

Influence of Celebrity Endorsement and Product Quality on Buying Interest Trought the Brand Image as an Intervening Variables: Case Study at Kopi Kenangan, Yogyakarta

Rizky Edi Prasetya¹, Ambar Lukitaningsih², Lusya Tria Hatmanti Hutami³

^{1,2,3}Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia

Email: riskyedip11@gmail.com

Abstract

The main objective of the study is to examine how celebrity endorsement, product quality, and brand image affect consumer's interest in making purchases. The Research employs a quantitative approach and collects data from 14 individuals who are customer of Kopi Kenangan in Yogyakarta. Sampling method used is non-probability, specifically purposive sampling. Data is gathered by distributing an online questionnaire to the respondents and analyzed using the IBM SPSS application study's findings can be summarized as follows: Celebrity endorsement (X1) do not have a significant positive impact on consumer's purchase interest (Y), product quality (X2) has a significant positive influence on consumer's purchase interest (Y), celebrity endorsement (X1) significantly affect brand image (Z) positively. The brand image variable (Z) Significant influence purchase interest (Y) In a positive way. Furthermore, the research suggest that brand image can act as an intervening variable, mediating the impact of celebrity endorsement and product quality on consumers purchase interest for Kopi Kenangan in Yogyakarta city.

Keywords: *Celebrity Endorsement, Product Quality, Brand Image, Buying Interest.*



A. INTRODUCTION

In today's era of globalization, the business landscape is marked by intense competition across diverse industries. The ever-evolving consumer demands create openings for entrepreneurs to grow their businesses through innovative ideas. This continuous innovation ensures that consumers remain engaged, businesses stay relevant, and can effectively compete and thrive in the face of ever-evolving competition within the business sector.

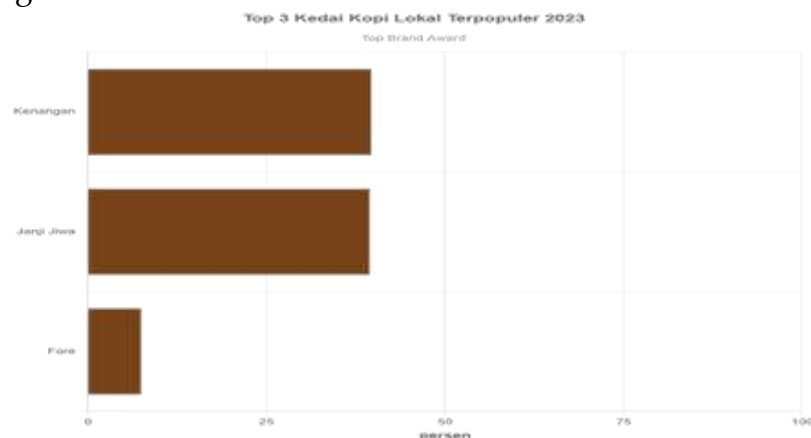
According to statistics provided by the Ministry of Agriculture, it is anticipated that there will be a substantial rise in the national coffee consumption. In 2016, the data revealed that national coffee consumption stood at 249.8 thousand tons. Currently, domestic coffee consumption is increasing at a rate of approximately 13.9% per year, surpassing the global consumption rate by 8%.



Picture 1. 2016 National Coffee Consumption Data

Source: <https://www.theiconomics.com/infographic/38699/>

There are numerous business activities available as potential opportunities for development, and one such opportunity lies in the coffee shop industry. The growing number of coffee shop establishments in different cities is evidence that coffee shops represent a highly promising business opportunity. One such example is the success of Kopi Kenangan.



Picture 2. Top 3 Most Popular Local Coffee Shops 2023

Source: <file:///C:/Users/user/Downloads/Skripsi%20full.pdf>

In 2017, Edward tirtanata, James Pranata, and Cynthia Chaerunnusa founded Kopi Kenangan. In its first year of operation, Kopi Kenangan sold just 700 cups of coffee, so the trip was not always easy. But as time went on, Kopi Kenangan's expansion picked up tremendous speed. It successfully sold 30 million cups of coffee by 2020, and it had grown to over 800 locations in 64 Indonesian cities. Kopi Kenangan's presence has become a unique attraction for tourists visiting Yogyakarta, a renowned tourism destination in Indonesia, popular among both local and international visitors.

To enhance consumer interest, Kopi Kenangan has been actively implementing various marketing innovations. Buying interest, as defined by Kotler and Keller, refers to a customer's desire to make a purchase in response to appealing products, driven by satisfaction with the product's quality.

The utilization of celebrity endorsements in advertising has a long history. It aims to boost consumer buying interest and increase sales by leveraging the popularity, attractiveness, and trustworthiness of celebrities, as noted by Ramadhani

& Nadya.

As per Armstrong, product quality is a fundamental aspect of a company's marketing strategy. It directly influences a product's performance, customer value, and satisfaction. Ensuring high Quality Product is crucial for a company to meet consumer needs and compete effectively in the market.

The research's primary goal is to examine the influence of celebrity endorsements & Quality Product on the purchase interest of Kopi Kenangan consumers in Yogyakarta. Additionally, it seeks to investigate the impact of celebrity endorsements on the brand image of Kopi Kenangan consumers in Yogyakarta and the effect of a quality product on their Brand Image. Finally, the study aims to ascertain whether the brand image has an influence on the purchasing interest of Kopi Kenangan consumers in Yogyakarta.

B. LITERATURE REVIEW

Celebrity endorsement is a marketing technique that involves using popular figures to deliver advertising messages, capturing the attention of the audience (Kotler & Keller, 2016). The purpose of these commercials is to stimulate the acquisition of the promoted product or service (Septianingsih et al., 2021). Multiple studies have shown that celebrity endorsements and testimonials have a favorable and substantial influence on customer purchasing interest (Prasojo, 2020; Udayana et al., 2022; Savitri, 2017). Based on this evidence, the first hypothesis can be formulated: H1: Celebrity endorsements positively and significantly influence the propensity to purchase.

Product quality encompasses the extent to which a product satisfies both obvious and underlying client requirements. Any good or service that is offered for sale with the goal of drawing attention, being purchased, used, or consumed in order to satisfy a need or want is referred to as a product (Ibrahim & Thawil, 2019). Studies reveal that consumer happiness and purchase interest are positively and significantly impacted by product quality (Arsyanti & Astuti, 2016; Quispe, 2023). Thus, the second hypothesis can be stated: H2: High product quality significantly and positively impacts purchasing interest.

Celebrity endorsement involves using well-known personalities in advertising to endorse sponsored products, leveraging their attributes like attractiveness, talent, and physical appeal to enhance the perceived desirability of the brand (Devanagiri & Rastini, 2022). Research has demonstrated the use of celebrity endorsements has a noteworthy positive effect on brand image (Barao et al., 2022). Therefore, the third hypothesis can be formulated: H3: Endorsing a brand with a celebrity has a meaningful and positive impact on the brand's image.

Quality Product whether it be good or a service, includes all of a product's features, usefulness, and physical aspects. In order to satisfy consumer or customer expectations, it is evaluated based on expected quality levels Such as durability, dependability, accuracy, easy of use, repairability, and other features (Santika & Mandala, 2019). Research indicates that there is a favorable & noteworthy the connection between brand image and product quality (Adisti & Mudiantono, 2017).

Consequently, the fourth hypothesis can be stated H4: The quality of the product significantly and positively influences the brand's image.

Brand image is a general perception of a brand that is influenced by prior brand encounters and information. Consumer perception a brand includes attitudes, beliefs, and preferences. Positive brand perception increases the likelihood that a consumer will make a purchase (Panglipurningrum et al., 2018; Prasojo, 2019). The fifth hypothesis has been supported by the research, which found a significant and robust the connection between brand image and customer purchasing interest: H5: Brand image has a positive and significant effect on buying interest.

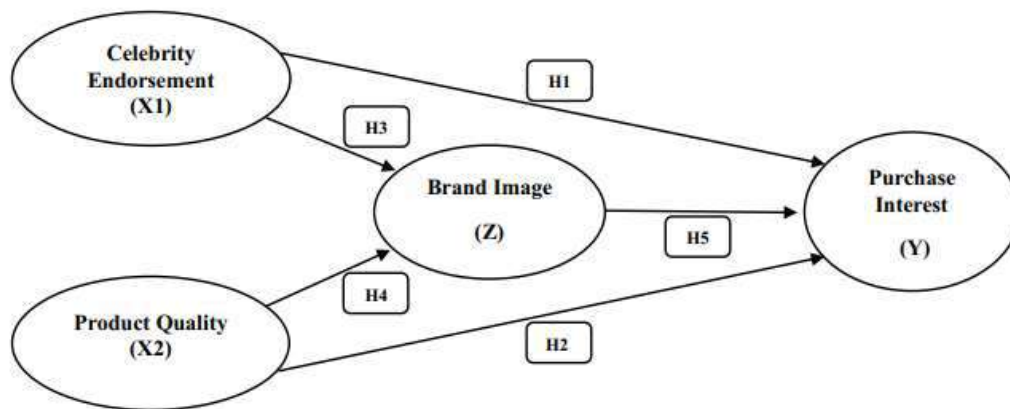


Figure 3. Research Framework

C. METHOD

This study employs research approach with a quantitative, utilizing survey method for data collection. The primary data used in this research is numerical in nature, as the data is derived from the scores related to the research hypotheses. The quantitative method is rooted in the positivist philosophy and is typically used to investigate populations and samples (Sugiyono, 2018).

The survey method is employed to gather data, involving the use of questionnaires to collect responses from the research sample, as outlined by Sahputra and Budiarti (2017). The sample size in this research is determined based on the number of indicators and is multiplied by a factor of 5 to 10. With 19 indicators in this. In this research, a total of 114 potential consumers of Kopi Kenangan products who met the study's criteria participated as respondents. To collect data, 114 questionnaires were distributed through online platforms such as Google Forms and social media.

D. RESULTS AND DISCUSSION

1. Descriptive Analysis

Researchers employ descriptive analysis to examine data derived from questionnaire responses provided by respondents. This analysis focuses on summarizing and presenting descriptive statistical information, including details about respondent characteristics and their evaluations of four key variables: Celebrity Endorsement, Product Quality, Purchase Interest, and Brand Image.

Table 1
Chrakteristics of Respondents

No	Description	Frequency	Percent
1	Gender		
	M	64	56,1
	F	50	43,9
2	Age		
	<13	3	2,6
	13-17	30	26,3
	18-35	74	64,9
	>35	7	6,2

Out of the respondents who completed the questionnaire, 64 were male Kopi Kenangan Yogyakarta consumers, accounting for 56.1% of the total, and 50 were female consumers, making up 43.9%. This indicates that the majority of respondents were male Kopi Kenangan Yogyakarta consumers, totaling 64 individuals or 56.1%. Regarding age groups, the distribution of Kopi Kenangan Yogyakarta consumers who participated in the questionnaire was as follows: 3 individuals (2.6%) were below 13 years old, 30 individuals (26.3%) were between 13 and 17 years old, 74 individuals (64.9%) fell within the 18-35 years age range, and 7 individuals (6.2%) were over 35 years old. These figures illustrate that the largest segment of respondents among Kopi Kenangan Yogyakarta consumers falls within the 18-35 years age category, comprising 74 individuals or 64.9% of the total.

2. Validity and Reliability Test

Table 2
Validity & Reliability Test

Variable	Item Question	R-count	R-table	Description	Cronbach's Alpha Coefficient	Note
Celebrity Endorsement	CE.1	0,695	0,154	Valid	0,773	Reliable
	CE.2	0,696	0,154	Valid		
	CE.3	0,724	0,154	Valid		
	CE.4	0,670	0,154	Valid		
	CE.5	0,718	0,154	Valid		
Product quality	KP.1	0,617	0,154	Valid	0,931	Reliable
	KP.2	0,679	0,154	Valid		
	KP.3	0,676	0,154	Valid		
	KP.4	0,764	0,154	Valid		
	KP.5	0,706	0,154	Valid		
	KP.6	0,677	0,154	Valid		
	KP.7	0,748	0,154	Valid		
	KP.8	0,718	0,154	Valid		
	KP.9	0,733	0,154	Valid		
	KP.10	0,752	0,154	Valid		
	KP.11	0,698	0,154	Valid		
	KP.12	0,781	0,154	Valid		
	KP.13	0,673	0,154	Valid		
	KP.14	0,570	0,154	Valid		
	KP.15	0,722	0,154	Valid		
	KP.16	0,727	0,154	Valid		
Purchase Interest	MB.1	0,579	0,154	Valid	0,858	Reliable
	MB.2	0,604	0,154	Valid		
	MB.3	0,478	0,154	Valid		
	MB.4	0,544	0,154	Valid		
	MB.5	0,696	0,154	Valid		
	MB.6	0,665	0,154	Valid		
	MB.7	0,619	0,154	Valid		
	MB.8	0,655	0,154	Valid		
Brand Image	BI.1	0,768	0,154	Valid	0,775	Reliable
	BI.2	0,617	0,154	Valid		
	BI.3	0,711	0,154	Valid		
	BI.4	0,705	0,154	Valid		
	BI.5	0,681	0,154	Valid		
	BI.6	0,629	0,154	Valid		

Source: Processed Data 2023

The outcomes of the validity tests, as displayed in the aforementioned table, reveal that all the questions in the research have an r-count. The computed values for all the questions in this study exceed the established r-table threshold, confirming the legitimacy of each question. The next step is to conduct a reliability assessment. In the reliability test results, every variable under investigation demonstrates a Cronbach's Alpha coefficient exceeding 0.60. As a result, it can be concluded that all the variables used in this study are considered reliable.

3. Normality Test

Table 3
Normality Test Equation 1
One-sample Kolmogorov-smirnov Test

		Unstandardized Residual
N		114
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.44976552
Most Extreme Differences	Absolute	.043
	Positive	.043
	Negative	-.038
Test Statistic		.043
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Processed 2023, Primary Data

Table 4
Normality Test Equation 2
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		114
Normal Parameters ^{a,b}	.0000000	.0000000
	3.55393944	5.44976552
Most Extreme Differences	.055	.043
	.055	.043
	-.047	-.038
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Processed 2023, Primary Data

Tables 3 and 4 present Asymp. values, specifically recorded as 0.200 for both. These results reveal that the Asymp. values exceed 0.05. Therefore, it can be deduced that all residual variables utilized in this study follow a normal distribution and are suitable for use in the testing process. The normality test results are also visually evident in the accompanying image.

4. Multicollinearity Test

Table 5
Multicollinearity Test Equation 1

Model	Collinearity Statistics	
	Tolerance	VIF
1(Constant)		
Celebrity Endorsement	.221	4.516
Product Quality	.221	4.516

Source: Processed 2023, Primary Data

According to the data in table 4.13, the Variance Inflation Factor (VIF) for celebrity endorsement (X1) and product quality (X2) with respect to brand image (Z) is recorded as 4.516, while the tolerance value stands at 0.221. The tolerance value is more than 0.10, while the VIF is less than 10, according to the statistics. Thus, it can be said that testing equation 1 yields no evidence of multicollinearity.

Table 6
Multicollinearity Test Equation 2

Model	Collinearity Statistics	
	Tolerance	VIF
1(Constant)		
Celebrity Endorsement	.207	4.836
Product Quality	.201	4.968
Brand Image	.409	2.443

Source: Primary Data, processed 2023

As indicated in Table 6, the Variance Inflation Factor (VIF) for celebrity endorsement (X1) in relation to purchase interest (Y) is 0.207, and the corresponding tolerance value is 4.836. For product quality (X2) with respect to purchase interest (Y), the VIF is 0.201, and the tolerance value is 4.968. Additionally, the VIF for brand image (Z) concerning purchase interest (Y) is 0.409, while the tolerance value stands at 2.443. The findings show that while the VIF values are less than 10, all tolerance limits are more than 0.10. Therefore, it may be concluded that the second testing equation does not show any signs.

5. Heteroscedasticity Test

Table 7
Heteroscedasticity Test Equation 1

Variable	Sig.	Limit	Note
Celebrity Endorsement	0,589	>0,05	Heteroskedasticity does not occur
Product Quality	0,057	>0,05	Heteroskedasticity does not occur

Source: Primary Data, processed 2023

Table 8
Heteroscedasticity Test Equation 2

Variable	Sig.	Limit	Note
Celebrity Endorsement	0,810	>0,05	Heteroskedasticity does not occur
Product Quality	0,096	>0,05	Heteroskedasticity does not occur
Brand Image	0,856	>0,05	Heteroskedasticity does not occur

Source: Primary Data, processed 2023

Tables 7 and 8 indicate that all variables possess significance values greater than 0.05. As a result, it can be inferred that the regression model employed in this study is not influenced by heteroscedasticity.

6. Multiple Linear Regression Analysis

Table 9
Multiple Linear Regression Test Results Model 1

Model	Standardized Coefficients	t	Sig.
	Beta		
1(Constant)			
Celebrity Endorsement	,362	2,804	,006
Product Quality	,430	3,333	,001

Source: Processed 2023, Primary Data

Table 10
Multiple Linear Regression Test Results Model 2

Model	Standardized Coefficients	T	Sig.
	Beta		
1(Constant)			
Celebrity Endorsement	-,246	-1,562	,121
Product Quality	,674	4,224	,000
Brand Image	,240	2,148	,034

Source: Processed 2023, primary data

Table 9 the significance values for the two independent variables, Celebrity Endorsement (X1) and Product Quality (X2), which are recorded as 0.001 and 0.000, respectively. These significance values are less than 0.05, indicating that in the regression model 1, both the Celebrity Endorsement and product quality variables have a significant impact on brand image.

According to the data in Table 10, the significance values for the independent variables are as follows: Celebrity Endorsement X has a significance value of 0,121, Product Quality X2 has a significance value of 0.000, and Brand Image Z has a significance value of 0.034. These significance thresholds are all less than 0.05. Therefore, it can be concluded that the variables of Celebrity Endorsement, product quality, and Brand Image all significantly influence purchase interest in regression model 2.

7. Hypothesis Testing

Table 11
Results of t Test Analysis Model 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.184	1.314		5.467	,000
	Celebrity Endorsement	,240	,085	,362	2.804	,006
	Product Quality	,148	,044	,430	3.333	,001

Source: Processed 2023, primary data

Table 12
Results of t Test Analysis Model 2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.178	2.789		2.574	,011
	Celebrity Endorsement	-,260	,167	-,246	-1.562	,121
	Product Quality	,371	,088	,674	4.224	,000
	Brand Image	,384	,179	,240	2.148	,034

Source: Processed 2023, primary data

With a significance level of 0.006, the celebrity endorsement variable has a t-count of 2.804, which is lower than the standard alpha level of 0.05 (5%). This result shows that the test for Hypothesis 1 is accepted, indicating that the variable of celebrity endorsement significantly and positively influences the brand image.

The product quality variable is associated with a t-count of 3.333, and the significance is 0.001, which is less than the standard alpha level of 0.05 (5%). As a result, Hypothesis 2 is accepted, indicating the product quality variable exerts a positive and significant impact on the brand image.

On the other hand, the celebrity endorsement variable has a significance level of 0.121 and a t-count of -1.562, both of which are higher than the 5% alpha threshold. Consequently, it may be concluded that there is no substantial impact of the celebrity endorsement variable on purchase interest, rejecting Hypothesis 3.

The variable representing product quality displays a t-count with 4.224 with a significant level of 0.0000, indicating a lower level than the alpha threshold of 0.05 (5%). This supports the acceptance of Hypothesis 4, which states that the product quality variable has a large and positive impact on purchase interest.

In contrast, brand image variable have a t-value with 2.148 and a significance level of 0.034, both of which are below the predetermined alpha threshold of 0.05 (5%). Consequently, hypothesis 5 is approved, showing that the brand image variable and purchase interest have a substantial and positive association.

Table 13F Test Results Model 1

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	979.514	2	489.757	80.082	.000
	Residual	678.845	111	6.116		
	Total	1658.360	113			

Source: Processed 2023, Primary Data

Table 14 F Test Results Model 2

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1843.602	3	614.534	28.313	.000b
	Residual	2387.556	110	21.705		
	Total	4231.158	113			

Source: Primary Data, processed 2023

In table 13, the F-count is 80.082 and the probability is 0.000. Because the F-count sig < 5% (0.00 < 0.05), it can be concluded that celebrity endorsement and product quality simultaneously influence brand image.

Table 14 shows an F-count of 28.313 & a probability of 0.00. Since the F count is less than 5% (0.000 < 0.05), In conclusion, the brand image, product quality, and celebrity endorsement all have an effect on purchasing interest.

8. Determination Test Coefficient (R^2)

Table 15
Path 1 Determination Coefficient

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.489 ^a	.230	.216	3.586

Source: Primary Data, processed 2023

Table 16
Path 2 Determination Coefficient

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.489 ^a	.239	.218	5.402

Source: Primary Data, processed 2023

The celebrity endorsement and product quality factors have an impact on 23.0% of the brand image variable, according to table 15's R square value of 0.230. Other factors that were not taken into account in this study are responsible for the remaining 77.0%.

As shown in Table 16, the R square value is 0.239. This implies that 23.9% of the variance in the purchase interest variable can be attributed to the celebrity endorsement, product quality, and brand image variables. The remaining 76.1% of the variance is determined by other factor or variables not considered in this research.

9. Sobel Test Online

The Sobel test results for the impact of brand image on purchase interest in the context of celebrity endorsement and product quality are as follows.

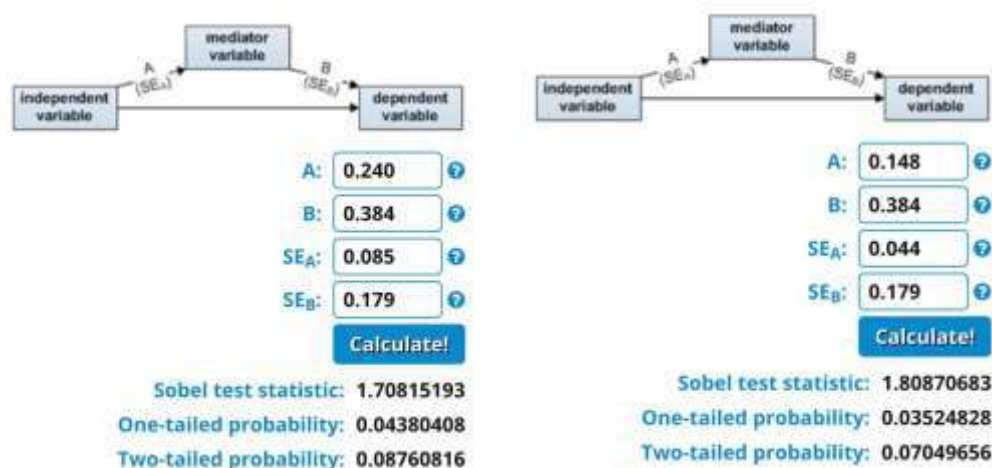


Figure 4. Sobel Test 1 and 2

A one-tailed probability value of 0.04380408 at a significance level of 5% is obtained from the Sobel 1 test computations. These findings suggest that the value of 0.04380408 is less than 0.05. Consequently, the relationship between celebrity endorsement and purchase interest can be partially mediated by brand image.

Likewise, on the based Sobel test calculations, a one-tailed probability value of 0.03524828 is derived at a 5% significance level. This outcome leads to the conclusion that 0.03524828 is less than 0.05. Consequently, it can be affirmed that the brand image acts as a partial mediator in the correlation between product quality and purchase interest.

10. The Influence of Celebrity Endorsment on Brang Image

In the assessment conducted through a partial test (t-test) to examine the influence of Celebrity Endorsement on Brand Image, of 2.804, with a significant level of 0.006. This significance level is lower than the 0.05 threshold. Consequently, it can be concluded that the Celebrity Endorsement variable has a positive and can be concluded that the Celebrity Endorsment variable has a positive and significant impact on Brand Image.

The study's results lend credence to the first hypothesis, which holds that celebrity endorsement significantly and favorably affects brand image. According to Puspitasari (2022), "celebrity endorsement" refers to the use of a well-known person who uses their public notoriety to market consumer products by appearing alongside the product in commercials. These findings are consistent with Sofi's (2020) research, which shows that celebrity endorsements significantly and favorably affect consumers' perceptions of the Specs sports product brand in Malang City.

11. Effect of Product Quality on Brand Image

A partial test (t-test) was conducted to assess the associated between product quality and Brand Image. The results of this test indicated that the product Quality variable had a computed t-value of 3.333 and a significant level off 0.001, both of which fall below the 0.05 threshold. Based on these outcomes, it can be concluded that the product Quality variable positively and significantly influences Brand Image.

This study's findings support the second hypothesis, which holds that a product's quality positively and significantly affects consumers' perceptions of a brand. Product quality refers to a product's ability to deliver results or performance that align with, or even surpass, customer expectations, as noted by Putri & Istiyanto (2021). This research is consistent with the studies conducted by Santika & Mandala (2019) and Adisti & Mudiantono (2017), which also demonstrate that product quality variables have a positive and significant effect on the brand image, particularly among face powder consumers of Viva Cosmetics in Semarang.

12. The Influence of Celebrity Endorsments on Purchase Interest

The t-value for the Celebrity Endorsement variable is -1.562, which is statistically insignificant at a significance level of 0.121, according to the results of a t-test used to investigate the relationship between celebrity endorsement and purchase Interest. The impact of celebrity endorsement on purchase interest can be deemed insignificant, as the computed t-value exceeds the 0.05 criteria. These findings imply that the variable of celebrity endorsement and purchasing interest do not have a

positive and statistically significant relationship.

According to the study's findings, the third hypothesis which holds that celebrity endorsement influences purchase interest in a positive and notable way is unfounded and cannot be accepted. These findings are consistent with the research conducted by Rahman & Padmantyo (2022). This indicates that the celebrity endorsement variable has no non-significant t and negative impact on the interest in purchasing local fashion.

13. The Influence of Product Quality on Purchase Intention

The t-test results, which examined the connection between Product Quality and Purchase Interest, reveal that the Product Quality variable has a t-value 4.224 at a significance of 0.000, indicating a value below the 0.05 threshold. These findings suggest that the Product Quality variable significantly and positively influences Purchase Interest.

The study's results confirm the fourth hypothesis that asserts a positive and significant influence of product quality on consumers' purchase interest. This result is in line with the earlier research by Quispe (2023), which also demonstrates that a product's quality has a significant positive influence on consumers' desire to make a purchase.

14. The Influence of Brand Image on Purchase Interest

According to the result of a t-test used to investigate the correlation between Brand Image and Purchase Interest, the Brand Image has a t-value of 2.148, which is statistically significant at the 0.034 level. This degree of significance is less than the 0.05 cutoff. These results suggest that Purchase Interest is significantly and favorably influenced by the Brand Image variable.

The fifth hypothesis the study indicates that Brand Image significantly and positively affects purchasing. Interest is supported by the study's findings. Brand Image refers to how consumers see a brand and the associations they have with it, as stated by Kotler & Keller in the research conducted by Devanagiri & Rastini (2022). The findings are consistent with research by Panglipurningrum et al. (2018) and Prasojo (2019), which supports the notion that brand image influences purchase intention in a positively significant manner.

15. The Influence of Celebrity Endorsement on Purchase Interest through Brand Image as an intervening variable

A one-tailed probability value of 0.04380408 at a significance level of 5% is shown by the findings of the intervening test, which looked at how brand image mediated the effect of Celebrity Endorsement on purchase interest. The findings show that the relationship between celebrity endorsement and purchase interest can be entirely mediated by brand image, as the value of 0.04380408 is less than 0.05. As a result, the use of celebrity endorsements directly influences consumer interest in purchasing via influencing brand perception.

Our findings reveal that celebrity endorsers do not indirectly raise purchase interest by utilizing brand image as an intermediary factor, in a contrast to studies conducted by Shinta Dhewi & Chrizandy (2022).

16. The Influence of Product Quality on Purchase Interest Trought Brand Image as an Intervening Variable

A one-tailed probability value of 0.03524828 at a significance level of 5% is the outcome of the intervening test for product quality on purchasing interest using brand image as a mediator. These findings suggest that brand image may serve as a partial mediator in the association between product quality and purchasing interest, with 0.03524828 being less than 0.05. This implies that the application of product quality influences purchasing interest through a partly mediating role of brand image. This result are consistent with a study by Beli et al. (2023) that shows brand image acts as an intervening to indirectly affect product quality on purchase intention.

E. CONCLUSION

The objective of this research is to investigate the impact of celebrity endorsement & product quality on the act of purchasing interest through intermediary of brand image, specifically concerning Kenangan Coffee in Yogyakarta. Following the analysis of questionnaire data, the study yields the following findings: (1) Celebrity Endorsement has a positive and significantly impact on brand image , (2) product quality significantly and positively affects Brand Image, (3) Celebrity Endorsement doesn't have a positive and significantly impact on purchase interest, (4) Product Quality significantly and positively influences Purchase Interest, (5) Brand image has a positive and significant impact on purchase interest, (6) Celebrity endorsment positively and significantly affects Purchase Interest trough Brand image as an intervening, (7) product quality significantly and positively influences Purchase Interest trough brand image as intervening variable.

REFERENCES

1. Adisti, P., & Mudiantono. (2017). Pengaruh kualitas pesan iklan, kualitas produk, kesadaran merek terhadap niat pembelian serta citra merek dan sikap terhadap merek sebagai variabel intervening. *Jurnal Manajemen Diponegoro*, 6, 1–13.
2. Alam, I. K., & Sarpan, S. (2022). Pengaruh Kualitas Produk, Kepuasan Pelanggan Dan Promosi Penjualan Terhadap Minat Beli Ulang Mazaya Dekoratif dan Skincare di Toko Tangga Mas Tambun. *Ikraith-Ekonomika*, 6(2), 284–291.
3. Alim, A. S., & Budiarti, E. (2021). Peran Iklan Televisi dan Celebrity Endorsement Pond'S Terhadap Niat Beli. *JEM17: Jurnal Ekonomi Manajemen*, 6(1), 83–100.
4. Kotler, P. & Amstrong, G. (2018). *Prinsip-Prinsip Pemasaran*. Jakarta: Erlangga.
5. Arsyanti, N. M., & Astuti, R. T. (2016). Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Keanekaragaman Produk Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Minat Beli Ulang (Studi Pada Toko Online Shopastelle Semarang). *Jurnal Manajemen Diponegoro*, 5(2), 1–11.

6. Devanagiri, D. G. A. W. A., & Rastini, N. M. (2022). Peran Brand Image Dalam Memediasi Pengaruh Celebrity Endorser Terhadap Purchase Intention (Studi Pada Konsumen Kopi Janji Jiwa di Kota Denpasar). *E-Jurnal Manajemen Universitas Udayana*, 11(11), 1873–1893.
7. Hariyanto, H., Arief, M. Y., & Praja, Y. (2022). Pengaruh Kualitas Produk Dan Pelayanan Terhadap Minat Beli Ulang Melalui Kepuasan Konsumen Sebagai Variabel Intervening Pada Toko F3 Situbondo. *Jurnal Mahasiswa Entrepreneurship (JME)*, 1(9), 1784-1795.
8. Ibrahim, M., & Thawil, S. M. (2019). Pengaruh Kualitas Produk dan Kualitas Pelayanan Terhadap Kepuasan Konsumen. *Jurnal Penelitian Manajemen dan Bisnis (JRMB)*, 4(1), 175–182.
9. Istiono, D., & Kurniasih, N. (2022). Pengaruh Inovasi Produk dan Citra Merek Terhadap Minat Beli. *J-Action: Jurnal Akuntansi dan Sistem Informasi*, 3(1), 229–240.
10. Jesslyn, J. (2021). *Pengaruh Inovasi Produk Dan Kualitas Produk Terhadap Keputusan Pembelian Pada PT Agung Toyota Batam* (Doctoral dissertation, Prodi Manajemen).
11. Kotler, P., & Keller, KL (2016). *Manajemen Pemasaran* ((15). Pearson Education Limited.
12. Maillot, C., Harman, C., Al-Zibari, M., Sarsam, K., & Rivière, C. (2022). Moderate relationship between function and satisfaction of total hip arthroplasty patients: a cross sectional study. *Hip International*, 32(1), 25-31.
13. Manda, N. A., & Setyoningtyas, W. P. (2021). Pengaruh Celebrity Endorsement Terhadap Repurchase Intention Dengan Brand Image Sebagai Variabel Intervening Pada Produk Luwak White Koffie (Studi Kasus Pada Mahasiswa Manajemen Universitas PGRI Adi Buana Surabaya). *Jurnal Penelitian Bisnis Keberlanjutan*, 2(1), 251–260.
14. Magfiroh, I., & Rufial, R. (2022). Pengaruh Kualitas Produk, Persepsi Harga, dan Celebrity Endorsement Terhadap Keputusan Pembelian Skincare (produk serum) di PT. AVO Innovation Technology (Avoskin) (Survey pada Mahasiswa FEB UPI YAI). *IKRAITH-EKONOMIKA*, 5(3), 215-224.
15. Mubarok, D. A. A. (2016). Pengaruh Celebrity Endorsement Terhadap Minat Beli Konsumen (Studi Pada Konsumen Mahasiswa Kelas Reguler Sore STIE INABA Bandung). *Jurnal Pembangunan Indonesia*, 3(1), 61–76.
16. Mudfarikah, R., & Dwijayanti, R. (2022). Pengaruh kualitas pelayanan dan harga terhadap minat beli ulang. *Jurnal Manajemen*, 13(4), 654–661.
17. Panglipurningrum, Y. S., Sulistiyani, R. D., & Dewi, S. N. (2018). Pengaruh Kualitas Produk dan Harga Terhadap Minat Beli Konsumen yang Dimediasi Citra Merek dan Kepercayaan Merek (Studi Pada Konsumen Tenun Ikat “Arimbi” Kabupaten Sragen). *Buletin Ekonomi*, 16(1), 69–80.
18. Putri, R., & Istiyanto, B. (2021). Pengaruh Harga, Kualitas Produk, dan Celebrity Endorser Terhadap Minat Pembelian Produk Scarlett Whitening. *Jurnal Dewantara Ecobis*, 4(2), 78–88.
19. Prasojo, E. (2020). Pengaruh Celebrity Endorsement Terhadap Minat Beli Melalui Brand Image. *Jurnal Riset Manajemen dan Bisnis*, 14(2), 83-98.

20. Sriyanto, A., Kuncoro, A. W., Sarsito, A., & Istikomah, K. (2019). Pengaruh brand ambassador, minat beli, dan testimoni terhadap keputusan pembelian (studi pada situs jual beli online shop shopee Indonesia di Universitas Budi Luhur periode februari–april 2018). *Jurnal Ekonomika Dan Manajemen*, 8(1), 21-34.
21. Suandayana, I. B. P., & Setiawan, P. Y. (2019). *Peran Citra Merek Dalam Memediasi Pengaruh Kualitas Produk Terhadap Niat Beli* (Doctoral dissertation, Udayana University).