helps fashion brands compete in the local market but also builds long-term relationships with consumers.

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