The Relationship among Celebrity Endorser, Self-brand Connection, Relationship Quality and Repurchase Intention: The Moderating Role of Customer Satisfaction and Media Type

Yana Listyadewi Supriyadi[a], Wisnu Prajogo[b]*, [a,b]STIE YKPN School of Business, Email: [a]yanalstya@gmail.com, [b]*wisnuprajogo@gmail.com

Advertising using celebrity endorsers is a company's strategy to promote its brand to consumers. Celebrity endorser is considered as a credible source for promoting brand based on the celebrity's attractiveness, expertise, and trustworthiness. A brand can be used to create a consumer's self-concept. The self-brand connection is how far customers integrate a brand into their self-concept. When the self-concept is achieved, the customer is willing to engage in a relationship with the brand (relationship quality). This can be influenced by customer satisfaction. The change of technology makes all changes, including advertising media. Electronic media is currently divided into conventional and modern. The conventional electronic media in this research is television, while modern electronic media is social media. Previous research only examined one type of electronic media. In this research, I want to examine the differences between the types of electronic media. This research used 232 samples, consist of 118 samples of conventional electronic media and 114 samples of modern electronic media. The data processed using IBM SPSS Statistics 24 and SmartPLS 3.2.8. The result of this research is that all of the hypotheses are accepted, except for the third hypothesis. The result of the moderation test on the type of media revealed that there are differences between conventional and modern electronic media. The most differences are the effect of celebrity endorser on repurchase intention and the influence of relationship quality on repurchase intention.

Keywords: *Celebrity endorser, repurchase intention, self-brand connection, relationship quality, customer satisfaction.*

Introduction

Repurchase intention is one of consumer's behaviour to make a buying decision. Buying decisions taken by consumers are used to fulfil the need, both for everyday needs and satisfy their wants. A consumer's decision making for buying a product or services need a process. The process begins with the intention of having the product or services and then buying them. According to the Theory of Reasoned Action by Ajzen and Martin Fishbein in 1980, consumer behaviour can persuade someone's belief, intention, attitude, and behaviour.

The advertisements are useful as a means of conveying the information that companies want to deliver to their consumers. In addition, advertising can build a long-term memory of a brand by consumers and can generate an intention to repurchase a product or service from that brand. Companies are willing to spend large scale promotion costs, so their product or service can be recognised and accepted by consumers. However, large expenses for promotional costs can not guarantee that consumers will receive the advertisement. Many companies in Indonesia use advertisements for promoting their product or service, too. Therefore, companies use advertising promotion by using celebrity endorsers.

The use of celebrity endorsers has been booming since the 1970s. Celebrity endorser is someone who is considered to have the ability to represent a product or service. They can be from artists, athletes, figures, and experts. According to several studies on celebrity endorsers, the use of celebrity based on celebrity endorser credibility. There are three main dimensions of the credibility of celebrity endorsers, such as the attractiveness, is the consumer's perception of attractiveness can be physical or non-physical (Ohanian, 1990). Trustworthiness leads to integrity, honesty, and level of trust, whether the celebrity endorser is honest in promoting a brand (Ohanian, 1990). Expertise in consumer's perception of the knowledge, experience, and abilities of celebrities for supporting a brand.

Celebrity endorsers are widely used in advertisements using media, especially in electronic media that perform audiovisual such as television (TV). Along with the rapid development of technology, advertising by using television began to be reduced because it is considered the number of viewers is declining. The emergence of new phenomena causes this due to increasingly modern technology, cyberspace. Cyberspace makes people can interact with each other using the internet. The emergence of cyberspace is used by many parties to provide a platform that can make it easier for users to interact, called by social media. Social media is media that consists of applications created to share information. Social media can be accessed by 24 hours non-stop wherever consumers are. The examples of popular social media in this era are Facebook, Twitter, and Instagram. Social media now reaches 3,5 billion active users that spread all over the world. The active users utilise social media to watch the video (93%), watch vlog (51%), listen the music (70%), radio (47%), and podcast (39%). In

Indonesia, the active user in January 2019 has reached 150 million or almost 56% of the population.

Indonesia's consumers spend 5 hours per day, using conventional and modern electronic media. According to the Nielsen study in 2018, the duration of watching television averaged 4 hours 53 minutes each day, then the duration of accessing the internet takes an average of 3 hours 14 minutes each day. From this study, we can know that it can persuade the consumer's perception of the product or service from a brand.

Many consumers use the features available on social media to find information. The consumers become active users of social media after they register an account for this. Brand companies use social media to share information about their product or service to consumers, and they want to know what consumer needs and wants. Celebrity endorsers also use social media to interact with consumers from the brands they support. For example, celebrity endorsers share their personal experiences in using the brand. The use of celebrity endorsers in television and social media can influence the formation of a consumer's self-concept. When consumers are interested in a brand, the connection will appear between the consumer and that brand. This kind of relationship can be called a self-brand connection. The concept of self-brand connection, which can be interpreted to what extent these consumers integrate the brand into the consumer's self-concept (Escalas & Bettman, 2003). The self-brand connection has an important meaning between consumer self-identity and brand (Escalas, 2004).

When consumers use a brand, they will create a connection between their self-identity and a brand. So, it can make a good relationship quality within the consumer and a brand. The relationship of consumers with a well-established brand can create a healthy relationship quality. A consumer who has a long-term relationship with a brand feels that he has a more profitable relationship with the brand. When consumers feel their needs are satisfied, then the relationship quality will be higher. According to several studies, the quality of the relationship between a brand and consumers has several dimensions, such as brand trust, commitment to use (relationship commitment), and social benefit.

Literature Review

Repurchase Intention

Repurchase intention is the intention of consumers to buy service or products from the brand for a second time or more. The consumer is willing to rebuy of service or product because their needs have been fulfilling.

Celebrity Endorser

Celebrity endorser is someone who gets benefit from being known to the public and using the popularity to gain consumer's interest (Choi & Rifon, 2007; Thomson, 2006; E. M. Zhang, 2010). Celebrity endorser represents aspirational reference, such as an actress, an athlete, an expert, or someone else. Celebrity endorser has three credibility's dimension, such as trustworthiness, attractiveness, and expertise (McCracken, 1989; Ohanian, 1990; Pappu, Cooksey, & Quester, 2005).

Self-brand Connection

The self-brand connection is an essential aspect of a brand and consumer self-identity (Bettman & Escalas, 2005; Escalas & Bettman, 2003). Self-brand connection refers to consumer integrates a brand into his/her self-concept

Relationship Quality

Relationship quality is a series of interactions that occur between consumers and brands within a certain time frame to create a quality relationship to achieve common goals (Huang, 2012). Relationship quality is an evaluation of the strength of a relationship (Garbarino & Johnson, 1999; Johnson, 1999). Relationship quality is a relationship that can fulfil the consumer's needs and wants after the consumption process (Crosby, Evans, & Cowles, 1990). Relationship quality has three-dimensional construct, such as brand trust, relationship commitment, and social benefit (Albert, Merunka, & Valette-Florence, 2013; Hennig-Thurau, Gwinner, & Gremler, 2002; Huang, 2012; Hunt, 1982).

Customer Satisfaction

Customer satisfaction is how far the performance of a product or service is felt following consumer expectations (Rust Anthony & Roland, 1993). Customer satisfaction has a strong impact on company performance, called a competitive advantage, so the consumers become loyal (Zineldin, 2006).

Media

Media is an important infrastructure in marketing products or services from the brand. In the communication process, the media plays a vital role because by using media, messages that contain information can be conveyed well to the audience (consumer) (Boyd & Ellison, 2007; Kietzmann, Hermkens, McCarthy, & Silvestre, 2011).

Hypothesis Development

The self-brand connection is how far consumer integrates the brand into their self-concepts (Escalas, 2004). The self-brand connection can be explained by self-identity theory (Belk, 1988) that assumes consumers use the brand to create and build their self-identity. Consumers use symbolic associations created by celebrity endorsers to building their self-concepts and behaviour (Levy, 1959). When consumers see celebrity endorser using the brand, they feel that they have a common need (Sirgy, 1982; Sprott, Czellar, & Spangenberg, 2009).

H1: Celebrity endorser positively influences self-brand connections.

Consumers are easily attracted to celebrity endorser because celebrity endorser represents the product/service that is valued by consumers (McCracken, 1989). When the consumers feel the added meaning from the brand, consumers may start to build an emotional bond with them. The emotional bond may become as various relationship-oriented behaviours: consumers may begin to develop a brand trust, a more significant relationship commitment, and consumer get a social benefit (Albert et al., 2013).

H2: Celebrity endorser positively influences relationship quality.

Repurchase intention can be happened by using a celebrity endorser. There are three credibilities of celebrity endorser's dimensions, such as expertise, trustworthiness, and attractiveness (physical and non-physical) (Ohanian, 1990). Celebrity endorsers as a credible source may attract consumers to trust with their endorsed brand. So, the consumers will be repurchase the brands (Garbarino & Johnson, 1999; Andi Lina, 2008).

H3: Celebrity endorser positively influences repurchase intention.

The relationship development between the brand and consumers' self directly can fulfil the consumer's needs. When the step of building a consumer's self-concept has done, consumers will grow a beneficial relationship with the brand. The consumer may have greater trust with the brand because they have served the purpose of creating consumers' self-identity (J. Zhang & Bloemer, 2008). Besides, consumers may create a commitment to use the brand in the future to maintain their wants (Albert et al., 2013). The social benefit can be realised as a result of the possibility of increasing social self-image that is inspired by celebrity endorsers. When the consumer assumes a brand as a way to fulfil their self-definition, they want to involve in a long-term relationship with the brand (Sheth & Parvatiyar, 1995). The theory of reciprocal action by Li & Dant (1997) assumes that consumers will develop their strong commitment to the companies as a solution to build a relationship.

**H4**: Self-brand connection positively influences relationship quality

Greater competition between companies, make companies create a stronger relationship with their consumers (Gilaninia, 20011). Relationship quality is a series of interactions that occur between the two parties (consumer and brand) within a certain time to achieve a common goal (Huang, 2012). The common goal for consumers is fulfilled their needs and wants, while for companies is to make a profit from the buying process (Chang, Chou, & Wen-Chien, 2014).

H5: Relationship quality positively influences repurchase intention.

Customer satisfaction is one measure of whether the product or service can fulfil consumers' expectations. If the consumer feels satisfied, they will build a relationship. The more satisfied the consumer is better the quality of the relationship. Satisfied consumers can be bringing up a repurchase intention for their brand (Yin Lam, Shankar, & Murthy Bvsa, 2004; Zineldin, 2006).

H6: Customer satisfaction moderates the effect of relationship quality to repurchase intention.

Figure 1. Research Model
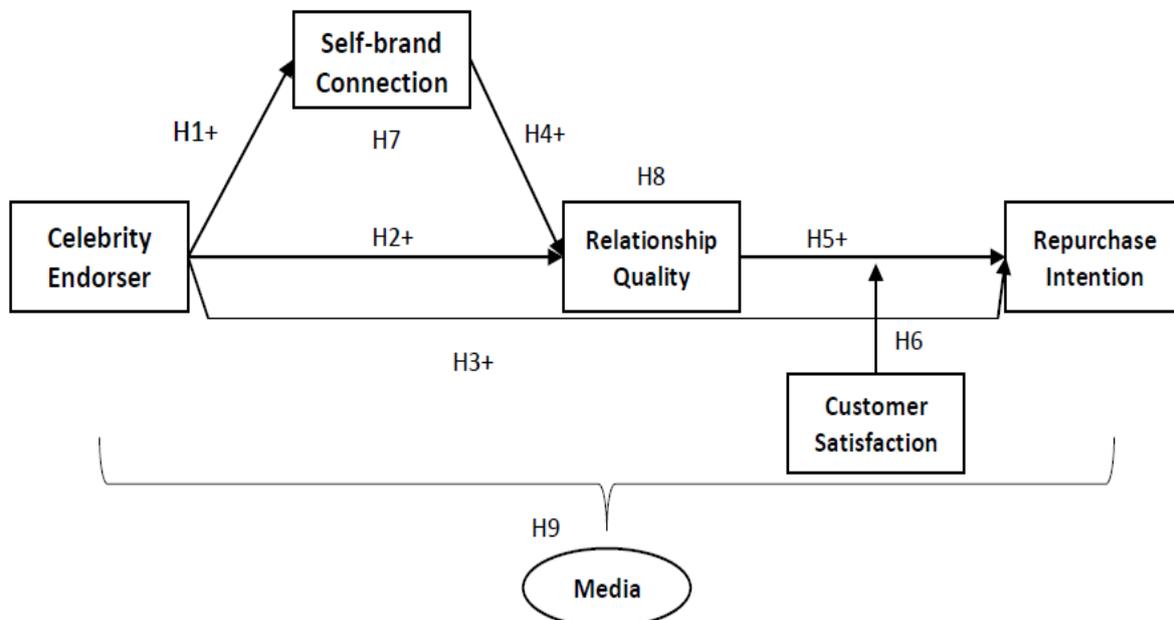
Relationship quality will be created well when celebrity endorsers successfully encourage consumers to use their endorsed brand. Celebrity endorsers, as a credible source, have to persuade consumers to buy their brand. Consumers use credibility endorsers as aspirational references because they have common needs (Ohanian, 1990).

H7: Self-brand connection mediates the influence of celebrity endorsers to relationship quality.

Repurchase intention is a company's hope for making a profit. Repurchase intention can be influenced by satisfaction, and there is no substitution product, affordable price, and good relationship that created by companies. The use of celebrity endorsers in advertising can attract consumers to buy their product or service, and also attract the consumer to build a relationship with them. The relationship will be good if both parties (companies and consumers) are equally profitable (Lai, Bao, & Li, 2008).

H8: Relationship quality mediates the effects of celebrity endorsers to repurchase intention.

The author uses two categories of electronic media, such as conventional electronic media and modern electronic media on this research. Conventional electronic media that use is television, and modern electronic media is social media (Facebook, Twitter, and Instagram). This is because previous research focuses on one of the electronic media.

H9: Electronic media moderates the effect of a celebrity endorser, self-brand connection, relationship quality, and repurchase intention.

Methodology

Research Participant

Research participants are 232 samples, consist of 118 samples of conventional electronic media and 114 samples of modern electronic media. They are selected using a purposive sampling method. Criteria for selecting research participant are:

-   Respondents are someone who has seen a celebrity endorser that supports one brand in conventional media (TV) or modern media (social media such as Instagram, Facebook, Twitter).
-   Respondents have a social media account (Instagram, Facebook, Twitter, etc).
-   Respondents have access to conventional media such as television (at the office, school, etc).

Table 1: Participants' Demography

Criteria	Classification	Number of respondents
Gender	Male	57
	Female	175
Age	17-20 years	26
	21-24 years	122
	Above 25 years	84
Origin	Yogyakarta	119
	Outside Yogyakarta	27
Education	High school/Vocational	52
	D3/D4/S1	151
	S2	19

Measurement

The repurchase intention's variable was measured by 3 items developed by Pitaloka & Gumanti (2019). The celebrity endorser's variable was measured by 13 items developed by Ohanian (1990); Dwivedi, Johnson, & McDonald (2015) and McCracken (1989). The self-brand connection's variable was measured by 7 items developed by (Dwivedi, 2014; Dwivedi, Johnson, & McDonald, 2016; Dwivedi et al., 2015)**.** Relationship quality's variable was measured by 8 items developed by Dwivedi et al. (2015) and Dwivedi et al. (2016)
Structural equation modelling (SEM) was used to test the hypothesis. The data processed by using IBM SPSS Statistics 24 and SmartPLS 3.2.8. The hypothesis test using SmartPLS. The moderation effect of media type will be tested by multigroup analysis (MGA) using SmartPLS. The other moderation effect will be tested by moderated regression analysis (MRA) using IBM SPSS Statistics.

Results and Findings

Table 2: Validity & Reliability Test Result

Variable	**Item**	**Note**	***Cronbach's Alpha***	**Note**
Celebrity Endorser	AT1 – EX5	All item valid	0,918	Reliable
Self-Brand Connection	SB1 – SB7	All item valid	0,899	Reliable
Relationship Quality	BT1 – SOC3	All item valid	0,919	Reliable
Customer Satisfaction	CS1 – CS3	All item valid	0,867	Reliable
Repurchase Intention	RI1 – RI3	All item valid	0,888	Reliable

Table 3: Hypothesis Test Result using SmartPLS

	Estimate	P-value	Result
H1: Celebrity endorser positively influences self-brand connections	0,451	0,000	Accepted
H2: Celebrity endorser positively influences relationship quality	0,266	0,000	Accepted
H3: Celebrity endorser positively influences repurchase intention	0,133	0,060	Not Accepted
H4: Self-brand connection positively influences relationship quality	0,640	0,000	Accepted
H5: Relationship quality positively influences repurchase intention	0,626	0,000	Accepted
H7: Self-brand connection mediates the effect of celebrity endorser to relationship quality	0,288	0,000	Partial Mediation
H8: Relationship quality mediates the effects of celebrity endorser to repurchase intention	0,167	0,000	Full Mediation

Table 4: Hypothesis Test Result using SPSS

	Estimate	P-value	Result
H6: Customer satisfaction moderates the effect of relationship quality to repurchase intention	0,203	0,000	Moderation

Hypothesis 1 stating that Celebrity endorser positively influences self-brand connections is accepted by P-value 0,000 and positive coefficient 0,451. This finding supports the argument that using a celebrity endorser in the advertisement will create a relationship between the consumer and the brand. The use of celebrity endorsers can help companies to share information about their brand because celebrity endorsers can represent that brand.

Hypothesis 2 stating that Celebrity endorser positively influences relationship quality is accepted by P-value 0,266 and positive coefficient 0,091. This finding supports the arguments that celebrity endorsers can gain a customer interest for use a product or service from that brand. Celebrity endorsers as an aspirational reference for the consumer to choose a product or service. When the customer feels an added value from the brand, they will build an emotional bond with the brand. The consumer is willing to develop a brand trust, relationship commitment because they get a social benefit from the brand.

Hypothesis 3 stating that Celebrity endorser positively influences repurchase intention is not accepted by P-value 0,060 and positive coefficient 0,133. This hypothesis is rejected because the P-value is bigger than 0,05. Celebrity endorser is not the only factor for consumer's repurchase intention. Another factor that can influence the consumer to repurchase, such as

their need, the increasing number of competitors that enter the market, and also substitution product.

Hypothesis 4 stating that the Self-brand connection positively influences relationship quality is accepted by P-value 0,000 and positive coefficient 0,640. This finding supports the argument that consumers will engage in a further relationship with the brand after they feel they benefit from a product or service. A product or service from the brand able to build consumer's self-concept that they want.

Hypothesis 5 stating that Relationship quality positively influences repurchase intention is accepted by P-value 0,000 and positive coefficient 0,626. This finding supports the arguments that a relationship quality between a consumer with the brand is profitable. The consumer can satisfy their needs and wants, and also the companies make a profit from the product or service purchasing. The brand has gained consumer trust, while the consumer wants to become loyal.

Hypothesis 6 stating that customer satisfaction moderates the effect of relationship quality to repurchase intention is accepted by P-value 0,000 and positive coefficient 0,206. The moderating effect here is to strengthen the relationship between relationship quality and repurchase intention. The finding supports that consumers will repurchase a product or service because they feel satisfied with the brand for the first time after purchasing.

Hypothesis 7 stating that the self-brand connection mediates the effect of celebrity endorser to relationship quality is accepted by P-value 0,000 and positive coefficient 0,288. The result shows the P-value is smaller than 0,05 indicates there are mediating effects. The type of mediation is partial mediation, in which the direct effect of celebrity endorsers to relationship quality is significant. This finding supports that building a good relationship quality by consumers can be influenced by celebrity endorsers. Celebrity endorser can help the consumer build their self-concept. When the consumer's self-concept is fulfilled, the consumer will develop more relationships with them.

Hypothesis 8 stating that relationship quality mediates the effect of celebrity endorser to repurchase intention by P-value 0,000 and positive coefficient 0,167. The result shows the P-value is smaller than 0,05 indicates there are mediating effects. The type of mediation is full mediation, which the direct effect of celebrity endorsers to repurchase intention is not significant. This finding supports that the similarity of perception between consumer and celebrity endorsers reinforces the desire of the consumer to engage in a relationship. Relationship quality can also be seen by consumer intention to repurchase.

Table 5: Moderating Test Result of Media Type

	Conventional Media Electronic		Modern Media Electronic	
	Estimate	P-Value	Estimate	P- Value
CE → SBC	0,468	0,000	0,447	0,000
CE → RQ	0,276	0,000	0,258	0,000
CE → RI	0,220	0,097	0,027	0,721
SBC → RQ	0,641	0,000	0,635	0,000
RQ → RI	0,527	0,000	0,754	0,000
CE → SBC → RQ	0,300	0,000	0,214	0,000
CE → RQ → RI	0,145	0,007	0,195	0,000

From the table result, we can conclude that the effect of variables is different between conventional media and modern media. Prominent differences exist by the effect of celebrity endorsers to repurchase intention. This result indicates that conventional media is more influential than modern media. The other prominent differences also exist by the effect of relationship quality to repurchase intention. This result shows the differences in estimate value indicate that modern media has a ,more substantial effect than conventional media.

Conclusions and Suggestion for Further Research

Conclusions

The research focuses on the role of using celebrity endorser in developing relationship quality between consumer and brand, so it can make the intention to repurchase a product or service from that brand. The use of celebrity endorsers has been proven to increase consumer interest and influence consumer perceptions of a brand. This research uses 232 samples, consist of 118 samples from conventional media (TV) and 114 samples from modern media (social media, such as Facebook, Twitter, and Instagram).

All of the hypothesis is accepted, except for the third hypothesis, there is no effect between celebrity endorser to repurchase intention. This can happen because in bringing back repurchase intentions, the consumer does not need to see celebrity endorsers first. The consumer can repurchase a product or service because they want to fulfil their daily needs.

The effect of media type as moderator proves that there are differences influence between conventional media and modern media. Prominent differences exist by the effect of celebrity endorsers to repurchase intention. This result indicates that conventional media is stronger than modern media. It can be caused by the ease of conventional media access (television)

around consumers. Wherever consumers are, there must be a television. For example, at the office, at school, public place, mall, etc.

Suggestion for Further Research

Future research should provide a limit of a number of participants on this research, so the number of participants can balance. The future research should use another variable outside this research because the R-square value on this research indicates that there are many factors can influence the result. The researcher should use offline questionnaires, another collecting data tools such as interview or experiment methods.

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