

Putu Nina Madiawati<sup>1</sup>, Mahir Pradana<sup>2</sup>  
CELEBRITY AND HALAL CERTIFICATES FACTORS INFLUENCE  
ON CUSTOMERS' BUYING INTEREST

*In this article by using the path analysis we found that celebrity endorsement and halal certificates both influence customers' buying interests. Greater influence of celebrities as compared to halal certificate shows that the main task is to create a good association between an endorser and a product advertised, so that the resulting positive attitude can be obtained. Halal certificates can strengthen customers' confidence towards an offered product too, since Indonesian society is predominantly Muslim, thus halal is among top priorities in purchases.*

*Keywords: celebrity endorsement; halal certificate; buying decision.*

Путу Ніна Мадіяваті, Махир Прадана  
ВІДОМІ ЛЮДИ В РЕКЛАМІ ТА ХАЛЯЛЬНА СЕРТИФІКАЦІЯ  
ЯК ФАКТОРИ ВПЛИВУ НА ЗАЦІКАВЛЕНІСТЬ СПОЖИВАЧІВ

*У статті за допомогою пат-аналізу досліджено вплив залучення відомих людей до реклами, а також халяльної сертифікації продукції на зацікавленість споживачів та їх намір зробити покупку. Фактор «зірки», за результатами аналізу, виявився набагато більш суттєвим, що доводить важливість рекомендації відомої людини для суспільства споживачів. Однак і халяльна сертифікація є важливим фактором, особливо на стадії прийняття остаточного рішення про покупку, що пов'язано зі значною релігійністю суспільства в Індонезії.*

*Ключові слова: публічна підтримка товару відомою людиною; халяльний сертифікат; рішення про покупку.*

*Рис. 2. Табл. 8. Літ. 18.*

Путу Ніна Мадіяваті, Махир Прадана  
ЗНАМЕНИТОСТІ В РЕКЛАМЕ І ХАЛЯЛЬНА  
СЕРТИФІКАЦІЯ КАК ФАКТОРЫ ВЛИЯНИЯ  
НА ЗАИНТЕРЕСОВАННОСТЬ ПОКУПАТЕЛЕЙ

*В статье при помощи пат-анализа исследовано влияние вовлечения знаменитостей в рекламу, а также халяльной сертификации продукции на интерес покупателей и их намерение совершить покупку. Фактор знаменитости, по результатам анализа, оказался намного более значимым, что доказывает важность рекомендации от известного лица для общества потребителей. Однако и халяльная сертификация является важным фактором, особенно на стадии окончательного принятия решения о покупке, что связано со значительной религиозностью общества в Индонезии.*

*Ключевые слова: публичная поддержка товара знаменитостью; халяльный сертификат; решение о совершении покупки.*

**Introduction.** Advertising is a form of communication between producers and their target markets. Within it the rise of halal trends and celebrity endorsement of a product is expected to increase the buying interest. The allure of celebrity endorsers can provide sensory stimulation of customers. The message conveyed by the person of interest is easier and attracts more customers. The figure of the endorser serves as a bridge between producers and customers, that is ordinary people. Endorser is positioned as an opinion leader who conveys a message to customers about a particular

<sup>1</sup> Telkom University, Bandung, Indonesia.

<sup>2</sup> Telkom University, Bandung, Indonesia.

brand. Manufacturers or companies should choose a suitable endorser to deliver the desired advertising message to target audience, so that the message can form an opinion.

In Indonesia, in which the society are predominantly Islamic, halal certification is a top priority in this regard. Based on the Decree of the Director of LPPOM Indonesian Theologists Assembly (Majelis Ulama Indonesia – MUI) No. SK07/Dir/LPPOM MUI/IV/11, MUI's halal certification process is based on the critical levels of certain ingredients.

#### **Literature review.**

**Endorser.** According to (Shimp, 2003), endorser is a figure acting as a supporter in commercials (advertisements). There are two types of endorsers – celebrity endorser and endorser from common people, but basically both have the same attributes and characteristics. They are only distinguished only by the fame factor.

Celebrity attracts attention and helps introducing products to customers, a celebrity favored by general public is able to attract a higher recall.

Endorser's main task is to create a good association between himself/herself and a product advertised until the resulting positive attitude among customers is achieved. Advertising is an important element instilling brand image to customers, along with physical characteristics and quality of a particular brand (Temporal and Lee, 2007).

Celebrity endorser credibility has 3 dimensions affecting the message and the power of persuasion, namely: 1) attractiveness, which is the degree with which an object is assessed through a sympathetic attitude, has ambitions, intelligence and other personality characteristics (attractive, classy, beautiful, sexy, elegant etc.); 2) trustworthiness, which is the rate at which an object is considered as honest information provider, and also as reliable, sincere etc.; 3) expertise, the degree to which an object is assessed through sympathetic behavior, has the ambition, intelligence and other personality characteristics (experience, knowledge, qualification, skills).

**Halal certification.** Halal certificate is a written fatwa of Indonesian Ulama Council (MUI) which states product qualities in accordance with the Shariah. Halal certificate is a requirement in getting a Halal label for packaging from government authorities. Halal certification for food products, medicines, cosmetics and other products is intended to provide a certain status of a product for Muslim customers. However, lack of information often leads to lack of awareness of the company to register to obtain such a certificate. The period of halal certificate is 2 years, then the consistency of production for the applicable certificate is rechecked. For exported meat, however, halal certificates are provided for each shipment.

Below is the draft of the Halal Product Regulation from MUI (Table 1).

**Buying interest.** A product purchase decision is influenced by the evaluated value of products. When the advantage perceived is greater than the sacrifice, the urge to buy is higher. Purchase interest is the stage of the tendency of respondents to act before a buying decision is actually implemented according to (Kinnear and Taylor, 1995; Esthi Dwiyantri, 2008).

According to (Ferdinand, 2002) buying interest can be identified through the indicators as follows: a) transactional interest, namely the tendency of a person to buy a product; b) referential interest, namely the tendency of a person in referring products to others; c) preferential interest, which describes the behavior of someone who

has a major preference for these products, and preferences can be replaced if something happens with the product; d) exploratory interest, describe the behavior of a person always looking for information about the products or look for information to support the positive qualities of a product.

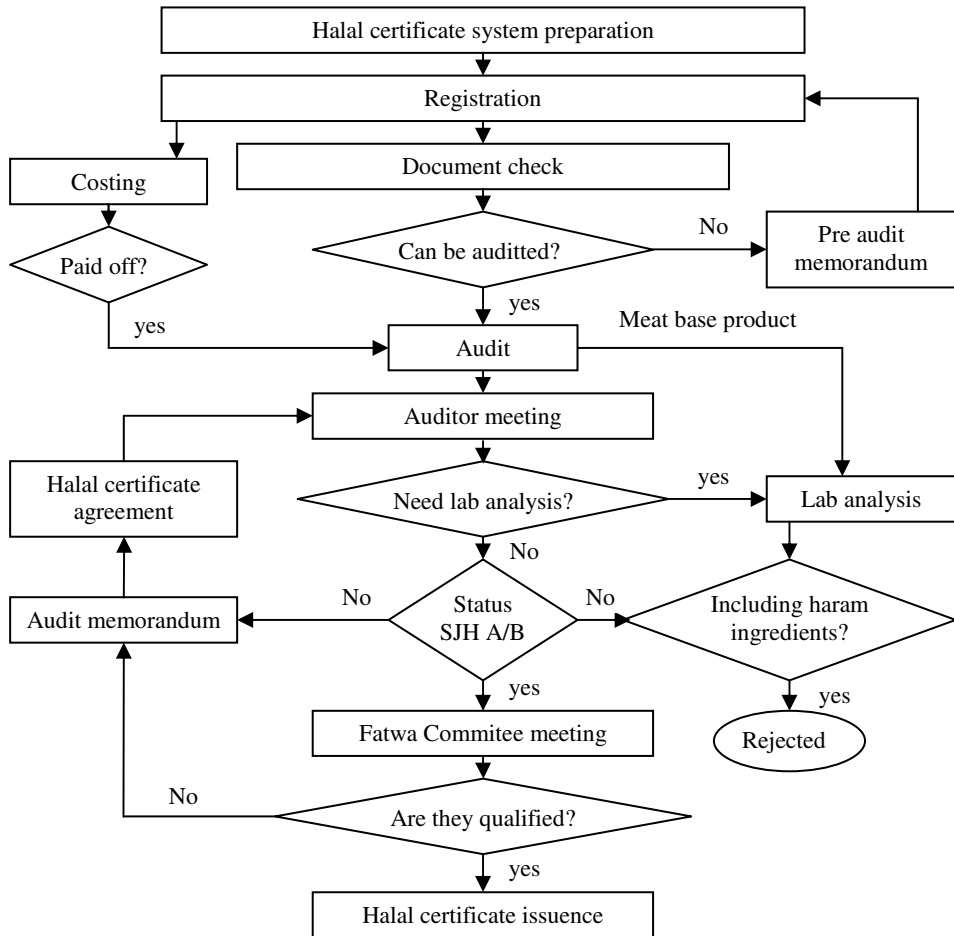


Figure 1. Halal certification process flowchart (www.halalmui.org)

According to (Swastha, Basu and Irawan, 2001) the factors that influence buying interest are in touch with feelings and emotions, when a person feels happy and satisfied due to buying goods or services, then it will strengthen the buying interest, while failure usually eliminates this interest.

**Problem statement and research objective.** There are two conditions here under study. The first one is applicants' product with MUI's halal certificates based on the ingredients' level of rarity and level of difficulty in tracking the halal level, the second one is halal certification process modifications based on the level of critical ingredients and the difficulty of tracking the halal. According to a decree of the MUI many companies are vying to earn the top certification. Celebrity endorser and halal cer-

tificate is part of the stimulation focused on inner feelings and emotions of customers by targeting the emotional experience that will have impact on customers.

Table 1. Halal regulation (www.dpr.go.id)

No.	Conditions
1.	The product is food, beverage, medicine, cosmetics, chemical, biological products or products of genetic engineering.
2.	Products are halal products declared lawful in accordance with Islamic law.
3.	The process of halal production, hereinafter called PPH is a series of activities to ensure the halal procedures while processing, storage, packaging, distribution, sales, and product presentation.
4.	Materials are the elements used to create or produce a product.
5.	Product warranty halal hereinafter abbreviated JPH is a legal certainty with respect to products with halal certificate, registration number and halal label.
6.	National Agency for Halal Product Guarantee hereinafter abbreviated BNP2H is a body established by the government to hold JPH.
7.	Indonesian Ulema/Theologists Council hereinafter referred to as MUI is container deliberation scholars who have the authority to set the halal standard, assurance system and fatwa.
8.	Halal audit institution hereinafter abbreviated as LPH is an institution in charge of inspection and testing halal.
9.	Halal certificate is an acknowledgment of halal products issued by BNP2H based on a fatwa issued by MUI.
10.	Halal Registration Number is a listed number issued by BNP2H for the products which got halal certificate.
11.	Halal label is a mark on packaging, on a specific part of a product, or in a particular place that shows the product is halal.
12.	Business actor is an individual or business entity, incorporated or not a legal entity, which organizes PPH.
13.	Minister is the minister who held government affairs in the field of religion.

*The purpose of this study* is to find out how much celebrity endorsement and halal certificates influence customers' buying interest.

**Research method and data analysis.** There are several previous studies related to this matter, which conclude:

- (Sallam and Wahid, 2012), who observed the (credibility of endorsers, attitude towards advertisement, towards brand, and purchase intention. Path analysis confirmed that endorser attractiveness had the strongest impact, (Aad) even more than endorsers' expertise. It was found also that (Ab) is considered to be a partial mediator between (Aad) and (PI) relationship.

- (Roy and Pansari, 2014), used a survey of Indian respondents in the context of a major sport (cricket) in India to explore the impact of a non-sports celebrity owning and endorsing a sports team on consumer attitudes towards the team and their sponsors. The findings indicated that the level of credibility assigned to a celebrity significantly affects customers' attitudes towards the team and its sponsors. The results suggest that managers of sports teams and their sponsors should consider a celebrity owner as an endorser, as long as the celebrity has high credibility.

Based on the explained above, we consequently construct our theoretical framework as follows Figure 2.

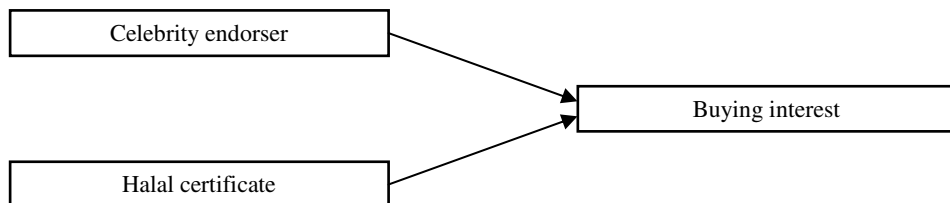


Figure 2. **Research model**, authors'

The research object is using celebrity endorser and labeled halal in selling their products. This study used a non-probability sampling technique, which is the method of sampling that does not provide equal opportunities for each element or selected members of population (Tjiptono and Fandi, 2002). Sampling criteria was as in purposive sampling that is sample selection using specific considerations (Sugiono, 2006).

In this study we assumed that population distribution is a normal distribution with the confidence rate of 95% with the standard error of  $Z = 1.96$  and an error rate of 10% to obtain a sample for 96.04 or rounded to 100 respondents to avoid mistakes. Techniques of data collection were survey methods and the measurement was using Likert scale.

The research hypothesis is a temporary answer to the formulation of research problems expressed in the form of a statement sentence (Sugiyono, 2012). The hypothesis of this study is: Celebrity endorsement and halal certificate influence customers' buying interests.

Data processing technique used in this study is multiple regression analysis done in 3 stages, namely: 1) determination of the sample by using the Bernoulli formula, followed by cluster sampling technique to determine the quota of respondents from each region randomly decided until reaching the desired number of respondents; 2) questionnaires spread; 3) path analysis.

Table 2 presents the operational variables used in the study.

**Key results.** Based on the results of a descriptive study using a questionnaire distributed to 100 respondents we obtained the following results:

a. Characteristics of the respondents by gender: 68% – female, 32% – male. This shows that women are more sensitive to products offered through advertisements using celebrity endorsement and certified halal.

b. Characteristics of the respondents by age. < 20 years were 9% or 9 people, 19 people (19%) were aged 21–25 years, and same with 26–30 years, 14 people (14%) aged between 31–35 years, and 38 respondents (38.0%) were older than 35 years. This shows that the age between 31–35 years is the most sensitive to the products offered through advertisements using celebrities and certified halal.

Then we processed the data using SPSS 20 and the results are valid and reliable, which can be seen in Tables 3 and 4.

Based on the results processing in SPSS 20, the data was processed by the Kolmogorov-Smirnov significance value (sig) < 0.05, thus the data is proper to be used in this study.

The results of data processing in SPSS 20 are presented Table 6. Test results partial show the influence of celebrity endorsers (X1) and halal certified (X2) on buying

interest (Y). the effect of celebrity endorsers makes 53.8% of cates buying interest, while halal certificates influential rate is 12.7% in this study. Celebrity endorser role has a much greater influence than the halal certificate in affecting buying interests. Thus, the statement that celebrity endorser can be used to attract attention and help introduce products to customers is confirmed, because in this case the possibility to attract more customers is significantly higher.

Table 2. Operational variables

Variable	Variable Definition	Dimensions	Indicators	Scale
Celebrity endorser (X <sub>1</sub> )	Endorser is supporting advertising also known as commercial (Shimp, 2003)	Attractiveness	- attractive - classy - beautiful - elegant - sexy	Ordinal
		Trustworthiness	- honest - reliable - trustworthy	Ordinal
		Expertise	- expert - experienced - knowledgeable - qualified - skilled	Ordinal
Halal certificate (X <sub>2</sub> )	A written statement that gives legal certainty halal product	Categories of products the company registers with halal certificate	- the level of critical materials	Ordinal
		Modification towards halal certification	- the level of critical materials - level of difficulty tracking halal	Ordinal
Buying interest (Y)	Buying interest is the stage of the tendency of respondents to act before a buying decision is actually implemented (Kinnear and Taylor, 1995)	Transactional interest	- buying ability	Ordinal
		Referential interest	- referring product	Ordinal
		Preferential interest	- taste towards product	Ordinal
		Explorative interest	- finding out about product	Ordinal

Table 3. Validity test result, authors'

Case processing summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a)</sup>	0	0
	Total	100	100.0

<sup>a)</sup> Listwise deletion based on all the variables in the procedure.

Table 4. Reliability test product, authors'

Reliability statistics

Cronbach's Alpha	N of Items
.637	3

Table 5. Normality test result, authors'

	Kolmogorov-Smirnov <sup>a)</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
X1	.101	100	.014	.967	100	.013
X2	.176	100	.000	.905	100	.000
Y	.099	100	.017	.975	100	.058

<sup>a)</sup> Lilliefors significance correction.

Table 6. Coefficients test result, authors'

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.819	1.540		1.181	.240
	X1	.196	.035	.538	5.581	.000
	X2	.139	.106	.127	1.314	.192

<sup>a)</sup> Dependent Variable: Y.

The results of data processing in SPSS 20 are shown in Table 7. ANOVA test results show that celebrity endorsers (X1) and halal certificate (X2) become simultaneously influential and significant towards buying interest (Y) as indicated by the results of the test significance (sig) < 0.05. The results demonstrate that these two variables can affect the buying interest directly. Based on the results, this test can prove that the role of celebrity endorsers (X1) and halal certificate (X2) in influencing the buying interest (Y) is theoretically proven here.

Table 7. ANOVA test result, authors'

Model		ANOVA <sup>a)</sup>				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	371.809	2	185.905	29.996	.000 <sup>b)</sup>
	Residual	601.181	97	6.198		
	Total	972.990	99			

<sup>a)</sup> Dependent Variable: Y.

<sup>b)</sup> Predictors: (Constant), X2, X1.

Model summary in Table 8 shows the value of the direct influence of celebrity endorser (X1) and halal certificate (X2) to be simultaneously influential and significant in buying interest (Y) for 0.382, or 38.2%. This shows that there are other variables that can affect the buying interest for 0.618, or 61.8%. So the structure of the related equation would:  $Y = 0.358 (X1) + 0.127 (X2) + 0.382$ .

Table 8. Model summary, authors'

Model Summary				
Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. error of the estimate
1	.618 <sup>a)</sup>	.382	.369	2.48953

<sup>a)</sup> Predictors: (Constant), X2, X1.

**Conclusion.** According to the results above, we found that celebrity endorsement makes about 53.8% of customers' buying interest and halal certificate's influential rate is 12.7%. Greater influence of celebrity endorsers rather than of halal certificates

shows that the main task is to create a good association between an endorser and a product until the result shows positive attitude within customers. Halal certificate can strengthen customers' confidence towards a product, since the halal category is important for Indonesian people who are predominantly Islamic. Customers' buying decision is affected by these two variables for about 38.2%. Thus, there is a range of other factors potentially influencing the buying decisions of Indonesian people.

#### References:

- Abdullah, T. dan F.T.* (2012). *Marketing Management*. Depok: PT Raja Grafindo Persada.
- Arikunto, S.* (2006). *Research Procedure*. Jakarta: Rineka Cipta.
- Buchari, A.* (2008). *Marketing Management and Service Marketing*. Bandung: Alfabeta.
- Ghozali, I.* (2011). *Multivariate Analysis Application with IBM SPSS 19 (Cet: 5)*. Semarang: Badan Penerbit Universitas Diponegoro.
- Jaminan Produk Halal // [www.dpr.go.id](http://www.dpr.go.id).
- Kanuk* (2006). *Customer Behavior*. 7th Ed. Jakarta: PT. Indeks.
- Kim, Y.-J., Na, J.-H.* (2007). Effects Of Celebrity Athlete Endorsement on Attitude Towards The Product: The Role Of Credibility, Attractiveness and The Concept Of Congruence. *International Journal of Sports Marketing, Sponsorship*, 8(4): 310–320.
- Kotler, P., Armstrong, G.* (2012). *Principles of Management*. Edisi 8. Jakarta: Erlangga.
- Kotler, P., Keller, K.L.* (2007). *Marketing Management*. 10th Ed. Boston: Prentice Hall.
- Lafferty, B.A., Goldsmith, R.E., Newell, S.J.* (2002). The Dual Credibility Model: The Influence Of Corporate and Endorser Credibility On Attitudes and Purchase Intentions. *Journal of Marketing Theory and Practice*, 10(3): 1–11.
- Riduwan & Kuncoro* (2008). *Path Analysis Procedure and Usage*. Bandung: Alfabeta.
- Roy, S., Pansari, A.* (2014). Owner or endorser? Investigating the effectiveness of celebrity owners of sports teams as endorsers. *International Journal of Sports Marketing, Sponsorship*, 15(2): 89–106.
- Sallam, M.A.A., Wahid, N.A.* (2012). Endorser Credibility Effects on Yemeni Male Consumer's Attitudes towards Advertising, Brand Attitude and Purchase Intention: The Mediating Role of Attitude toward Brand. *Journal International Business Research*, 5(4): 55–66.
- Schiffman L., Kanuk, G., Leslie, L.* (2000). *Customer Behavior*. 7th ed. Prentice Hall. New York. Alfabeta.
- Sedarmayanti & Hidayat, S.* (2011). *Research Methodology*. 2nd print. Bandung: Mandar Maju.
- Sugiarto, S., Dergibson, S., Oetomo, L.T.* (2010). *Sampling Techniques*. Jakarta: PT. Gramedia Pustaka Utama.
- Sugiyono* (2009). *Business Research Methodology* 14th ed. Bandung: Alfabeta.
- Temporal, L.* (2007). *Hi Tech Ho Touch Branding: Creating Brand Power* In. Jakarta: Salemba Emban.

Стаття надійшла до редакції 22.09.2015.