



## Purchase Decisions For Bimoli Cooking Oil Products : The Influence of Celebrity Endorse, Brand Image and Brand Trust

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**Abstract :** Cooking oil is a basic need for Indonesian people without exception for the people of 4 villages in Sungai Liuk. Cooking oil is widely used in Indonesian food. One of the brands of cooking oil that is widely consumed is Bimoli. In this study to see the effect of celebrity endorsement, brand image and brand trust on purchasing decisions using multiple linear regression analysis with SPSS 24. The results of this study show that celebrity endorse, brand image and brand trust partially and simultaneously have a significant and positive effect on purchasing decisions for Bimoli cooking oil among consumers in 4 villages in the Sungai Liuk region.

**Keywords:** Cooking oil, Purchase decision, Celebrity endorse, Brand image, Brand trust

### INTRODUCTION

One of the food needs of the Indonesian people is cooking oil. Indonesia is one of the countries with the largest cooking oil producer in the world. Indonesia has vast oil palm plantations. In 2019 palm oil production in Indonesia reached 43.5 tons. In Indonesia, cooking oil is a basic need for both household and industrial consumption.

So in Indonesia today there are many companies that produce cooking oil to meet consumer needs. Cooking oil is one of the most sought-after commodities in Indonesia. The following shows the top cooking oil brands from 2019 to 2022 in Indonesia.

Table 1. Top Brand Index for Cooking Oil Category

Brand	2019		2020		2021		2022	
	TBI (%)	TOP	TBI (%)	TOP	TBI (%)	TOP	TBI (%)	TOP
Bimoli	40	Top	32,8	Top	37,7	Top	38,5	Top
Filma	12	Top	13,9	Top	12,8	Top	11,8	Top
Sania	11,7	Top	11,1	Top	10,4	Top	10,4	Top
Tropical	9,9		8,7		9,7		10	
Sunco	7,3		9		9		9,5	

The Bimoli brand has consistently occupied the top position in the selection of the best brands based on consumer choices in the last 4 years. This is inseparable from good marketing management. This is inseparable from good marketing management. The company's success in implementing good marketing management will result in purchasing decisions for a product. Shopping decisions are part of customer behavior. Customer behavior is the study of how characters, groups and organizations select, buy, use and dispose of goods and services. This is used as a basis for thinking, or reflection to meet their needs and desires. (Kotler & Armstrong, 2014). Consumer decision is an action taken by consumers to buy a product (Astuti et al., 2021; Daulay & Putri, 2018). Each producer must have various strategies in acquiring consumers so that consumers can decide to buy the product or service (Astuti et al., 2021). Purchasing decision making is the process of consumers considering several alternatives to choose products and services that result in purchasing actions (Cheung & Thadani, 2012; Huang & Benyoucef, 2017). The decision to buy a product or service made by consumers has various processes of their decision-making. Consumers will go through various stages so as to produce purchasing actions to meet their needs. A 5-degree customer selection-making procedure that consists of needing reputation; looking for records; the assessment of options; buying; and publish-shopping (Kotler & Keller, 2009; Liang & Lai, 2002).

When forming a purchase decision with consumers, producers can use a promotional mix to attract consumers, one that is often used by producers today is through advertising. (Tjiptono, 2012), explained that advertising and marketing is a forms of communication focused on facts about the prevalence of a product to create high-quality emotions that persuade a person to make a purchase. To deliver advertisements, you can use celebrity endorsers. Endorser is an advertisement star to support a product. While celebrities are figures (actor, entertainer or athlete) who are known for their achievements in various fields of the products they support. Celebrity endorsement is an artist, entertainer, athlete, and public figure widely known by many people for the success of the product being endorsed (Kalangi et al., 2019; Shimp, 2003). Celebrity endorsements are one of the most common types marketing (Hurmerinta et al., 2011). Celebrities are popular people because they gain power through film, television, sports, music and social media (Schimmelpfennig & Hunt, 2020). Celebrity endorsers are using artists as commercial stars inside the media, beginning from print media, social media, and television media. If managed properly, celebrity endorsers can be a very good tool for companies in informing their products to consumers. Celebrity will be

the main attraction for consumers in determining the choice of products that consumers will buy.

In addition, consumer purchasing decisions are also based on the brand of a product. Brand is the identity of a product, facilitating product sales and making it easier for consumers to search, remember or mention product names. Brands can also convince consumers to buy the products offered. A brand is a name, term, sign, symbol or design which can be combined to differentiate a product from other products (Alma, 2018). A brand can create an image for a product or company. Brand image has an important role for customers and influences them to decide to take action on certain products or services (Chang, 2021). Brand image is likewise known as the clients' notion of the purpose, rational foundation, or feelings towards a particular brand (Cannon et al., 2009; Chang, 2021; Malhotra, 2010). Brand image is associated with the use of brands to reflect the meaning of their intake and symbolic identification in self-expression. (Sasmita & Mohd Suki, 2015). Brand image is derived from consumer perception of the brand which is an experience that has been experienced by consumers or reference groups about the product or service.

Consumer trust in a brand is inseparable from consumer confidence in the products consumed. Trust is one of the most important to maintain a good relationship between customers and companies (Atulkar, 2020; Lien et al., 2015). Customers' positive trust is assessed from products, services, and brands that consumers have experienced (Atulkar, 2020; Park & Kim, 2016). Brand trust in a product or service by consumers will have an impact on consumer decisions in acting to buy, consume or use a product or service. Brand trust represents the recognition that brand value can be created and enhanced by the control of several components that move past consumer satisfaction with the overall goal of product performance and its attributes (Delgado-Ballester & Luis Munuera-Alema, 2001). Consumer trust in brands is very crucial for companies to be able to establish good relations with consumers and maintain consumer trust so that consumers buy back products from these companies.

The Bimoli cooking oil brand is the market leader or the brand best known by the people of Indonesia. The promotion strategy used by Bimoli in advertising its products is through Celebrity Endorser Chefs or well-known cooks, namely Steby Rafael. Steby Rafael is a young chef from Indonesia who has achieved success. The Bimoli cooking oil brand as the top brand in the food and beverage category of cooking oil products is based on advertising

from Bimoli product endorsers, thus creating a brand image and brand trust which ultimately leads to consumer decisions to buy Bimoli brand cooking oil products.

Many enthusiasts of Bimoli cooking oil in 4 villages located in Sungai Liuk, Sungaipenuh City, Jambi Province, both from the upper, middle and lower classes, consume it for different reasons. This is the reason for researchers to conduct research with the independent variable purchase decision and the dependent variable celebrity endorsement, brand image and brand trust with Bimoli consumers in Sungai Liuk.

## **RESEARCH METHOD**

This type of research is correlational quantitative research. According to (Sugiyono, 2019), a causal relationship is a relationship that is cause and effect. So here there are independent variables (variables that influence) and dependent variables (influenced). Population In this study, consumers of Bimoli cooking oil were found in 4 villages in Sungai Liuk, Sungaipenuh City, Jambi Province, whose number of consumers was unknown. The sample in this study were 86 respondents using a sampling technique with cluster random sampling from 4 villages in the Sungai Liuk including Seberang Village, Kota Dua Village, Sungai Liuk Village and Sumur Gedang Village. Methods of data analysis using multiple linear regression with SPSS 24

Primary data collection techniques in this study used questionnaires to obtain valid data. Questionnaires are data collection techniques that are carried out by providing written questions to be answered in writing by the respondents (Sugiyono, 2016). The questionnaire contains questions that will be filled in by respondents to determine the influence of celebrity endorsers, brand image, and brand trust on purchasing decisions. The preparation of the questionnaire statement items is based on the indicators to be examined, by describing the question items using a Likert scale.

The research instrument test in this study used validity and reliability tests. Validity test is used to measure whether or not a questionnaire is valid (Ghozali, 2016). Reliability is used to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable or reliable if the answers to questions are consistent or stable over time (Ghozali, 2016). The following is a validity and reliability test using SPSS 24 with 30 respondents. t table with a value of 0.361.

Table 1. Purchase Decision Validity Test Results

<b>Item</b>	<b>r count</b>
1	0,650

2	0,571
3	0,765
4	0,874
5	0,907
6	0,838
7	0,791
8	0,912
9	0,782
10	0,789
11	0,795
12	0,745
13	0,749
14	0,648
15	0,826

Based on the table above, it shows the questionnaire items on the item question the purchasing decision variable in this study is declared valid. As for the results of the validity test on the celebrity endorse variable.

Table 2. Celebrity Endorse Validity Test Results

<b>Item</b>	<b>r count</b>
1	0,711
2	0,798
3	0,700
4	0,746
5	0,752
6	0,726
7	0,462
8	0,711
9	0,798
10	0,750
11	0,795
12	0,680

The celebrity endorse variable question item in this study is valid. As for the results of the validity test on the brand image variable.

Table 3. Brand Image Validity Test Results

<b>Item</b>	<b>r count</b>
1	0,741
2	0,640
3	0,573
4	0,760
5	0,650
6	0,727
7	0,745
8	0,839
9	0,712

10	0,671
11	0,389
12	0,392

Based on the table above shows the questionnaire items on the brand image variable question items in this study declared valid. As for the results of the validity test on the brand trust variable.

Table 4. Brand Trust Validity Test Result

Item	r count
1	0,676
2	0,625
3	0,756
4	0,900
5	0,865
6	0,777

The brand trust variable question item in this study is valid. As for the results of the validity test on the variable.

Table 5. Variable Reliability Test Result

Variable	Cronbach's Alpha	Desc
Purchase Descision	0,953	Reliable
Celebrity Endorse	0,910	Reliable
Brand Image	0,877	Reliable
Brand Trust	0,863	Reliable

The outcomes of the reliability take a look at for all question objects obtained a Cronbach's Alpha value of more than 0.60 so it is able to be concluded that each one the research question items met the reliability requirements or in other words that this questionnaire was dependable.

## RESULT AND DISCUSSION

The outline of the traits of the respondents is the identity of the respondents who crammed out the questionnaire in this study. This identity consists of the respondent's age, address, gender, occupation, and income.

Table 6. Research Respondents

No.	Desc.	Frequency	%
<b>Age (Years) :</b>			
1.	17-30	4	4,7
2.	31-45	47	54,7
3.	21-30	35	40,7
<b>Total</b>		<b>86</b>	<b>100</b>

<b>Address/Villages :</b>			
1.	Seberang	14	16,3
2.	Sungai Liuk	23	26,7
3.	Sumur Gedang	30	34,9
4.	Koto Dua	19	22,1
<b>Total</b>		<b>86</b>	<b>100</b>
<b>Gender :</b>			
1.	Man	5	5,8
2.	Woman	81	94,2
<b>Total</b>		<b>86</b>	<b>100</b>
<b>Occupation :</b>			
1.	Housewife	64	74,4
2.	ASN/BUMD Employee	15	17,4
3.	Self-employee	4	4,7
4.	Student	3	3,5
<b>Total</b>		<b>86</b>	<b>100</b>
<b>Income (Million IDR) :</b>			
1.	Do not have	42	48,8
2.	1 – 1,5	19	22,1
3.	1,5 – 2	8	9,3
4.	> 2	17	19,8
<b>Total</b>		<b>86</b>	<b>100</b>

Multiple linear regression analysis was used to predict changes in each independent variable to the dependent variable. This regression was chosen because there is more than one independent variable

Table 7. Multiple Linier Regression Analysis

Model	<b>Coefficients<sup>a</sup></b>					Correlations		
	Unstandardized Coefficients		Standardized Coefficients		Sig.	Zero-order	Partial	Part
B	Std. Error	Beta	T					
1 (Constant)	8.894	4.359		2.041	.045			
X1	.553	.127	.465	4.337	.000	.849	.432	.227
X2	.392	.097	.432	4.035	.000	.841	.407	.211
X3	.278	.129	.113	2.148	.035	.162	.231	.112

a. Dependent Variable: Y

The results of multiple regression analysis obtained the coefficients for the independent variables  $X1 = 0.553$ ,  $X2 = 0.392$  and  $X3 = 0.278$  with a constant of 8.894, the multiple regression equation can be obtained as follows:  
 $Y=8.894+0.553X1+0.392X2+0.278X3$ .

From the table above it can be seen whether the independent variable partially affects the dependent variable through hypothesis testing with the t test with a significant level for the two-way test of 5% (0.05) and a t table of 1.98932 (df = 86-3-1 = 82).

Celebrity endorse has a significant and positive effect on purchasing decisions, this can be proven by  $t_{count} > t_{table}$  ( $4.337 > 1.98932$ ) and with a significant value of celebrity endorse ( $0.000 < 0.05$ ). Brand image has a significant and positive effect on purchasing decisions, this can be proven by  $t_{count} > t_{table}$  ( $4.035 > 1.98932$ ) and with a significant value of brand image ( $0.000 < 0.05$ ) and brand trust has a significant and positive effect on purchasing decisions, this can be proven by  $t_{count} > t_{table}$  ( $2.148 > 1.98932$ ) and with a significant value of brand trust ( $0.035 < 0.05$ ).

Meanwhile, to determine the effect simultaneously by testing the hypothesis, namely test f. Then we get  $df_1=3$   $df_2=n-k-1$  ( $86-3=82$ ), so we get  $F_{table} = 3.106507$  with a significant level of 5% or 0.05.

Table 8. Anova

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6473.555	3	2157.852	94.356	.000 <sup>b</sup>
	Residual	1875.283	82	22.869		
	Total	8348.837	85			

a. Dependent Variable: Y  
b. Predictors: (Constant), X3, X2, X1

That the obtained value of  $F_{count}$  is greater than  $F_{table}$  as evidenced by the value of  $F_{count}$  94.356 and  $F_{table}$  3.106507 then the equation  $F_{count} > F_{table}$  ( $94.356 > 3.106507$ ) and significantly less than 0.05. From this study it can be concluded that celebrity endorsement, brand image and brand trust have a simultaneous effect on purchasing decisions.

Table 9. Model Summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.881 <sup>a</sup>	.775	.767	4.782	

a. Predictors: (Constant), X3, X2, X1

To find out how much influence the independent variables simultaneously have on the dependent variable. Visible R Square (determination) is 0.775. R Square can be called the



coefficient of determination which in this case is 77.5% contributing to the influence of celebrity endorsement (X1), brand image (X2) and brand trust (X3) on purchasing decisions for bimoli cooking oil consumers in 4 villages in the Sungai Liuk area.

To determine the magnitude of the partial effect can be seen in the multiple linear regression analysis table. To determine the magnitude of the partial effect can be seen in the multiple linear regression analysis table. The influence of celebrity endorse on purchasing decisions, obtained  $B = 0.465$  and Zero Order = 0.849, then the coefficient of determination of the celebrity endorse variable is  $KD = 0.465 \times 0.849 \times 100\% = 0.392$  or 39.2%. The magnitude of the influence of brand image on purchasing decisions, obtained  $B = 0.432$  and Zero Order = 0.841, then the coefficient of determination of the facility variable is obtained as  $KD = 0.432 \times 0.841 \times 100\% = 0.363$  or 36.3% contribution to the magnitude of the influence of brand image on purchasing decisions. Meanwhile, the magnitude of the influence of brand trust on repurchase intention is obtained  $B = 0.113$  and Zero Order = 0.162, then the coefficient of determination for the facility variable is obtained as  $KD = 0.113 \times 0.162 \times 100\% = 0.018$  or 1.8%. From the results of this study outlined in the discussion including the following.

Simultaneously, celebrity endorsement, brand image and brand trust have a significant and positive effect on the decision to purchase Bimoli cooking oil for Bimoli consumers in the Sungai Liuk area. This means that in making a decision to buy Bimoli cooking oil products, consumers consider advertisements made using well-known celebrities in the field of cooking. This is also influenced by the very good image of the Bimoli cooking oil brand which makes consumers trust the Bimoli cooking oil brand.

Partially, celebrity endorse has a significant and positive influence on purchasing decisions. This means that the more famous the endorsed celebrity, the higher the tendency for purchasing decisions among consumers of bimoli cooking oil in 4 villages in Sungai Liuk. These results support research conducted by (Anas & Sudarwanto, 2020), stating that celebrity endorsements have an effect on purchasing decisions. Celebrity endorsements have their own strengths and advantages in attracting consumers to make purchasing decisions. The use of people who are widely known in advertising a product will get the attention of the public or consumers. Messages by sources who have appeal or are well-known will get more attention and permeate the minds of consumers (Kotler & Keller, 2012). However, if the selection of celebrities who do the advertisement is not in accordance with what is the goal in imaging the product, it will be a destroyer of the brand.

Furthermore, the effect of brand image on purchasing decisions also shows a significant and positive influence. This means that the better the image of a brand, the higher the tendency for purchasing decisions among consumers of bimoli cooking oil in 4 villages in Sungai Liuk. This research is in line with research (Arianty & Andira, 2021), that brand image has a significant influence on consumer decisions in determining the purchase of products that suit consumer needs. Brand image in the eyes of consumers is very important, brand image can cause positive or negative perceptions of a brand (Sangadji & Sopiah, 2013).

Likewise, brand trust also shows significant and positive results on purchasing decisions. This means that the more consumers trust a brand, the higher the tendency for purchasing decisions to be made by bimoli cooking oil consumers in 4 villages in Sungai Liuk. Consumers tend to buy products that have a sense of security when they consume these products, through products that are of high quality and have value. This was conveyed by (Adiwidjaja & Tarigan, 2017), through the results of research which stated that safe products would generate trust in a brand which ultimately made consumers decide to buy the product. Brand trust is defined as the customer's desire to rely on a brand with the risks faced because the expectation of the brand will lead to positive results (Rizan, 2012).

## **CONCLUSION**

Based on the results of data analysis and discussion of the results, it can be concluded that partially or simultaneously there is a significant influence between celebrity endorse (X1), brand image (X2) and brand trust (X3) on purchasing decisions (Y). This is what companies need to pay attention to that advertising through celebrities, creating a brand image and building consumer trust in the brand will get good results, namely the consumer's decision to buy the product.

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