

## **Endorsers, Brand Image, and Quality of Service on Buying Decisions Disney+ Hotstar**

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### **Abstract**

The purpose of this study is to investigate the correlation between celebrity endorsers, brand image, quality of service, and consumer trust, and how they impact consumer buying decisions. The data for this research was collected via a GoogleForm questionnaire and was shared through social media. The study was conducted over a period of one month, from October 19 to November 2, 2023. The research population consists of people residing in Jabodetabek who have used Disney's digital video streaming services for at least a month. The research methodology uses quantitative analysis with the Fornell-Larcker criterion, goodness of fit R-square, and hypothesis testing based on T statistics. The Smart PLS 4.0 application program was used for data analysis. The research conducted ten tests and hypotheses, out of which six tests showed a positive effect, while four other tests had no effect. The hypothesis tests were carried out to investigate the influence of brand image variables on buying decisions, quality of service on buying decisions, celebrity endorsers on consumer trust, and celebrity endorser variables on buying decisions through consumer trust. However, the results of the test indicate rejection of the hypothesis, suggesting that no significant effect was found between one variable and another. This research is expected to contribute to the development of knowledge in Marketing Management, especially for scientists interested in analyzing the relationship between celebrity endorsers, brand image, and quality of service on buying decisions through consumer trust.

**Keyword:** brand image; quality of service; celebrity endorser; customer trust; buying decision

## **1. Introduction**

In recent years, the video streaming service industry has experienced rapid growth. The entertainment industry has undergone a radical transformation, especially with the emergence of digital streaming platforms. These changes have changed the way consumers access, consume, and interact with entertainment content. Movie and TV streaming services are one of the most important aspects of this transition. Companies like Disney+ have grown rapidly, offering thousands of movies and TV show titles that their subscribers can access instantly to become major players in this market by offering a wide range of entertainment content, including films, TV series, and original shows.

Digital technology, including increasingly faster internet, smart devices, and advanced software, has allowed streaming platforms to thrive. This allows consumers to watch content anywhere, anytime, and across multiple devices. The streaming business model has disrupted traditional industries and changed the way content is paid for and distributed. Subscription services, freemium, and other models have changed the way copyright owners generate revenue from their content. Streaming platforms have invested a lot of resources into producing original content. This includes good movies, high-quality TV series, and exclusive content that attracts viewers. This has increased competition in the film industry. Consumers are increasingly shifting from traditional cable and DVD-based models to digital streaming. They are looking for convenience, ease of access, and a greater choice of entertainment content. In the context of this rapid development, in-depth research is needed to understand the relationship between marketing variables in the digital streaming-based film industry. This research can provide useful information for industry insiders and scientists.

Disney+ is one of the leading players in the streaming video services industry. A case study of how Disney+ uses celebrity endorsers, builds brand image, and maintains quality of service and influences buying decisions through consumer trust can provide valuable insight into marketing strategies in this industry. In this increasingly competitive context, it is important to understand how Disney's marketing strategy involving celebrity endorsers, brand image, and quality of service impacts consumer trust and their buying decisions. This research will provide a deeper understanding of the interactions of these variables. Having a strong brand image is crucial for any company as it helps create positive perceptions among consumers and increases customer loyalty. Therefore, it is valuable to conduct research on the Disney+ brand image. When it comes to making purchasing decisions, consumer trust plays a crucial role in purchasing decisions. In a highly competitive market such as video streaming services, consumers are more likely to choose products or services they trust.

The purpose of this study is to investigate the correlation between celebrity endorsers, brand image, quality of service, and consumer trust, and their influence on consumer buying decisions. The research results can help Disney+ and similar companies optimize their marketing strategies.

## **2. Literature Review**

### **2.1 Celebrity Endorser**

Celebrities, such as actors and famous figures, are often utilized in marketing strategies to enhance a brand's image and draw consumer attention. They can help build an emotional

connection between brands and consumers. According to Shimp's research in 2010, a celebrity endorser is an actor, entertainer, or athlete, public figures who endorse products due to their success in relevant fields or individuals who are widely recognized for their achievements and endorse a product. Rashid, Nallamuthu & Sidin's research in 2002 shows that the target audience prefers goods and services advertised by celebrities rather than those without celebrities. Endang Sulistya's research in 2012 states that the celebrity endorser indicators consist of four elements, that is power, attraction, credibility, and visibility.

## **2.2 Brand Image**

According to Erlangga on Freddy Rangkuti's research (2009), a brand image refers to the set of brand associations that form within the minds of customers who use a particular brand and tend to remain loyal to it. It is also known as brand personality. Kotler and Armstrong (2009) state that brand image represents the customer's beliefs about a particular brand. The perception of a brand can be reflected in the brand associations stored in the customers' memories, as stated by Kotler and Keller (2007).

Keller (2013) suggests several indicators to evaluate brand image, including the production of high-quality products by a trusted company, easy accessibility of the brand, good relationships with customers, a strong presence in customers' minds, trustworthiness, easy recognizability, and the provision of more benefits. The familiarity of a brand is also an important factor that influences customers' perceptions.

## **2.3 Quality of Service**

Ensuring a high quality of service is a vital concern for every company, regardless of the type of product they produce. According to Lewis and Booms in Tjiptono (2008), quality of service is the degree to which services meet customer expectations. Sviokla, as cited in Lupiyoadi (2013), suggests that quality can be evaluated based on eight measurements, which include the following aspects such as perceived quality, reliability/reliability, conformity, performance, serviceability, product features, aesthetics, and durability.

## **2.4 Buying Decisions**

According to Kotler and Armstrong (2011), purchase decisions or buying decisions are a decision process where consumers buy products. Consumers as the main actors in the buying process are always the attention of producers. According to Kotler (2012), the buying decision is a critical stage where consumers are presented with options and are ready to exchange money for the right to own or use a good or service. It is a process that involves evaluating several alternatives and choosing one based on knowledge and preferences. In other words, buying decisions are about making choices between different options and deciding which one to go for.

Environmental and personal factors influence consumers' decision-making process (Utami, Natalia, 2014). These factors include:

- a. External factors (factors that influence shopping decision) include:
  1. The group used as a reference.
  2. Culture

- b. Internal factors (personal or internal factors within a person that influence shopping decisions) include:
  1. Personal Aspects, concerning age, financial condition, lifestyle, personality, and self-concept.
  2. The psychological aspect concerns motivation, perception, belief, and behavior as well as the learning process that consumers go through.

## **2.5 Consumer Trust**

Across different scientific disciplines, there have been various definitions of trust (Knight, Holdsworth, & Mather, 2007). Scholars from different disciplines have different assumptions and traditions, which leads to differences in their definition of trust (Bülbül, 2013). In the marketing environment, consumer trust is essential for supporting company performance and can contribute to relationship loyalty (Guenzi, Johnson, & Castaldo, 2009). Consumer trust in products can be measured using the dimensions of trustworthiness, which include operational competence, operational benevolence, and problem-solving orientation, as suggested by Sirdeshmukh et al. (2002).

## **3. Material and Method**

### **3.1 Design Study**

To conduct this research, a Google Form questionnaire was used as the data collection method and was distributed through social networks. The sampling technique employed was the Likert scale technique. Our research was conducted over a period of one month starting from October 10 to November 2, 2023. It allows us to gather a comprehensive and detailed understanding of our subject matter. The research targeted the population of the Jabodetabek area who had been using Disney's digital video streaming services for at least one month.

### **3.2 Data Analysis**

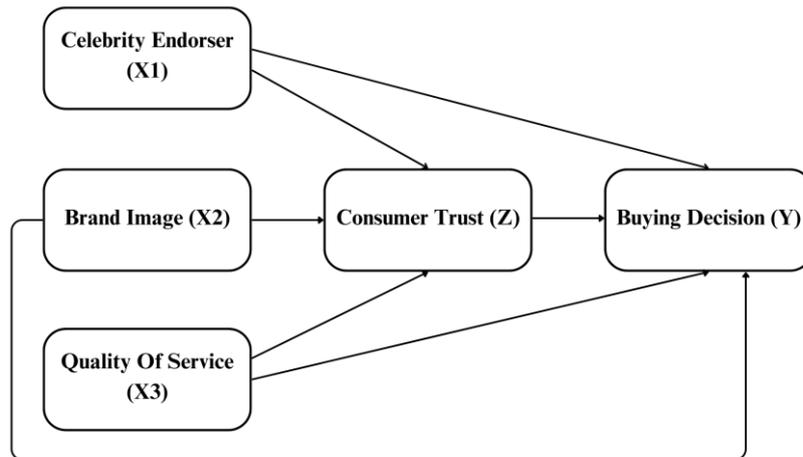
After gathering research tools, the questionnaires were distributed online via social networks to obtain a sufficient number of samples. Afterward, the collected data was analyzed using SEM PLS through Smart PLS 4.0. The model included:

1. Celebrity Endorser as variable X1
2. Brand Image as variable X2
3. Quality of Service as variable X3
4. Buying Decision as variable Y
5. Consumer Trust as variable Z

The analysis used technique:

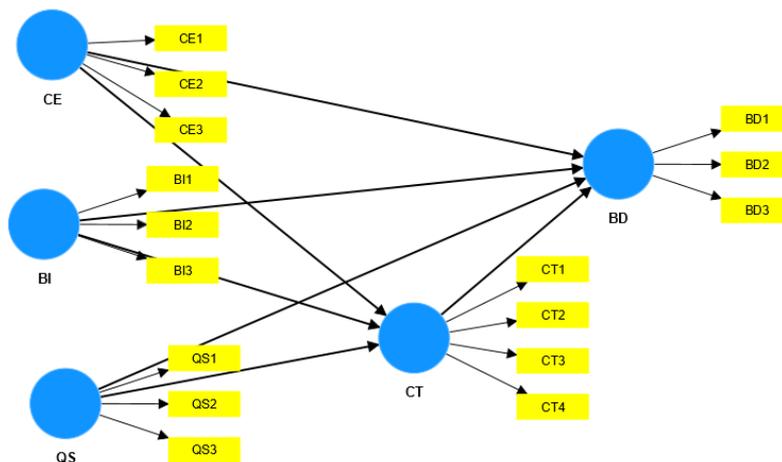
1. Outer Model
  - a. Convergent Validity using Outer Loading
  - b. Construct Reliability and Validity
  - c. Discriminant Validity using Fornell-Larcker Criterion
2. Inner Model

a. R-square



**Figure 1.** Research Model

**4. Result  
Outer Model**



**Figure 2.** Analysis Path Model

Source: Smartpls Data Processing version 4.0

**Table 1.** Outer Loading

	<b>BD</b>	<b>BI</b>	<b>CE</b>	<b>CT</b>	<b>QS</b>
<b>BD1</b>	0.843				
<b>BD2</b>	0.845				
<b>BD3</b>	0.721				
<b>BI1</b>		0.885			
<b>BI2</b>		0.860			

	<b>BD</b>	<b>BI</b>	<b>CE</b>	<b>CT</b>	<b>QS</b>
<b>BI3</b>		0.865			
<b>CE1</b>			0.801		
<b>CE2</b>			0.840		
<b>CE3</b>			0.922		
<b>CT1</b>				0.841	
<b>C2</b>				0.893	
<b>CT3</b>				0.806	
<b>CT4</b>				0.797	
<b>QS1</b>					0.838
<b>QS2</b>					0.905
<b>QS3</b>					0.893

**Table 2.** Construct Reliability and Validity

	<b>Cronbach's alpha</b>	<b>Composite reliability (rho_a)</b>	<b>Composite reliability (rho_c)</b>	<b>Average variance extracted (AVE)</b>
<b>BD</b>	0.729	0.753	0.846	0.648
<b>BI</b>	0.839	0.842	0.903	0.757
<b>CE</b>	0.815	0.820	0.891	0.732
<b>CT</b>	0.856	0.873	0.902	0.697
<b>QS</b>	0.853	0.857	0.911	0.773

**Table 3.** Fornell-Larcker Criterion

	<b>BD</b>	<b>BI</b>	<b>CE</b>	<b>CT</b>	<b>QS</b>
<b>BD</b>	<b>0.805</b>				

<b>BI</b>	0.685	<b>0.870</b>			
<b>CE</b>	0.655	0.412	<b>0.856</b>		
<b>CT</b>	0.758	0.803	0.452	<b>0.835</b>	
<b>QS</b>	0.679	0.850	0.368	0.795	<b>0.879</b>

**Table 4. R Square**

	<b>R-square</b>	<b>R Square Adjusted</b>	<b>Criteria</b>
BD	0.713	0.695	Moderate
CT	0.706	0.693	Moderate

**Table 5. Hypothesis Testing Based on t Statistics**

<b>Hypothesis</b>	<b>Influence</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>	<b>Result</b>
H1	CE -> BD	4.413	0.000	Accept
H2	BI -> BD	0.390	0.697	Reject
H3	QS -> BD	1.115	0.265	Reject
H4	CE -> CT	1.759	0.079	Reject
H5	BI -> CT	2.877	0.004	Accept
H6	QS -> CT	2.674	0.008	Accept
H7	CT -> BD	3.814	0.000	Accept
H8	CE -> CT -> BD	1.505	0.132	Reject
H9	BI -> CT -> BD	2.170	0.030	Accept
H10	QS -> CT -> BD	2.082	0.037	Accept

## **5. Discussion**

Table 1 reveals a remarkable finding - the test variable index boasts an exceptional outer loading score of more than 0.7. This is a strong indication of the test's reliability and validity. Therefore, the research variable indicators have been validated and can be used for further research and analysis. In Table 2, the composite validity value is > 0.6 and the Cronbach alpha score is > 0.7 for each research variable. It can be concluded that the variables in Table 2 have

good reliability. Table 3 shows the AVE root which has a score greater than the variable correlation. This indicates good and satisfactory discriminant validity. Table 4 shows that the R-Square value for the Buying Decision variable (Y) is 0.713. According to Chin (1998), the R-squared value is said to be strong if  $> 0.67$ , moderate  $> 0.33$  but  $< 0.67$ , and weak  $> 0.19$  but  $< 0.33$ . This means that 71.8% of the variance in the buying decision variable, which is explained by celebrity endorsers, brand image, and quality of service is at a strong level of influence. The following is a specific discussion for each hypothesis:

### **5.1 The Relationship Between Celebrity Endorser As Variable X1 Towards Buying Decision As Variable Y At Disney+ Hotstar**

The first test was conducted to assess the impact of the celebrity endorser variable on buying decisions. The results indicate that the celebrity endorser variable has a significant influence on buying decisions, as the regression analysis yielded a p-value of 0.000, which is less than the significance level of 0.05.

### **5.2 The Relationship Between Brand Image As Variable X2 Towards Buying Decision As Variable Y At Disney+ Hotstar**

The second test was conducted to determine which brand image variables affect buying decisions. The regression results show that the brand image variable does not influence buying decisions, with a positive slope, as the p-value is 0.697 which is above the significance level of 0.05.

### **5.3 The Relationship Between Quality Of Service As Variable X3 Towards Buying Decision As Variable Y At Disney+ Hotstar**

Similarly, the third test was carried out to examine the impact of quality of service variables on buying decisions. The regression results show that the quality of service variable also does not influence buying decisions, with a positive slope, as the p-value is 0.265 which is above the significance level of 0.05.

### **5.4 The Relationship Between Celebrity Endorser As Variable X1 Towards Consumer Trust As Variable Z At Disney+ Hotstar**

In the fourth test, the effect of the celebrity endorser variable on consumer trust was analyzed. The regression analysis showed that the celebrity endorser variable has a positive influence on consumer trust, with a p-value of 0.079 which is greater than 0.05.

### **5.5 The Relationship Between Brand Image As Variable X2 Towards Consumer Trust As Variable Z At Disney+ Hotstar**

The fifth test aimed to determine the influence of the brand image variable on consumer trust. The regression results revealed that the variable has an impact on consumer trust, with p-values of 0.004, indicating statistical significance.

### **5.6 The Relationship Between Quality Of Service As Variable X3 Towards Consumer Trust As Variable Z At Disney+ Hotstar**

Similarly, the sixth test was conducted to investigate the impact of quality of service on consumer trust. The results of the regression analysis showed that the quality of service variable also influences consumer trust. The p-value of 0.008 suggested that the effect was statistically significant.

### **5.7 The Relationship Between Consumer Trust As Variable Z Towards Buying Decision As Variable Y At Disney+ Hotstar**

The results of the seventh test were carried out to see how the consumer trust variable influences buying decisions. Based on test results with p-values  $0.000 > 0.05$ , the regression results show that the consumer trust variable influences buying decisions.

### **5.8 The Relationship Between Celebrity Endorser As Variable X1 And Buying Decision As Variable Y Can Be Influenced By Consumer Trust As Variable Z Acting As An Intervening Variable At Disney+ Hotstar**

In the eighth test, the relationship between the celebrity endorser variable and buying decisions through consumer trust was examined. The regression analysis indicated that the celebrity endorser variable does not significantly impact buying decisions through consumer trust, with a positive slope and a p-value of 0.132 which is greater than 0.05.

### **5.9 The Relationship Between Brand Image As Variable X2 And Buying Decision As Variable Y Can Be Influenced By Consumer Trust As Variable Z Acting As An Intervening Variable At Disney+ Hotstar**

The results of the ninth test were carried out to see how the brand image variable influences buying decisions through consumer trust. The ninth test revealed that the brand image variable influences buying decisions through consumer trust, although the p-value was 0.030, which is greater than the level of significance (0.05).

### **5.10 The Relationship Between Quality Of Service As Variable X3 And Buying Decision As Variable Y Can Be Influenced By Consumer Trust As Variable Z Acting As An Intervening Variable At Disney+ Hotstar**

The results of the tenth test were carried out to see how the quality of service variable influences buying decisions through consumer trust. Similarly, in the tenth test, it was found that the quality of service variable also influences buying decisions through consumer trust. However, the p-value was 0.037, which is again greater than the level of significance.

## **6. Conclusion, Implication, and Recommendation**

### **6.1 Conclusion**

The research titled "The influence of celebrity endorsers, brand image, and quality of service on buying decisions through consumer trust in digital video streaming services: A case study of Disney+ Hotstar" conducted ten tests and discussions. Out of these, six tests showed a positive effect, while four other tests had no effect. The study found that the presence of celebrity endorsers has a positive impact on the buying decision of Disney+ subscriptions in Jabodetabek. Celebrity endorsers were found to be the only influence on buying decisions,

which is consistent with previous research by Rashid, Nallamuthu & Sidin (2002) that showed the preference of the target audience for goods and services advertised by celebrities.

The research also showed that brand image has a positive impact on consumer trust in Disney+ subscriptions in Jabodetabek. It means that the greater the image or belief of the brand, the higher the consumer trust. Conversely, if the brand image is poor, it may reduce consumer trust. The results also indicated that quality of service has a positive impact on consumer trust in Disney+ subscriptions in Jabodetabek, indicating that better quality of service can increase consumer trust. However, poor quality of service could discourage consumers from buying the product.

The study found that consumer trust has a significant positive influence on the buying decisions of Disney+ subscriptions in Jabodetabek. This means that strong trust in a product or brand is more likely to encourage consumers to buy it.

The study conducted hypothesis tests to determine the influence of brand image variables on buying decisions, quality of service on buying decisions, celebrity endorsers on consumer trust, and celebrity endorser variables on buying decisions through consumer trust. However, the tests rejected the hypothesis, indicating no significant effect of one variable on another.

## **6.2 Implication**

The research has highlighted the following key areas for companies to consider:

1. Influence of Celebrity Endorsers

The study provides insights into the consumers' perspective on celebrity endorsers. It helps companies to understand how consumers perceive celebrity endorsements and how they can leverage them to their advantage.

2. The Importance of Brand Image

The research emphasizes the significance of brand image in building consumer trust. Companies can learn how to position themselves in the market and make necessary adjustments to gain the trust of their customers.

3. Impact of Quality Of Service

The study sheds light on the impact of quality of service on consumer trust. Companies can gain a deeper understanding of how customers perceive quality of service and accordingly adjust their strategies to maintain and improve the quality of service provided to consumers.

## **6.3 Recommendation**

Based on the conclusions discussed above, the following recommendations have been suggested for this research:

1. Companies should carefully analyze opportunities when selecting celebrity endorsers. This will help them to influence consumers to buy their products while also improving their competitive brand image.
2. Disney+ should continue to maintain a positive brand image in the eyes of consumers, as it has a significant impact on whether consumers trust and believe in the brand.
3. For future research, it is recommended to test a larger sample size and explore more advanced methods.

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