

# Transformation Of Marketing Role Strategy In Realizing Purchase Intention

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## TRANSFORMATION OF MARKETING ROLE STRATEGY IN REALIZING PURCHASE INTENTION

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### ABSTRACT

The transformation of marketing role strategy through social media is very decisive. This technology raises the views and mindset of society radically, whereas the society is very dependent on the technology used. On the other way, producers have their own views on the involvement of social media in influencing people's purchase intention in possible ways. Through the of public figures or celebrities, promotion through social media can increase consumer purchase intention. This study aims to analyze the transformation of the role of marketing strategy in realizing consumer purchase intention. The sampling method used qualitative methods with a sample of 98 culinary tourism doer. Where the entire population is used as a sample. The results of the analysis show that; there is an influence of marketing strategy on purchase intention through celebrity endorsement variable.

**Keywords:** marketing strategy; celebrity endorsement; purchase intention

### 1. INTRODUCTION

One of the determining factors for marketing success is how to determine the right marketing strategy. The transformation of marketing technology advances in a product is expected to bring up consumer lifestyle trends that are growing so that the impact is expected to change the mindset of consumer's purchase intention decisions to be higher. There are many ways of marketing strategies that are worth studying, producers can choose one alternative that is deemed appropriate to the company's conditions. As time goes by, many millennials fill their spare time to go to culinary places such as; café, cafes, restaurants, or shopping centers in the surrounding area, where they come to the place motivated by their favorite food. But their actual problems are; a) lack of information about quality food products; b) not yet maximal promotion of a food and beverage culinary product; c) Information about online culinary food products is not yet available; d) Differentiation in culinary products in the form of packaging and taste in a particular outlet or restaurant. Thus, it is expected that loyal consumers are expected to repurchase.

At the beginning, people were not so sure about doing online transactions because in online transactions, someone completely depended on trust in the information submitted by the owner on the website and website visitors could not see with the products offered directly by Buttner & Goritz [1]. In fact, online transactions continue to increase rapidly. The number of online shoppers in Indonesia continues to increase from year to year, as well as the number of online shops in various online media. Opportunities for online stores are increasingly wide open but competition is also intensifying.

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Online shop owners must provide their best service by paying attention to website quality to convince visitors and gain trust and subsequently lead to customer loyalty by Sadeh et al. [2]. The trust factor is a key factor that influence the occurrence of buying and selling transactions at online shops. Only customers who have trust will dare to make transactions

through the internet. Without the trust of customers, it is impossible for transactions through the internet to occur [3]. Conducting online transactions is an easy and sophisticated way, but consumer trust in companies is very vulnerable and difficult to obtain [4]. The quality of a website can increase the confidence of consumers who make transactions online, because online shopping customers rely on the information obtained from websites that sell these products or services. A good quality website, even though it doesn't have a good reputation, is more trusted than a seller with a good reputation, but the quality of their website is not good [5].

The phenomenon of online shopping as a medium for purchasing transactions for products and services is increasing rapidly in Indonesia. The number of online shop owners also increased sharply so that competition is getting rough. Online stores utilize a website (website quality) as one of the factors that can lead to trust and customer loyalty. Website Quality proved to have an effect on customer trust. The indicated website quality are informative appearance, the impression of security, ease of access, ease of operation, freedom from hackers, and a contact person that always can be contacted. With better quality website, the more trust and loyal gained from the customer [6].

Ease of access, as well as good service quality from the website can increase consumer confidence in the capability or competence of online shops in providing services. When consumers have high trust, consumers tend to maintain visits and purchases at one particular online shop. Furthermore, the findings of Safitri Juanita [7] concludes that consumers prefer to shop online on websites and more often search online stores on Google, while business owners open more online stores on Facebook and do online store marketing on social networks such as Facebook, Twitter, and other social media.

The findings of Teguh Febrianto Setiawan, at all [8] show that online marketing has succeeded in increasing revenue by 10-32%. the main priority of online marketing media using grab-food media with a priority value reaching 39.70%. The second priority is using social media (Facebook, Instagram, YouTube, etc.) with a priority value of 21.40%. The third priority is to use Google SEO media with a priority value of around 15.00%. The fourth priority is to use the website with a priority value of 13.50% and the fifth priority is direct contact with a priority value of around 10.40%.

In meeting the need for communication with the public, the owners of outlets / online shops or restaurants for culinary products take advantage of the popularity of celebrity endorsements in promoting a product in order to recommend the products it sponsors [9]. The use of celebrities as endorsers to promote culinary products can be said to be still not optimal, even though there is a match between the attributes of celebrities and the product. The use of celebrities in advertisements is expected to be able to attract the attention of viewers.

## 2. RESEARCH METHOD

Marketing Strategy is a comprehensive and integrated plan in the field of marketing product or services to obtain an optimal result. The marketing strategy used by the company is the result of the integration of various marketing elements [10]. Thus, marketing strategy is defined as a series of activities that are directed to achieve goals and with innovative and creative thinking patterns, to deal with trends that occur within the company and outside the company, which will affect the interests and future of the company itself [11].

The theory of Marshall McLuhan and Fiore [12] explains that "Electronic product and automated systems require everyone to adapt to a wide-spread global environment as if this environment is a small city in it. the mindset of society is radical, where it makes people very dependent on technology that uses media, even people have their own views on the social order of a society which is only based on its ability to deal with the technology. The media in question is not only television or other mass media, but also clocks, radios, cellphones and even the streets are considered media, all of which can influence people's perceptions. The assumptions built from the media ecology theory include: a) The media instills every action and behavior of the community. In this context the media covers every action in society or a medium what matters is the technology but not the content. According to McLuhan's view, the media is not seen from a narrow concept, such as newspapers/magazines, radio, television, films, or the internet. But [12] said that the wide concepts are when we see the medium as anything used by humans such as clocks, numbers, money, streets, to games is a medium; b) Media corrects our perceptions and organizes our experiences. In this context, it is seen from the view of media ecology theory that the media is something that can affect human life, where every human way of assessing something, reacting, and feeling something tends to be influenced by the media; c) Media tie our world together. In this context, every event or thing that is done in other parts of the world, can be known to other parts of the world. This will make rural communities then live in global villages (global village), so from this assumption it can be concluded that the media seems to bind the world into a single entity such as politics, economy, social, and culture. The existence of the global village concept shows that nothing can limit other parts of the world, namely with the internet, all information is quickly obtained in other parts of the world.

One of the marketing strategies that is often carried out by a company is to spread the marketing mix itself. Not only product, price, place, and promotion strategies, but marketing strategies that are transformed into real activities using social media technology. The goal is that the resulting product meets the needs of consumers in a particular market segment. Products that have been launched to attract consumers, marketing promotion activities use social media sites such as Facebook, Twitter, YouTube, TikTok, and Instagram as a marketing strategy for certain products, because they have a tremendous effect on product information.

Social media marketing is a process that empowers individuals and companies to promote a product on their website, through social media channels to communicate with a much larger community that is not possible through traditional advertising channels. Marketing through social media is used by business people to become part of a network with interested people via the internet or online [13]. In addition, social media marketing is a marketing tactic that uses social media as a mean to promote a product, usually found on the business website page link of a product or other service more specifically.

There are several social media marketing that are popular among the public, such as Facebook, Twitter, Pinterest, Reddit, YouTube, Myspace, Digg, Google Plus, LinkedIn, Instagram, and many others. Every social media used has different usage procedures, such as Instagram, for example, which can only share photos and videos that can be filled with links, descriptions, tags and hashtags. It is different with Facebook which has various features that can be used, such as making fanpages, groups, video statuses, link statuses, photo statuses and others. Social media marketing techniques must be carried out by website owners and online businesses, because social media marketing techniques are easier, cheap, and efficient. The way social media marketing works is by building a market area and online business

website links that are distributed to various social media. The links that have been shared can have an impact on attracting many new visitors who are interested and may become regular visitors of the online business website [14].

According to [13] that “Social media marketing has several dimensions, such as: a) Online Communities; where a company or business can use social media to build a community for the products or businesses it offers. Where a group can create loyalty and encourage business development; b) Interactions; through Facebook and Twitter can provide a notification to all followers or a subject quickly and continuously [15]. By using social media networks can create interactions using up-to-date broadcasting, and consumers can easily get information [16]; c) Sharing of Content; this dimension is used as a medium for exchanging information, distributing, and obtaining content through social media, for example: such as newsletters, message features, and so on; d) Accessibility; Social media can be accessed easily at a relatively low cost and does not even spend money in its use. In addition, social media also does not require skills or knowledge to access the site [17]; e) Credibility; where a company in creating and to convey messages clearly to consumers, build credibility about what the company says and try to build an emotional connection with the target market, motivate purchases and encourage consumer loyalty. In addition, social media is an internal platform for a business and can connect with consumers directly on a large scale and increase trust and respond to suggestions or criticisms from consumers [17].

**Table 1.** Dimension And Indicator of Variable Marketing Strategy

Dimensions	Indicators	Instrument
Online Communities	Build a Product community	X1.1
		X1.2
	Creating Customer Loyalty	X1.3
		X1.4
Interactive	Social Media Gives Quick Notifications	X1.5
		X1.6
	Social Media Creates Interaction	X1.7
		X1.8
Sharing of Contents	Consumers easily get information	X1.9
		X1.10
	As a Media for Exchange of Information	X1.11
		X1.12
Accessibility	Social media can be accessed easily	X1.13
		X1.14
		X1.15
Credibility	Can Build Credibility	X1.16
		X1.17

Furthermore, other social media, such as Instagram, can also display photos instantly, so that the information submitted can be received quickly. Instagram is an application from Smartphone specifically for social media which is one of the digital media that has almost the same function as Twitter, but the difference lies in taking photos in a form or place to share information with users. Instagram can also provide inspiration for its users and can also increase creativity, because Instagram has features that can make photos more beautiful, more artistic, and better [18].



The use or utilization of social media is as follows: a) The advantage of building personal branding through social media is that it does not recognize tricks or pseudo popularity, because the audience will decide. Various social media can be a medium for people to communicate, discuss, and even gain popularity on social media; b) Social media provides an opportunity to interact more closely with consumers.

Social media offers more individualized form of communication. Through social media, marketers can find out the habits of their consumers and interact personally and build a deeper attachment [19]. Owners of Instagram, Facebook, and so on must always be active in updating so that they can always be accessed, because if they are not updated, the information they convey will decrease. Therefore, social media owners must always be active in using their media so that followers can collaborate with other social media that have more followers such as; celebrities, celebrities, public figures, or other public figures.

Celebrity Endorsements are defined as individuals who have attained a level of fame that made them known in the community. The level of celebrity idols causes people to be curious about the celebrity's personality [20]. So, whatever their idols say, they respond positively. As someone who is well known in the community, celebrities are often used to support certain product advertisements. In line with [9] that "celebrity endorsement is the use of celebrities in advertisements with the aim of recommending the use of sponsored products. Because celebrities in advertisements are icons or symbols that are popular in the community in transferring their symbolic meaning to the advertised product [21].

According to [22] there are several attributes of celebrity endorsement, which consist of; Credibility, Attractiveness, and Power Correspondingly, Celebrity Endorsements are advertising that is quite common to promote through explicit associations using celebrities, cosmetic products, watch products, cars, pharmacies, weight loss programs, agencies, and financial services with the aim of increasing Brand Awareness [23]. According to [24] Celebrity endorsement is someone who gets public recognition and uses his popularity to influence consumers with the advertisement. [25] wrote that Celebrity Endorsement is one of the communication channels used by celebrities to express their words to promote brands based on their popularity and personality.

The dimension of celebrity endorsement in the study refers to research conducted by Rini and Astuti [26] who adopted the theory Percy & Rossiter [27] which was measured from the characteristics of endorsers in communicating, namely the VisCAP model (visibility, credibility, attraction, power): a) Visibility; An endorser is someone who has sufficient character to be noticed by the audience. In general, endorsers who are known and widely influential among the public are chosen, so that public attention can be diverted to the advertised brand; b) Credibility; Credibility is a set of perceptions about the advantages possessed by the source so that it is accepted or followed by the audience. Two factors that play a role in determining the credibility of an endorser include: Expertise; expertise can show how much knowledge the endorser has. A person who has a high score on this factor will be intelligent, capable, skilled, knowledgeable, experienced, or trained. According to Rakhmat [28] expertise is the impression formed by the communicant about the ability of the communicator in relation to the topic being discussed; Trustworthiness, it pays attention to how the endorser is viewed with consideration of how honest he is in delivering an advertisement; c) Attraction; There are two characteristics owned by attraction, such as likability and similarity; Enchantment (likability) This character will see in terms of physical appearance and personality. Through the attractiveness of the endorser, it is expected to have

a positive influence on the brand it carries; Similarity; The similarity of emotional images in advertising can be very helpful in making advertising effective. The reasons why commonality is one of the determinants of communication effectiveness are: Similarity facilitates decoding, namely translating symbols so that signs become ideas; Similarities can help build a common premise; Similarity can make the audience attracted to the communicator. Commonality can foster respect and trust in communicators; d) Power; This character is usually followed by the amount of influence a communicator has. The high rank or name of the communicator is very supportive in the character of the success of the communicator; e) Educative; This celebrity character is able to provide learning to consumers about the benefits and value of a product they promote.

**Table 2.** Dimension And Indicator of Variable Celebrity Endorsement

Dimensions	Indicators	Instrument
Visibility	Endorser is a Person with Character	X2.1
		X2.2
Credibility	Expertise	X2.3
		X2.4
	Trustworthiness	X2.5
		X2.6
Attractiveness	Likability	X2.7
		X2.8
	Similarity	X2.9
		X2.10
		X2.11
		X2.12
Power	Hight Position	X2.13
		X2.14
Education	Provide Good Example Lessons	X2.15

Consumer purchase intention is defined as a consumer's plan to make an effort to buy a certain product. Because the customer's willingness to buy a product or service has a higher probability, even though the customer does not necessarily buy it. Meanwhile, purchase intention is determined by the benefits and value perceived by consumers [29].

Furthermore, consumer purchase intention is also interpreted as consumers prefer to buy products or services because they feel that they need the product or service [30]. Use of effective tools in predicting the buying process. Consumers want to have a product, due to the urgency to buy or own a product [31]. According to [32], purchase intention can be measured using the following indicators: 1) Willingness of consumers to make purchases; 2) The desire of consumers to make purchases in the future; 3) The desire of consumers to make repeat purchases. Furthermore [33] that purchase intention is determined by consumer attitudes towards the brand of the product to be purchased (attitude towards brands). In choosing a brand, consumers evaluate by comparing several brands that meet the criteria and are deemed to be able to meet the needs and desires of consumers. Meanwhile [34] recommends that the AIDA model (Attention, Interest, Desire, Action) can be quantified using the following indicators; a) Consumers know the various types of products offered; b) Consumers are

interested in comparing the suitability of the taste of the product with the price offered; c) Consumers want to know how the taste of the products they offer; Consumers have made purchases of various types of products.

Furthermore, [35] state that purchase intention is the process used to evaluate consumer decision making. Peter and Olson [36] define that purchase intention are consumer behavior in buying a brand. Consumer behavior that occurs when consumers are stimulated by other factors and make purchasing decisions based on their characteristics in the decision-making process [34]. The AIDA model is an element of purchase intention which consists of: a) Attention; The relationship between consumers and products, in this case where the company can pay attention to consumers by taking an approach so that consumers are aware of the existence of the product and its quality; b) Interests; Consumer sensitivity to the product, in this stage consumers are grown and created a sense of interest in the product. The company tries to make its products attractive to consumers, so that consumers have a curiosity that can generate interest in a product; c). Desire; is the consumer's desire to try and own the product, the consumer's curiosity about the product is directed to purchase intention; d) Actions; is the consumer's action to make a purchase.

In this study, purchase intention is interpreted in line with [37], namely consumer purchase intention can be identified through the following indicators: a) Transactional interest is a person's tendency to buy a product; b) Referential interest, the tendency of a person to refer products to others; c) Preferential interest is an interest that describes the behavior of someone who has a primary preference for the product. This preference can only be overridden if something happens to the product of its preference; Exploratory interest is an interest that describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the positive characteristics of the product.

**Table 3.** Dimension And Indicator of Variable Purchasing Intention

Dimensions	Indicators	Instrument
Consumer Tendencies	Transaction Interest	Y1.1
	Referential Interest	Y1.2
	Preferential Interest	Y1.3
Information and Loyalty	Explorative Interest	Y1.4
	Loyalty Interest	Y1.5
		Y1.6

Many companies want a success on their marketing strategies. However, the choice of marketing strategy through promotion must be transformed into real activities. Marketing strategies using technology are very relevant to today's conditions. Considering that transacting online is using sophisticated and easy to reach technology, however, consumer trust in companies is very vulnerable and difficult to obtain [38]. The established marketing strategy should be reviewed and developed in response to positive responses and emerging market trends. Therefore, the marketing strategy must be able to realize consumer purchase intention, by providing a clear and targeted picture of what the company will do when using all opportunities in several target markets.



A brand is a set of associations, usually strung together in various meaningful forms. To form a brand association for a product brand, business actors use their marketing strategy using a celebrity as a symbol of their product or business which is commonly called a brand ambassador. According to [22] that brand ambassadors are advertising stars who support advertised products. A brand ambassador is a person who supports a certain product brand by various popular public figures, apart from the popular community, it can also be supported by ordinary people and is more often referred to as an ordinary endorser. The use of brand ambassadors is carried out by companies to influence or invite consumers to use products, the use of brand ambassadors usually uses well-known celebrities [39]. Celebrities provide benefits to companies, because they got figures, popularity, talent, credibility, and charisma. Many products in Indonesia use celebrity as their brand ambassador. The interrelationship of the marketing strategy variables with the endorser's needs in promoting their products, thus the marketing strategy has an effect on celebrity endorsements.

The findings of M. Nur Rasyid at all [40] state that marketing strategy has a significant positive effect on consumer purchase intention, this can be interpreted that the better the marketing strategy is, the consumer's purchase intention will increase. In line with several previous studies by Waluyo Jati and Hanafi Yuliansyah [41] found that there is a positive and significant relationship between online marketing strategies and consumer purchase intention. Consumer purchase intention is a form of customer loyalty to goods or services determined by trust [1]. Furthermore, customer trust in online shops will determine consumer purchase intention which is a form of customer loyalty. Many people do not make purchases because of a lack of trust in a product, so trust has a direct relationship with loyalty [3]. Meanwhile, trust can be conditioned through promotional strategies that involve celebrities, in forming positive opinions in the public.

Marketing strategy has a significant positive effect on consumer purchase intention, it means that the better the marketing strategy is, the consumer's purchase intention will increase [40]. In addition, an acceptable reason is that producers use many celebrities in their promotions as public figures by utilizing the personality of the celebrity in order to influence the brand personality, the right choice of celebrities can affect the brand personality, the right personality can affect the growth of market share. It is expected that the personality of the star will be attached to the brand and the endorser is expected to become a spokesperson for the brand so that it is quickly embedded in the minds of consumers, so that consumers want to buy the brand. In addition, artists can also be used as an appropriate tool to represent the targeted market segment. Therefore, it is not surprising that the advertised product uses many celebrities, each of which will represent the targeted market segment [39].

The research method used in this study is a quantitative research method. Defined as a research method based on the philosophy of positivism which is used to examine a particular population or sample. Data collection using research instruments (primary data) and quantitative data analysis. This research is classified into the type of explanatory research, a research that intends to test and explain the relationship between the independent variable (exogen variable) and the dependent variable (endogenous variable) [42]. This study uses a research design to test hypotheses. The choice of this design is because it will empirically test the influence between research variables. This hypothesis testing is in accordance with the understanding described by Sekaran [43], namely research conducted with the intention of explaining (confirmatory research) by providing a causal explanation or relationship between the variables studied through hypothesis testing.

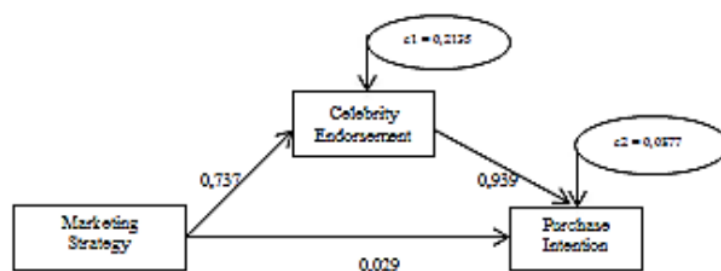
The population in this study are food and beverage culinary business people in Serang City, Banten with a total of 10 food and beverage culinary producer. Furthermore, the sampling technique is the entire population as a research sample (census) with a total of 98 samples. The method of collecting data is through direct questionnaires. As an action to anticipate respondent errors in filling out the questionnaire, the distribution of questionnaires was added to each culinary tourism location. The questionnaire was compiled with a list of written statements using the Likert scale that had been formulated previously.

The selection of statistical analysis techniques is an important part to test hypotheses, one of the analytical tools used is SPSS. This study uses path analysis as a model that was developed as an alternative to solving the problem of research variables to meet the measurement model that has been developed. Before analyzing research data, the data is required to be normally distributed and meet the validity and reliability. A variable is said to be valid, if the questions in the questionnaire have been able to reveal something that will be measured by the questionnaire and meet the validity or validity of a questionnaire [44]. While the reliability test is to measure the reliability of a questionnaire which is an indicator of the variables or research constructs. A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable from time to time. A scale or instrument for measuring the resulting data is called reliable if the instrument consistently produces the same results every time a measurement is made. A construct or variable is said to be reliable if it gives a Cronbach Alpha value  $> 0.70$  [45].

### 3. RESULTS AND DISCUSSION

The results of the validity test show that each question item in the questionnaire is able to reveal something that will be measured by the questionnaire. This can be seen from the results of the Corrected Item-Total Correlation comparison of all question items in all observed variables exceeding 0.30. Thus, the conclusion is that all variables in the questionnaire items are valid.

The reliability test is intended to measure a questionnaire which is an indicator of a variable. The results of the Cronbach alpha test for the marketing strategy variable are 0.858, celebrity endorsement is 0.950 and purchase intention is 0.868. This means that all observed variables have more than 0.70, so it can be said that all variables are reliable.



**Figure 1.** Path Analysis Result's

The results showed that the direct influence of the marketing strategy variable on purchasing intention showed a significant effect ( $p > 0.00$ ). Then the statistical results show that the marketing strategy variable has a significant effect ( $p > 0.00$ ) on celebrity endorsement.

While the indirect effects are; The marketing strategy variable on purchase intention through the celebrity endorsement variable has a significant effect.

These results are obtained from the multiplication of the direct influence of the marketing strategy variable on the celebrity endorsement variable and the result of the influence of celebrity endorsement on purchase intention of 0.692. While the result of the direct influence of marketing strategy on purchase intention is 0.029.

Brand ambassador's usage is carried out by companies to influence or invite consumers to use products, the use of brand ambassadors usually uses well known celebrities [39]. Celebrities work to promote a product in order to provide benefits to the company, because celebrity figures have popularity, talent, credibility, and charisma. The interrelationship of marketing strategy variables with the needs of endorsers in promoting their products, then using celebrities as icons in a product is very positive. Celebrity endorsements, considered successful in promoting their products because an endorser is able to make an opinion in the community about the product being promoted is very good and useful.

Consumer purchase intention is a form of customer loyalty to goods or services determined by trust. Then trust is created by a marketing strategy that uses mass media as its main promotion. Consumer purchase intention which is one form of customer loyalty. Many people do not make purchases because of a lack of trust in a product, so trust has a direct relationship with loyalty [3]. Furthermore, trust can be conditioned through promotional strategies that involve celebrities in forming positive public opinion. The results of the study can strengthen the previous findings by [40] stating that the marketing strategy has a significant positive effect on consumer purchase intention, this can mean that the better the marketing strategy is, the consumer's purchase intention will increase.

In addition to acceptable reasons, many promotions are carried out by utilizing the artist as a public figure by utilizing the personality of the artist in order to influence the brand personality, the right choice of celebrities can affect the brand personality, the right personality can affect the growth of market share. The personality of the star or artist will be attached to the brand he promotes, so that consumers want to buy the product brand. The use of marketing strategies using mass media such as; Facebook, Twitter, Pinterest, Reddit, YouTube, Myspace, Digg, Google Plus, LinkedIn, and Instagram, then supported by promotions involving public figures or celebrities will be able to attract better consumer purchase intention. In addition, public figures or celebrities can also be used as an appropriate tool to represent the targeted market segment. Therefore, it is not surprising that the advertised product uses many celebrities, each of which will represent the targeted market segment [39].

#### **4. CONCLUSIONS AND SUGGESTIONS**

How important this research is to be carried out because the use of social media in promoting products is suitable for developing regions, this is the strategy that should be carried out. Consumers prefer to shop online on websites and search online stores more frequently on Google, while business owners open more online stores on Facebook and do online store marketing on social networks such as Facebook, Twitter, and other social networking sites. The role of celebrities in mediating this role is very important even though it is very expensive to do. But what is more important is choosing celebrities that match the products offered so that the impact on consumer buying interest.

Based on the analysis results show that:

- a. Strategi Marketing strategy has a positive effect on consumer purchase intention. This can be interpreted that the use of promotional strategies using social media as promotional media is very necessary. The desire of consumers in choosing a product depends on the product they already know. So, the role of this strategy is very important to provide knowledge about the product to be promoted.
- b. Promotion strategy has an effect on celebrity endorsement. It shows that; the role of social media as a transformation of marketing strategy requires a touch of the role of celebrity endorsement in forming public opinion about the benefits and goodness of the products it promotes. Even though it is expensive to do, the selectivity in selecting celebrities that are suitable for a product is more important.
- c. Celebrity Endorsement has a positive effect on purchase intention.  
It shows that; There is a significant positive impact of celebrity endorsements on repurchasing interest in culinary products. The more consumers consider a celebrity endorsement as a figure that is relevant and has visible, credible, attractive, has power and can educate consumers in product utilization, then as an endorsement it will increasingly influence consumer buying interest to increase.
- d. Marketing strategy has a positive effect on purchase intention through celebrity endorsements. It shows that; The role of celebrities as public figures or celebrities in influencing brand personality is the right choice because they are considered to be able to influence market share growth. The personality of a public figure or artist will be attached to certain brand products. Public figures or artists act as endorsers who become spokespersons for a product brand with the public. In addition, celebrities can also be used as the right tool to represent the target market segment.

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