

# **The Effect of Artist Endorsement and Brand Image on Marketplace Product Sales through Customer Loyalty**

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## **Abstract**

**This study aims to analyze the impact of celebrity endorsement and brand image on product sales in the marketplace, focusing on the role of customer loyalty as a mediator. In today's digital era, celebrity endorsement has become one of the effective marketing strategies to attract consumers' attention and build a strong emotional connection with the brand. The method used in this research is quantitative, which allows for systematic and objective data analysis. The results show that celebrity endorsement has a significant positive influence on brand image, which in turn increases customer loyalty. High customer loyalty contributes to increased product sales in the marketplace. These results confirm the importance of choosing the right celebrity for endorsement to maximize the positive impact on product sales.**

**Keyword :** celebrity endorsement, brand image, product sales, marketplace, customer loyalty.

## **1. Introduction**

In recent years, the way people shop has undergone a significant transformation. With the advancement of technology and the emergence of various marketplace platforms, consumers can now easily find and buy the products they want. However, in the midst of increasingly fierce competition, companies are required to find effective strategies to attract consumers' attention. effective strategies in order to attract consumers' attention. One approach is endorsement, where companies work with artists or celebrities to promote their products. celebrities to promote their products. Endorsement is not just a form of advertising It is a way to create an emotional connection between consumers and brands. When a celebrity who has a lot of fans recommends a product, his or her followers are likely to feel more interested in trying it. This is in line with Khan's view (2018) which states that endorsements can increase product appeal, especially on social media which has a wide reach. By choosing the right endorser, companies can have a positive impact on brand image and consumer purchasing decisions. consumer purchasing decisions. Brand image itself plays an important role in marketing. marketing.

Brand image is a picture that is formed in the minds of consumers based on their experiences and interactions with the brand. According to Nurhalim (2020), brand image is built from the experience and information received by consumers while using the product. using the product. When consumers feel that the brand has a good image and in accordance with their values, they will be more likely to choose products from that brand. products from that brand. Customer loyalty is also a very important aspect. It is a long-term commitment from consumers to continue buying products or services from a particular brand. from a particular brand. Kotler and Keller (2018) explain that loyalty is a deep commitment to continue to support a product or service that is loyal to the brand. commitment to continue to support a preferred product or service, despite other factors that may influence purchasing decisions. other factors that may influence purchasing decisions. This loyalty can be influenced by various things, including product quality and customer satisfaction levels. In the context of endorsement, customer loyalty can be influenced by how well the brand image is built by the endorser. built by the endorser. If consumers feel connected to the brand image represented by the endorser, they will be more likely to be loyal. by the endorser, they will be more likely to make repeat purchases.

## **2. Literature Review**

### **2.1 Artist Endorsements**

Artist endorsements, or celebrity endorsements, have become one of the most effective marketing strategies in recent years. in recent years. This concept involves using individuals who have public recognition, such as celebrities or influencers, to promote a particular product or brand. According to Bergkvist and Zhou (2016), celebrity endorsement

can be defined as an agreement between a publicly recognized individual (celebrity) and an entity (such as a (celebrity) and an entity (such as a brand) to use the celebrity to promote the entity and increase consumer purchase intentions. in order to promote the entity and increase consumer purchase intention. This shows that endorsement is not just a promotion, but also involves a strategic relationship between the celebrity and brand

One of the key factors in the success of endorsements is how consumers perceive the credibility of the celebrity. When consumers feel that a celebrity has expertise relevant to the product being promoted, they are likely to respond positively to the advertisement. positively to the advertisement. Research by Fleck, Korchia, and Le Roy (2012) emphasized the importance of the fit between the celebrity and the product being advertised, which plays a major role in determining the effectiveness of endorsements. In addition, research by Spry, Pappu, and Cornwell (2011) showed that high brand credibility can increase the positive impact of endorsements. credibility can increase the positive impact of celebrity endorsements on brand equity. brand equity. This means that the relationship between the celebrity and the brand must be built carefully to maximize the benefits of the endorsement. carefully to maximize the benefits of the endorsement.

In the context of social media, De Veirman et al. (2017) found that the number of followers on Instagram can influence consumer attitudes towards brands. They also highlighted the importance of product fit with the influencer in increasing the effectiveness of endorsements. Meanwhile, Chung et al. (2013) measured the economic impact of celebrity endorsements, showing how Tiger Woods significantly influenced the sales of Nike golf balls, which confirms the important role of celebrities in increasing product sales

Finally, Brison et al. (2016) explored how endorsements through social media can influence lesser-known brands. They found that athletes as endorsers can increase consumer awareness and interest in the brand.

Overall, artist endorsements serve not only as a promotional tool, but also as a complex strategy involving credibility, appropriateness and impact. as a complex strategy that involves credibility, appropriateness, and significant economic impact. significant economic impact. This suggests that to achieve success in endorsement, it is important for brands to choose the right celebrities and build strong relationships with them. a strong relationship with them.

According to Putra et al (2018) in Triputranto and Nurdiansyah (2021) Celebrity indicators Endorser indicators, namely:

1. Trustworthiness
2. Attractiveness
3. Expertise

### **2.1.2 Brand Image**

Brand image is one of the important elements in building consumer loyalty to a product. According to Purnomo and Oktaria (2018), brand customer characteristics, including satisfaction with the brand, has a significant influence on brand loyalty, both simultaneously and partially. This shows that a positive brand image

can increase customer satisfaction, which in turn contributes to brand loyalty.  
brand loyalty.

Furthermore, Susilowati and Handayani (2015) confirmed that customer satisfaction has a significant effect on brand loyalty.

Customer satisfaction has a significant effect on brand loyalty. Their research shows that the more satisfied consumers are with the products or services they use, the higher their loyalty to the brand.

the higher their level of loyalty to the brand. This indicates that a good brand image can create a positive experience for consumers, which leads to increased loyalty.

increased loyalty.

However, not all studies agree on the influence of brand image. Novitasari and Suryani (2017) found that although brand image has an influence on brand loyalty, the influence is not significant.

brand loyalty, the effect was not significant. This shows that although

a good brand image can attract consumer attention, there are other factors that also play a role in consumers' decisions to remain loyal to a brand.

in consumers' decisions to remain loyal to a particular brand

On the other hand, brand trust is also an important factor in building loyalty. Mabkhot et al. (2017) state that brand trust has a significant influence on brand loyalty. on brand loyalty. This shows that consumers who have high trust in a brand tend to be more loyal, regardless of the existing brand image. Darajarti, Lubis, and Utami (2020) also support these findings, emphasizing that strong brand trust can strengthen the relationship between consumers and brands. Overall, brand image plays an important role in shaping consumer loyalty, but it must be combined with other factors. but must be combined with other factors such as satisfaction and brand trust to achieve optimal results. brand trust to achieve optimal results. Further research is needed to understand these dynamics in greater depth and to identify other variables that may influence brand loyalty. that may affect brand loyalty.

According to Keller in the journal Amalia, Fauziah, and A'yuni (2021) that the brand indicators are

image, namely:

1. Strengthness
2. Uniqueness
3. Favorable

### 2.1.3 Marketplace

E-Commerce/Marketplace, or electronic commerce, is a process that includes various activities such as marketing, purchasing, selling and distribution of goods and services online. According to Nugroho (2019), E-Commerce involves transactions carried out through electronic media, which allows interaction between sellers and buyers from various parts of the world by utilizing internet access. This phenomenon is often called as Market-Making, because its existence forms a market in cyberspace, connecting sellers and buyers without geographical boundaries.

Harmayani et al. (2020) explain that E-Commerce covers various aspects, including distribution, purchase and marketing of goods and services through electronic means such as the internet, television, and other computer networks. In practice, the process of E-Commerce involves ordering products, exchanging information, and sending funds, which is all done electronically.

One of the main advantages of E-Commerce is the time efficiency it offers. Consumers can easily access various products from all over the world without having to go to a physical store. However, on the other hand, E-Commerce also has weaknesses, such as security risks, lack of emotional interaction, and inability to

test the product before making a purchase (Harmayani et al., 2020). Rerung (2018) emphasized that one of the main characteristics of E-Commerce is transactions without borders, which allows companies to reach international markets more easily.

Sopanah et al. (2020) also highlighted the importance of system and information quality in E-Commerce, which greatly influences user experience and trust consumers. In addition, Laudon and Traver (2018) explained that E-Commerce does not only change the way people shop, but also influencing business models and strategies for corporate marketing. Companies must adapt quickly to changes in technology and consumer preferences to remain competitive in the market. Overall, E-Commerce is a significant phenomenon in the world's modern trade. It offers various advantages and challenges for business people and consumers, which must be understood and managed well to achieve success

According to Prasetyo (2021), there are several indicators that influence success in e-commerce namely:

1. Cost Leadership is a company strategy by minimizing costs.
2. Reputation is the most important thing for consumers because reputation will add consumer confidence in the company.
3. Marketing (Market) In today's digital era, people need complete and accurate information about the quality of the products being marketed.
4. Ease of Doing Business Online (Business Entry) Transacting using e-commerce is a measure of the strength of a person's intention to do business online.

#### **2.1.4 Product Sales**

Product sales is the process by which a company offers goods or services to consumers with the aim of fulfilling their needs and desires. In the era of modern marketing, sales are not just transactions, but also involve a deep understanding of consumer behavior

and how they make purchasing decisions. According to Kotler and Keller (2016), it is important for companies to understand consumer behavior in making purchasing decisions. Various factors, including information received through advertising and promotions, may influence decisions Rizal (2018) also emphasized that sales is a marketing function that very important and decisive for the company to achieve its main objective, namely earn profits for the survival of the company.

Research conducted by Hening Ary Putra (2014) shows that advertising online through social media, such as Facebook, has a positive influence on purchasing decisions. purchases. Interesting and relevant ads can increase brand awareness as well as influence consumer attitudes towards the products offered. In this context, Partiwi (2022) explains that online shopping is the process of purchasing goods or services through the internet, which allows consumers to make transactions without having to meet face to face. with the seller.

Erdogmus and Çiçek (2012) added that marketing through social media can increase brand loyalty. When consumers feel involved and appreciated, they tend to make repeat purchases and recommend the product to others. Sulaeman (2022:61) also stated that purchasing is a system of activities in companies to procure the necessary goods, which shows how important it is sales process in supporting company operations.

Overall, selling products in this digital era requires a clear approach more strategic and data-driven. By understanding consumer behavior and leveraging online advertising and social media, companies can increase sales effectiveness and build long-term relationships with customer

According to (Mandal and Maiti, 2021), product sales indicators are as follows:

1. Network Promoter Score (NePS): An indicator that shows the relationship between customer reviews and product sales, where an increase in NePS is positively related to product sales.
2. Average Review Quality: Product sales tend to increase as the quality of reviews provided by customers improves.
3. Average Sentiment Score: An increase in the average sentiment score of customer reviews is also positively associated with product sales.

### **3. Material and Method**

This research uses a quantitative scientific approach, which was chosen to achieve the results. which is objective and can be measured systematically. Quantitative methods allow researchers to collect and analyze data with a structured approach, so that the results obtained are clearer and easier to interpret. According to Sugiyono (2017), Research methods are scientific ways to obtain data with a purpose and use. This research strategy is associative and focuses on the relationship between variables. using a quantitative approach.

Sugiyono (2017) explains that quantitative research methods are based on positivist philosophy, which emphasizes testing hypotheses using instruments of research and statistical data. This approach is carried out on a certain population or sample to produce quantitative data. This opinion is also supported by Sujarweni Wiratna (2015), who stated

that the quantitative approach method produced findings that obtained through statistical procedures or other measurements.

The first step in this research is to formulate the main problem, namely the influence of artist endorsement on brand image and customer loyalty in the marketplace. After formulating the problem, the research objectives are clearly defined so that the research focus can be achieved. remain awake. Data collection was carried out by distributing questionnaires to respondents who have shopped in the marketplace and have been exposed to artist endorsements. The use of questionnaires expected to produce accurate and representative data.

During the data collection process, I ensured that every step was carried out carefully. to maintain the validity of the research results. The collected data is then analyzed in order to find patterns and relationships between artist endorsements, brand image, and loyalty customer.

With this systematic quantitative approach, it is hoped that this research can provides clear insight into the impact of artist endorsements on brand image. and customer loyalty. In addition, the results of this study are expected to be able to provide practical recommendations for business people in designing more effective marketing strategies effective

### **3.1 Design Study**

This research focuses on Jabodetabek residents aged 18 years and over and have experience shopping in the marketplace. This population was chosen because they is a group that is active in online shopping and has wider access to product information, including through artist endorsements. According to Sugiyono (2017), Population is all objects or subjects that have certain characteristics. determined by the researcher. In this context, demographic characteristics such as age, gender gender, and level of education can influence their views on endorsement and brand image. According to Sugiyono (2017), a sample is part of a population used for research purposes. Sample selection was done randomly for ensuring that every individual in the population has an equal opportunity to selected. This is important so that the research results can be more representative and generalized. to a wider population.

The criteria used to determine the population and sample in this study are: as follows:

1. Residents living in the Jabodetabek area.
2. Aged 18 years and above.
3. Have experience shopping in marketplaces, both online and offline.
4. Actively use social media to get information about products.
5. Willing to participate in research and fill out the questionnaire provided

### 3.2 Data Analysis

#### 3.2.1 Outer Model

##### 1. Cronbach's Alpha & Composite Reliability

In this study, data reliability was measured using Cronbach's Alpha value and composite reliability, where both must be greater than 0.7 for the variable to be considered reliable. Values above this limit indicate good consistency of each variable in research. For validity, variables must have an Average Variance Extracted (AVE) value. more than 0.5. This shows that each variable has adequate validity. to represent the concept being measured. Thus, the limits of the reliability value and This validity is important to ensure the quality of the research instrument

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CM	0.955	0.956	0.965	0.848
EA	0.953	0.954	0.963	0.811
LP	0.985	0.985	0.987	0.870
PP	0.956	0.957	0.968	0.884

The results of the table above show that each construct in this study has excellent reliability and validity. The Cronbach's Alpha value for each constructs (CM = 0.955, EA = 0.953, LP = 0.985, PP = 0.956) show consistency high internal, because all of these values are much greater than the threshold. accepted, namely 0.7. This indicates that the instrument used to measure each construct has a very good level of consistency. Furthermore, the value Composite Reliability (rho\_a and rho\_c) also showed very satisfactory results, with values for each construct (CM = 0.956, EA = 0.954, LP = 0.985, PP = 0.957) which higher than the recommended minimum threshold (0.7), which indicates overall reliability of the construct is very strong. Finally, the Average Variance Extracted (AVE) for each construct (CM = 0.848, EA = 0.811, LP = 0.870, PP = 0.884) is greater of 0.5, which indicates that these constructs are able to explain more than half the variance of the measured indicators, so that the validity of this construct can be considered very good. Overall, these results indicate that the measurement of constructs of Brand Image (CM), Artist Endorsement (EA), Customer Loyalty (LP), and Product Sales (PP) in this study is very reliable and valid, providing a solid basis for strong for further analysis.

##### 2. Convergent Validity

	CM	EA	LP	PP
CM1	0.931			
CM2	0.903			
CM3	0.911			
CM4	0.933			

<b>CM5</b>	0.925			
<b>EA1</b>		0.892		
<b>EA2</b>		0.932		
<b>EA3</b>		0.918		
<b>EA4</b>		0.914		
<b>EA5</b>		0.857		
<b>EA6</b>		0.889		
<b>LP1</b>			0.910	
<b>LP10</b>			0.932	
<b>LP11</b>			0.949	
<b>LP2</b>			0.930	
<b>LP3</b>			0.932	
<b>LP4</b>			0.924	
<b>LP5</b>			0.913	
<b>LP6</b>			0.956	
<b>LP7</b>			0.925	
<b>LP8</b>			0.962	
<b>LP9</b>			0.927	
<b>PP1</b>				0.925
<b>PP2</b>				0.946
<b>PP3</b>				0.944
<b>PP4</b>				0.946

The results of the table above show that all items in the tested constructs has excellent convergent validity. Convergent validity refers to the extent to which where items within a construct are correlated with each other and measure the same concept. In the Brand Image (CM) construct, the factor loading value for each item (CM1 = 0.931, CM2 = 0.903, CM3 = 0.911, CM4 = 0.933, CM5 = 0.925) shows a high number and all are greater than the recommended threshold value of 0.7, which indicates that the items are valid for measuring the Brand Image construct. Likewise, in Artist Endorsement (EA) construct, factor loading values for each item (EA1 = 0.892, EA2 = 0.892 = 0.932, EA3 = 0.918, EA4 = 0.914, EA5 = 0.857, EA6 = 0.889) also all exceed the recommended threshold, with EA5 being slightly lower (0.857), but still able to accepted in the context of convergent validity. In the Customer Loyalty (LP) construct, the value factor loading for all items (LP1 = 0.910, LP10 = 0.932, LP11 = 0.949, LP2 = 0.930, LP3 = 0.932, LP4 = 0.924, LP5 = 0.913, LP6 = 0.956, LP7 = 0.925, LP8 = 0.962, LP9 = 0.927) is very high, with all items exceeding 0.7, indicating that all items valid to measure the Customer Loyalty construct. Finally, on the Sales construct Product (PP), factor loading values for all items (PP1 = 0.925, PP2 = 0.946, PP3 = 0.944, PP4 = 0.946) also showed very good results, with all values above the threshold. acceptable

limits. Overall, these results indicate that all items on each construct has excellent convergent validity, which means that each construct can be measured accurately and reliably through existing items.

### 3. Discriminant Validity (Fornell-Larcker Criterion)

	<b>CM</b>	<b>EA</b>	<b>LP</b>	<b>PP</b>
<b>CM</b>				
<b>EA</b>	0.990			
<b>LP</b>	0.992	0.934		
<b>PP</b>	0.982	0.959	0.978	

The results of the table above show that the discriminant validity between the constructs is tested is also very good. Discriminant validity measures the extent to which the constructs that are different can be distinguished from each other, namely that each construct should measure different and non-overlapping concepts. In this table, the values that shown showing the correlation between different constructs.

Correlation values between Brand Image (CM) and other constructs, namely Endorsement Artist (EA), Customer Loyalty (LP), and Product Sales (PP), respectively, are 0.990, 0.992, and 0.982, all of which are lower than the threshold value of 1.0, which shows that the Brand Image construct can be clearly distinguished from the Brand Image construct. The same goes for Artist Endorsements (EA), which have a correlation with Customer Loyalty (LP) of 0.934 and with Product Sales (PP) of 0.959. These values also indicate that although there is a relationship between the constructs, Each construct still has a clear identity and can be distinguished from one another. Likewise, Customer Loyalty (LP) and Product Sales (PP) have a correlation of 0.978, which indicates a strong relationship, but remains within acceptable limits. accepted to maintain discriminant validity.

Overall, these results indicate that the construct of Brand Image (CM), Artist Endorsement (EA), Customer Loyalty (LP), and Product Sales (PP) have excellent discriminant validity, where each construct can be clearly distinguished from other constructs, even though there is a significant relationship between them

### 3.2.2 Inner Model

#### 1. F-Square

	CM	EA	LP	PP
CM			12.623	
EA	8.548			
LP				9.123
PP				

The results of the table above show the F-Square value for each relationship between constructs in the model. F-Square is used to measure the effect of the strength of the change on endogenous variables when there is a change in the related exogenous variables. The value An F-Square greater than 0.35 indicates a large effect, between 0.15 and 0.35. indicates a moderate effect, and between 0.02 and 0.15 indicates a small effect.

For the Brand Image (CM) construct, no F-Square value is displayed because This construct is not linked to any other construct in the table. However, the relationship between Artist Endorsement (EA) and Brand Image (CM) shows the F-Square value which is very large, namely 12,623, which indicates that there is a very large influence from Artist Endorsement of Brand Image. Furthermore, Customer Loyalty (LP) has F-Square value of 9.123 in relation to Brand Image (CM), which shows the effect which is quite large. In the Artist Endorsement (EA) construct, although there is no F-Square value related to direct relationships with other constructs in the table, but the Loyalty relationship Customer (LP) to Artist Endorsement (EA) has an F-Square value of 8.548, which shows that there is a significant influence. These values provide an overview that the relationship between the constructs tested in this model has an influence strong, especially in the influence of Artist Endorsement (EA) on Brand Image (CM) and Customer Loyalty (LP) towards Brand Image (CM). Overall, these results indicates that the influence between constructs in this model is quite strong and significant.

#### 2. R-Square

	R-square	R-square adjusted
CM	0.895	0.893
LP	0.927	0.925
PP	0.901	0.899

The results of the table above show the R-Square and Adjusted R-Square values for each construct in this research model. The R-Square value describes the proportion of variance in the dependent variable that can be explained by the independent variables in the

model. The higher the R-Square value, the greater the model's ability to explain variation. in data.

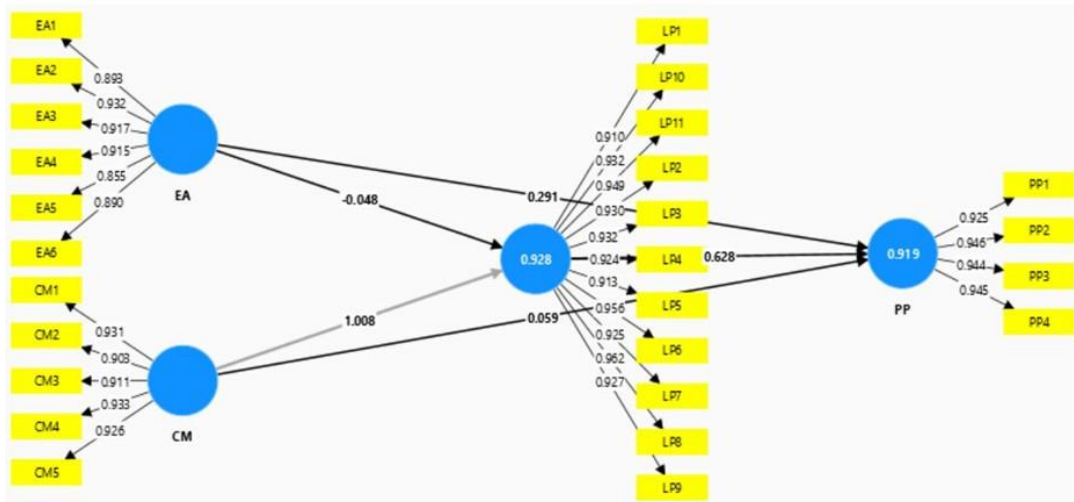
For the Brand Image (CM) construct, the R-Square value of 0.895 indicates that This model can explain 89.5% of the variation in Brand Image. The Adjusted R-Square value is slightly lower, namely 0.893, indicating that this model is still very good at explaining variation, with a slight decrease due to the influence of the number of independent variables entered into the model.

In the Customer Loyalty (LP) construct, the R-Square value of 0.927 indicates that 92.7% of the variation in Customer Loyalty can be explained by the independent variables in this model, which is a very high value, indicating that this model very effective in predicting Customer Loyalty. The Adjusted R-Square value for Customer Loyalty is 0.925, which still indicates a very good model. although there was a slight decrease after adjustment.

Finally, in the Product Sales (PP) construct, the R-Square value is 0.901. shows that 90.1% of the variation in Product Sales can be explained by the independent variables in this model, which also reflect the model's capabilities. in predicting Product Sales at a very good level. The R-Square value Adjusted of 0.899 shows a slight decrease, but still indicates a good model, which is effective.

Overall, the R-Square and Adjusted R-Square values are high for all The constructs show that this model has excellent predictive ability. in explaining variations in Brand Image (CM), Customer Loyalty (LP), and Product Sales (PP)

#### 4. Result



## 5. Conclusion

Based on the results of the research that has been conducted, the following are the main conclusions. from the influence of artist endorsements, brand image, and customer loyalty on sales products in the marketplace:

1. Artist endorsement has a significant influence on brand image. Artists with attractiveness, credibility and relevant expertise can enhance perceptions positive consumer towards the brand. Artist appeal is the most important dimension. dominant in forming brand image.
2. Brand image has a significant influence on customer loyalty. Consumers tend to remain loyal to brands that have strength, uniqueness, and suitability with their needs. Customer loyalty is built through positive experiences and brand trust.
3. Customer loyalty has a direct and significant influence on sales. products. Loyal consumers tend to make repeat purchases, provide positive reviews, and recommend the product to others, which ultimately increase product sales in the marketplace.
4. Marketplace plays a strategic role as a platform that supports relationships between artist endorsements, brand image, customer loyalty, and product sales. Features such as consumer reviews, ease of transactions, and exclusive promotions have a positive impact on consumer purchasing decisions.
5. Synergy between artist endorsements, brand image, customer loyalty, and marketplace creating an effective digital marketing ecosystem. Integrated strategy proven to be able to improve marketing and product sales performance in the digital era.

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## **7. Appendix (if any)**

This section should be placed at the end of the manuscript after the reference list.