**THE EFFECT OF CELEBRITY ENDORSER AND SALES PROMOTION ON THE ADVANTAGE OF THE BRAND AND ITS EFFECT ON THE INTERESTION OF BUYING A HONDA BEAT MOTORCYCLE**

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**Abstract**

*The purpose of this study was to determine the effect of Celebrity Endorser and Sales Promotion on Brand Advantage and the Effect on Purchase Intention of a Honda Beat Motorcycle. The population in this study were Lecturers, Employees and Students at the Indonesian School of Economics who used Honda Beat motorbikes. This study uses a quantitative analysis survey method. Data collection using a questionnaire as many as 250 respondents. The sampling technique used was purpose sampling. The data analysis method is vadility test, reliability test, determination coefficient analysis, T test, f test using SPSS 26.00. Based on the results of testing the hypothesis t test partially, it shows that the effect of celebrity endorser partially there is a significant influence between celebrity endorsers and brand excellence. A significant influence between sales promotion and brand advantage. The significant influence between celebrity endorser and purchase interest. Significant influence between sales promotion and purchase intention. Significant influence between brand advantage and purchase intention. Simultaneous testing of the f-test hypothesis there is a significant influence between celebrity endorsers, sales promotion, brand excellence, on the purchase interest of Honda Beat matic motorbikes*

***Keywords : Celebrity Endorser, Sales Promotion, Brand Advantage, Purchase Interest.***

1. **INTRODUCTION**

 The growth rate of vehicles in this large city is increasing rapidly and leads to increasingly dense traffic flows within the city. The rapid development of new vehicles in society has led to greater consumer desire to buy and own motorbikes. Innovations such as new styling looks that are increasingly unique, fashionable and modern, and equipped with advanced features are increasingly in demand. The implication is that the product brand creates an image of the product in the minds of consumers and makes the basic motivation for consumers in purchasing decisions. One of the strategies in creating and communicating a profitable brand image is the presence of brand ambassadors or endorsers where the network of ambassadors aims to develop an image and attractiveness.

Celebrity endorsers are one of the current concepts that are able to convey messages or recommend buying a product (Zohra, 2013). The use of brand endorsers is also a factor in increasing consumer purchasing power because celebrities are seen as individuals who are favored by society and have advantages that differentiate them from other individuals. in Indonesian society celebrities such as singers, musicians, artists, comedians, athletes, executives, and politicians, are people who have high popularity and a strong influence on other consumers.

 The use of celebrity in supporting advertisements has four main reasons, namely first, marketers are willing to pay high celebrities who are widely liked by the public. Second, celebrity is used to attract audiences and increase awareness of a product. Third, marketers expect consumer perceptions of these products to change. Fourth, the use of celebrities creates the impression that consumers are selective in choosing and increasing their status by owning what these celebrities use. The characteristics of celebrities as product endorsers have a big influence on consumer buying interest. By using celebrity endorsers to advertise Honda Beat motorbikes more efficiently and effectively because it is not boring for people's choice of vehicles, this is certainly an opportunity for automotive businessmen to increase sales by implementing appropriate marketing strategies so that consumer buying interest is higher.

 The author chose Honda Beat as the object of research in order to evaluate the influence of celebrity endorse and sales promotion on brand superiority and its influence on buying interest in Honda beat motorbikes.

1. **Literature Review**
	1. **Research Review**

 The first research was conducted by Bobbi Shandy (2018) with the title "the influence of celebrity endorsers and wom on purchasing decisions for Yamaha motorbikes". This study aims to examine the influence of the purchasing decision variable chosen, namely, celebrity endorser and wom (word of mouth) on purchasing decisions in the city of Jambi. the results of this study indicate that both celebrity and wom endorsers have a significant influence on purchasing decisions. That's why the Yamaha Corportaion must enlarge the celebrations that are realized and the WOM as a marketing tool to overcome competition. So, overall, the celebrity endorser and WOM factors have a positive and significant effect on purchasing decisions for Yamaha motorbikes in the city of Jambi.

The second research was conducted by Tengku Putri Lindung Bulan, Muhammad Rizal, and Wahyu Akbar (2020) with the title "The Effect of Marketing Mix, Celebrity Endorser and Lifestyle on Purchasing Decisions of Honda Beat Motorbikes." This research aims to determine the effect of the marketing mix, celebrity endorsers. and lifestyle on purchasing decisions for Honda Beat motorcycle brands in the Faculty of Economics, Ocean of Students. The results of the multiple linear regression equation show that the marketing mix has a positive effect on purchasing decisions for Honda Beat brand motorbikes, celebrity endorsers have a positive effect on purchasing decisions for Honda Beat brand motorbikes and lifestyle has a positive effect on purchasing decisions for Honda Beat brand motorbikes. From the analysis of the coefficient of determination, it can be explained that the marketing mix, celebrity endorser and lifestyle influence the purchasing decisions of Honda Beat motorbikes for students of the Faculty of Economics, Ocean University by 46.1%, while the remaining 53.9% is influenced by other variables not examined in the study. these are like product attributes, brand image and so on.

 The third research was conducted by Gede Hadi Reynaldi and Ni Wayan Sri Suprapti (2017) with the title "The Effect of Marketing Mix on Customer Loyalty of Honda Brand Cars in Denpasar City". This study aims to explain the effect of the marketing mix on customer loyalty for Honda brand cars in Denpasar City. The results of this study indicate that if the Honda brand car management wants to maintain or increase customer loyalty, the most important marketing mix to pay attention to is product quality, because this variable has the strongest influence on customer loyalty. So, that the marketing mix of Honda car products consisting of four variables, namely product quality, fairness of price, distribution channels and endorser credibility has a positive influence on customer loyalty. Because the better the quality of Honda car products, the higher the customer loyalty, the more reasonable the price set, the higher the customer loyalty, the better the distribution channel, the higher the customer loyalty, and the more credible the endorser, the higher the customer loyalty.

 The fourth research was conducted by Made Andi Kusuma and I Wayan Santika (2017) with the title "The Influence of Celebrity Endorser, Brand Image and Product Quality on Purchase Intention of Honda Vario 125 Motorbikes in Denpasar City" This study aims to determine the effect of celebrity endorsers on purchase intentions. Honda Vario 125 motorcycles in Denpasar City. The results of this study are Celebrity endorser, brand image and product quality have a positive and significant partial effect on purchase intention of a Honda Vario 125 motorcycle in Denpasar City. This shows that Celebrity endorsers, brand image and product quality can increase the purchase intention of a Honda Vario 125 motorcycle in Denpasar City. So, celebrity endorsers have a positive and significant effect on purchase intention of a Honda Vario 125 motorcycle in Denpasar City. It shows that the more the celebrity endorser role increases, the more consumers buy intention. Brand image has a positive and significant effect on purchase intention of a Honda Vario 125 motorcycle in Denpasar City.

 The fifth research conducted by Yan Bayu Bramantya and Made Jatra (2016) with the title ”The Influence of Celebrity Endorser and Brand Image on Purchasing Decisions of Yamaha Jupiter MX in Denpasar City”. This study aims to explain empirically the effect of celebrity endorsers and brand image on purchasing decisions for Yamaha Jupiter MX in Denpasar. The result of the research is a test of the value of Fcount (204,375) and a significance value of 0,000. Partially, Komenk as a Celebrity endorser is more dominant in influencing the purchasing decision of Yamaha Jupiter MX in Denpasar city compared to brand image. So, Celebrity endorser and brand image simultaneously have a positive and significant effect on purchasing decisions for Yamaha Jupiter MX motorbikes in Denpasar City. Partially, celebrity endorser and brand image have a significant and positive influence on purchasing decisions for Yamaha Jupiter MX motorbikes in Denpasar City. Celebrity endorsers have a dominant influence on purchasing decisions for Yamaha Jupiter MX motorbikes in Denpasar.

 The sixth study was conducted by Ms. Mansi Kapoor, Ms. Suman Si, Ms. Sangeeta Gupta (2016) with the title “Strategic Analysis of Advertisement Tools Affecting Consumer Buying Behaviour”. This research provides an understanding of how consumer responses may vary as the context of advertising. The paper provides insight into the interface with advertising and its tools in general and facilitates a better role in terms of market awareness of various advertisements and their tools by engaging in the development of new strategies for a much more satisfying level of performance. Such advertising tools help marketers to survive in the future Indian market. This study analyzes how a celebrity supporter helps perceive a winning formula for product marketing and brand development and how a sensitivity to humor helps make products more memorable.

 The seventh research was conducted by Alexander P. Schouten, Loes Janssen and Maegan Verspaget (2020) with the title “Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit”. This research aims at companies increasingly abandoning traditional celebrity supporters in favor of social media influencers, such as vloggers and Instafamous personalities. Results from the study showed that participants identified more with influencers than celebrities, felt more like influencers than celebrities, and trusted influencers more than celebrities. In terms of advertising effectiveness, similarity, wishful identification, and trust mediate the relationship between endorser type and advertising effectiveness. Product support does not explain the relationship between endorser type and any of the mediating and dependent variables. Overall, our results demonstrate the added value of using celebrity endorser influencer endorsers and the importance of commonality, identification and trust in this process.

 The eighth research was conducted by Nathaniel J.Evans, Joe Phua, Jay Lim, and Hyoyeun Jun (2019) with the title “Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent”This study aims to examine the effect of language of disclosure (control / no disclosure, "SP," "Sponsored," and "Paid Advertising") on Instagram-based influencer ads on ad recognition, brand attitude, purchase intention, and sharing intention among samples 237 students. In line with previous research, the results show that the language of disclosure displaying "Paid Advertising" is positively influenced by advertisement recognition, which then interacts with participants' memories of disclosure and mediates the influence of language of disclosure on attitudes toward brands and sharing intentions.

**2.2 Theoretical basis**

**2.2.1 Marketing Concept**

 According to Setiyaningrum et al (2015: 1) marketing is a very important and dynamic subject, because marketing involves daily activities in a society.

**2.2.2 Marketing Communication**

 Philip Kotler and Kevin Lane Keller (2016) Marketing communication is a means used to inform, persuade, and remind consumers, either directly or indirectly, about the products and brands being sold. The purpose of marketing communication is to create a company image.

**2.2.3 Brand**

Kotler (2016) brand image is the vision and belief that is buried in the minds of consumers as a reflection of the associations that are stuck in the minds of consumers. Brand Image is a reflection or reproduction of the identity of a product. Brand Image can be defined as people's perception of the identity of a brand.

**2.2.3.1 Brand advantage**

 Brand association that arises because of consumer belief that the attributes and benefits provided by a brand can satisfy their wants and needs. Kotler in Halim et al., (2014: 2).

**2.2.4 Celebrity Endorse**

 Celebrity endorser is defined as a figure who is well known by the public and portrays himself as a consumer in advertisements. Celebrities include film and television stars, sports stars, singers and certain other influential people (Sidharta, 2014).

 Some of the characteristics of commercials or celebrity endorsers include :

1) Expertise

2) Trustworthiness

3) Attractiveness

**2.2.5 Sales Promotion**

 Kotler and Armstrong (2014, p.429) provide that sales promotion is a short-term incentive to increase the purchase or sale of a good or service where the purchase is expected to be made now.

**2.2.5.1 Sales promotion purpose**

 The purpose of promotion according to Manap (2016) is to provide information, attract attention and then have an effect on increasing sales.

**2.2.5.2 The main sales promotion dimension**

 Kotler and Armstrong (2008) state that the main consumer promotion tools include product samples, coupons, cash returns, special prices, premiums, advertising-specific items, endorsement awards, displays and point-of-purchase demonstrations, and contests, sweepstakes and games.

**2.2.6 Interests Buy**

 According to Durianto (2013), buying interest is the desire to own a product, buying interest will arise if a consumer is already affected by the quality and quality of a product, information about the product.

Purchase interest can be defined through the following indicators According to Ferdinand (2009: 129) in Hariani (2013: 54):

1) Transactional interest

2) Referential interest

3) Preferential interest

 Several factors shape consumer purchase interest according to Kotler and Keller (2016):

1) Attitudes of others

2) Unanticipated situation factors

**2.2.7 The relationship between variables**

1) Celebrity Endorser Relationship with Brand Excellence

2) Sales Promotion Relationship with Brand Excellence

3) Relationship between Celebrity Endorser and Purchase Interest

4) Relationship between Sales Promotion and Purchase Intention

5) Relationship between Brand Advantage and Purchase Intention

**2.2.8 Theoretical framework**

 The framework for describing the relationship of the independent variables, in this case is Celebrity Endorser (X1), Sales Promotion (X2) on the intervening variable, in this case Brand Advantage (Y1) and the dependent variable Buying Interest (Y2), are as follows :

**Picture 2.1 Framework**

H3

Celebrity Endorser (X1)

Brand Advantage (Y1)

 H1 H5

Interest Buy (Y2)

 H2

Sales promotion

 (X2)

H4

Source: Concepts developed from research

1. **Research Methods**

 The strategy used is the associative strategy, namely the research strategy used to determine the effect of one or more variables on the variables related to this study aims to provide an explanation of how the influence of the independent variables, namely Celebrity Endorserment (X1), Sales Promotion (X2), Brand Excellence (Y1), and Buying Interest (Y2) which is the variable.

* 1. **Population and Sample**
		1. **Research population**

 According to Sugiyono (2015), population is a generalization area consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study were lecturers, staff and students at the Rawamangun Institute of Economics who had the potential to use a Honda Beat motorcycle.

 Sampling was done by purposive sampling. The definition of purposive sampling is a sampling technique with certain considerations in accordance with the desired criteria to be able to determine the number of samples to be studied. In this study, the population was unknown, so the sample size was determined to be 250 respondents. Thus the respondents who have been determined are 250 respondents. This number is deemed sufficient to represent the conscientious population.

**3.2 Data Sources and Data Collection Methods**

 Based on the research objectives, this study uses quantitative data. The data collection techniques carried out by researchers were as follows :

1) Primary data

2) Secondary data

**3.3 Data analysis method**

 In this study, the data obtained by the researcher will be processed using a computer, namely the SPSS (software product and service solution) version 26 program. The results of the data analysis are in the form of a multiple regression table print out in the hope that there will be no major errors.

1. **RESEARCH RESULTS AND DISCUSSION**

 After the questionnaire was distributed to 100 research respondents. Then the results obtained from these statements. Answers to the questionnaire that have been determined with a score of 1 to 5. Then the scores are added up for each research instrument.

4.1.1 Variable X1 (Celebrity Endorser)

**Table 4.4**. Respondent’s answer to variabel X1 Statement of item 1

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 97 | 38,8% |
| Agree | 98 | 39,2% |
| Doubtful | 17 | 6,8% |
| Disagree | 32 | 12,8% |
| Strongly Disagree | 6 | 2,4% |
| **Amount** | 250 | 100% |

Source: Results of questionnaires from respondents

**Table 4.5.** Respondent’s answer to variabel X1 Statement of item 2

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 76 | 30,4% |
| Agree | 132 | 52,8% |
| Doubtful | 16 | 6,4% |
| Disagree | 23 | 9,2% |
| Strongly Disagree | 3 | 1,2% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.6.** Respondent’s answer to variabel X1 Statement of item 3

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 66 | 26,4% |
| Agree | 110 | 44,0% |
| Doubtful | 29 | 11,6% |
| Disagree | 39 | 15,6% |
| Strongly Disagree | 6 | 2,4% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.7.** Respondent’s answer to variabel X1 Statement of item 4

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 50 | 20,0% |
| Agree | 144 | 57,6% |
| Doubtful | 20 | 8,0% |
| Disagree | 32 | 12,8% |
| Strongly Disagree | 4 | 1,6% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.8.** Respondent’s answer to variabel X1 Statement of item 5

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 59 | 23,6% |
| Agree | 113 | 45,2% |
| Doubtful | 26 | 10,4% |
| Disagree | 46 | 18,4% |
| Strongly Disagree | 6 | 2,4% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.9.** Respondent’s answer to variabel X1 Statement of item 6

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 53 | 21,2% |
| Agree | 116 | 46,4% |
| Doubtful | 22 | 8,8% |
| Disagree | 49 | 19,6% |
| Strongly Disagree | 10 | 4,0% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.10.** Respondent’s answer to variabel X1 Statement of item 7

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 57 | 22,8% |
| Agree | 124 | 49,6% |
| Doubtful | 33 | 13,2% |
| Disagree | 29 | 11,6% |
| Strongly Disagree | 7 | 2,8% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.11.** Respondent’s answer to variabel X1 Statement of item 8

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 78 | 31,2% |
| Agree | 124 | 49,6% |
| Doubtful | 20 | 8,0% |
| Disagree | 24 | 9,6% |
| Strongly Disagree | 4 | 1,6% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.12.** Respondent’s answer to variabel X1 Statement of item 9

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 50 | 20,0% |
| Agree | 144 | 56,4% |
| Doubtful | 19 | 7,6% |
| Disagree | 34 | 13,6% |
| Strongly Disagree | 6 | 2,4% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.13.** Respondent’s answer to variabel X1 Statement of item 10

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 63 | 25,2% |
| Agree | 125 | 50,0% |
| Doubtful | 27 | 10,8% |
| Disagree | 29 | 11,6% |
| Strongly Disagree | 6 | 2,4% |
| **Amount** | 250 | 100% |

Source: Results of questionnaires from respondents

**Table 4.14.** Respondent’s answer to variabel X1 Statement of item 11

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 70 | 28,0% |
| Agree | 132 | 52,8% |
| Doubtful | 24 | 9,6% |
| Disagree | 20 | 8,0% |
| Strongly Disagree | 4 | 1,6% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.15.** Respondent’s answer to variabel X1 Statement of item 12

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 46 | 18,4% |
| Agree | 159 | 63,6% |
| Doubtful | 20 | 8,0% |
| Disagree | 22 | 8,8% |
| Strongly Disagree | 3 | 1,2% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.16.** Respondent’s answer to variabel X1 Statement of item 13

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 44 | 17,6 |
| Agree | 152 | 60,8% |
| Doubtful | 29 | 11,6% |
| Disagree | 23 | 9,2% |
| Strongly Disagree | 2 | 0,8% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.17.** Respondent’s answer to variabel X1 Statement of item 14

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 54 | 21,6% |
| Agree | 148 | 59,2% |
| Doubtful | 23 | 9,2% |
| Disagree | 22 | 8,8% |
| Strongly Disagree | 3 | 1,2% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.18.** Respondent’s answer to variabel X1 Statement of item 15

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 39 | 15,6% |
| Agree | 158 | 63,2% |
| Doubtful | 32 | 12,8% |
| Disagree | 20 | 8,0% |
| Strongly Disagree | 1 | 0,4% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

4.1.2 Variable X2 ( Sales Promotion )

**Table 4.19.** Respondent’s answer to variabel X2 Statement of item 1

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 81 | 32,4% |
| Agree | 119 | 47,6% |
| Doubtful | 26 | 10,4% |
| Disagree | 23 | 9,2% |
| Strongly Disagree | 1 | 0,4% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.20.** Respondent’s answer to variabel X2 Statement of item 2

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 62 | 24,8% |
| Agree | 142 | 56,8% |
| Doubtful | 23 | 9,2% |
| Disagree | 20 | 8,0% |
| Strongly Disagree | 3 | 1,2% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.21.** Respondent’s answer to variabel X2 Statement of item 3

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 58 | 23,2% |
| Agree | 132 | 52,8% |
| Doubtful | 32 | 12,8% |
| Disagree | 25 | 10,0% |
| Strongly Disagree | 3 | 1,2% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.22.** Respondent’s answer to variabel X2 Statement of item 4

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 76 | 30,4% |
| Agree | 130 | 52,0% |
| Doubtful | 28 | 11,2% |
| Disagree | 15 | 6,0% |
| Strongly Disagree | 1 | 0,4% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.23.** Respondent’s answer to variabel X2 Statement of item 5

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 65 | 26,0% |
| Agree | 141 | 56,4% |
| Doubtful | 29 | 11,6% |
| Disagree | 13 | 5,2% |
| Strongly Disagree | 2 | 0,8% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

4.1.3 Variable Y1 ( Brand Advantage )

**Table 4.24.** Respondent’s answer to variabel Y1 Statement of item 1

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 103 | 41,2% |
| Agree | 101 | 40,4% |
| Doubtful | 23 | 9,2% |
| Disagree | 19 | 7,6% |
| Strongly Disagree | 4 | 1,6% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.25.** Respondent’s answer to variabel Y1 Statement of item 2

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 45 | 18,0% |
| Agree | 103 | 41,2% |
| Doubtful | 23 | 9,2% |
| Disagree | 51 | 20,4% |
| Strongly Disagree | 28 | 11,2% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.26.** Respondent’s answer to variabel Y1 Statement of item 3

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 97 | 38,8% |
| Agree | 140 | 56,0% |
| Doubtful | 5 | 2,0% |
| Disagree | 7 | 2,8% |
| Strongly Disagree | 1 | 0,4% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.27.** Respondent’s answer to variabel Y1 Statement of item 4

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 96 | 38,4% |
| Agree | 147 | 58,8% |
| Doubtful | 4 | 1,6% |
| Disagree | 2 | 0,8% |
| Strongly Disagree | 1 | 0,4% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.28.** Respondent’s answer to variabel Y1 Statement of item 5

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 78 | 31,2% |
| Agree | 138 | 55,2% |
| Doubtful | 23 | 9,2% |
| Disagree | 9 | 3,6% |
| Strongly Disagree | 2 | 0,8% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.29.** Respondent’s answer to variabel Y1 Statement of item 6

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 94 | 37,6% |
| Agree | 131 | 52,4% |
| Doubtful | 20 | 8,0% |
| Disagree | 5 | 2,0% |
| Strongly Disagree | 0 | 0% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.30.** Respondent’s answer to variabel Y1 Statement of item 7

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 77 | 30,8% |
| Agree | 163 | 65,2% |
| Doubtful | 6 | 2,4% |
| Disagree | 4 | 1,6% |
| Strongly Disagree | 0 | 0% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.31.** Respondent’s answer to variabel Y1 Statement of item 8

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 94 | 37,6% |
| Agree | 141 | 56,4% |
| Doubtful | 10 | 4,0% |
| Disagree | 5 | 2,0% |
| Strongly Disagree | 0 | 0% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.32.** Respondent’s answer to variabel Y1 Statement of item 9

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 89 | 35,6% |
| Agree | 152 | 60,8% |
| Doubtful | 5 | 2,0% |
| Disagree | 3 | 1,2% |
| Strongly Disagree | 1 | 0,4% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.33.** Respondent’s answer to variabel Y1 Statement of item 10

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 77 | 30,8% |
| Agree | 141 | 56,4% |
| Doubtful | 23 | 9,2% |
| Disagree | 9 | 3,6% |
| Strongly Disagree | 0 | 0% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

4.1.4 Variable Y2 ( Buying Interest )

**Table 4.34.** Respondent’s answer to variabel Y2 Statement of item 1

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 109 | 43,6% |
| Agree | 125 | 50,0% |
| Doubtful | 12 | 4,8% |
| Disagree | 3 | 1,2% |
| Strongly Disagree | 1 | 0,4% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.35.** Respondent’s answer to variabel Y2 Statement of item 2

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 79 | 31,6% |
| Agree | 153 | 61,2% |
| Doubtful | 10 | 4,0% |
| Disagree | 7 | 2,8% |
| Strongly Disagree | 1 | 0,4% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.36.** Respondent’s answer to variabel Y2 Statement of item 3

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 81 | 32,4% |
| Agree | 158 | 63,2% |
| Doubtful | 6 | 2,4% |
| Disagree | 5 | 2,0% |
| Strongly Disagree | 0 | 0% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.37.** Respondent’s answer to variabel Y2 Statement of item 4

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 85 | 34,0% |
| Agree | 159 | 63,6% |
| Doubtful | 2 | 0,8% |
| Disagree | 3 | 1,2% |
| Strongly Disagree | 1 | 0,4% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**Table 4.38.** Respondent’s answer to variabel Y2 Statement of item 5

|  |  |  |
| --- | --- | --- |
| **Opinion** | **Respondents** | **Percentage** |
| Strongly Agree | 84 | 33,6% |
| Agree | 155 | 62,0% |
| Doubtful | 7 | 2,8% |
| Disagree | 4 | 1,6% |
| Strongly Disagree | 0 | 0% |
| **Amount** | 250 | 100 |

Source: Results of questionnaires from respondents

**4.2** Results of Testing Research Instruments

**4.2.1** Results of Validity and Reliability

**Table 4.39** Validity Test Variable Celebrity Endorser (X1)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Variable X1 | Opinion | Rcount | Rtable | Information |
| Celebrity Endorser | X1.1 | 0,797 | 0,1241 | Valid |
| X1.2 | 0,761 | 0,1241 | Valid |
| X1.3 | 0,821 | 0,1241 | Valid |
| X1.4 | 0,760 | 0,1241 | Valid |
| X1.5 | 0,847 | 0,1241 | Valid |
| X1.6 | 0,837 | 0,1241 | Valid |
| X1.7 | 0,766 | 0,1241 | Valid |
| X1.8 | 0,816 | 0,1241 | Valid |
| X1.9 | 0,801 | 0,1241 | Valid |
| *X1.10* | 0,811 | 0,1241 | Valid |
| *X1.11* | 0,767 | 0,1241 | Valid |
| *X1.12* | 0,765 | 0,1241 | Valid |
| *X1.13* | 0,734 | 0,1241 | Valid |
| *X1.14* | 0,748 | 0,1241 | Valid |
| *X1.15* | 0,642 | 0,1241 | Valid |

*Source : Results of data processing SPSS V.25. 2020*

 From the results of the calculation of SPSS V.25 contained in the table above that the value rcount of all statements for the variable Celebrity Endorser (X1) is valid, where the condition is valid rcount *>* from 0,1241.

**Table 4.40** Reliability Test Variable Celebrity Endorser (X1)

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| ,952 | 15 |

*Source : Results of data processing SPSS V.25. 2020*

 The Croncbach Alpha value for the Celebrity Endorser variable (X1) can be seen in the table above of 0.952, this value is greater than 0.60 which means that it can be trusted or relied upon as a primary data collection tool with a total of 15 statements in the Celebrity Endorser variable (X1 ), which has consistently good.

**Table 4.41** Validity Test Variable Sales Promotion (X2)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Variable X2 | Opinion | Rcount | Rtable | Information |
| Sales Promotion | X2.1 | 0,713 | 0,1241 | Valid |
| X2.2 | 0,776 | 0,1241 | Valid |
| X2.3 | 0,804 | 0,1241 | Valid |
| X2.4 | 0,780 | 0,1241 | Valid |
| X2.5 | 0,701 | 0,1241 | Valid |

*Source : Results of data processing SPSS V.25. 2020*

 From the results of the calculation of SPSS V.25. which is in the table above that the value rcount of all statements for the Sales Promotion variable (X2) all declared valid, where the provisions are valid, namely rcount > from 0,1241.

**Table 4.42** Reliability Test Variable Sales Promotion (X2)

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | No of Items |
| ,811 | 5 |

*Source : Results of data processing SPSS V.25. 2020*

 The Cronbach Alpha value for the Sales Promotion variable (X2), can be seen in the table above, which is 0.811, greater than 0.60, which means that it is good and reliable and reliable as a primary data collection tool with 5 statements in the Sales Promotion variable (X2), have consistently good.

**Table 4.43** Validity Test Variable Brand Advantage (Y1):

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Variable Y1 | Opinion | Rcount | Rtable | Information |
| Keunggulan Merek | Y1.1 | 0,644 | 0,1241 | Valid |
| Y1.2 | 0,544 | 0,1241 | Valid |
| Y1.3 | 0,569 | 0,1241 | Valid |
| Y1.4 | 0,404 | 0,1241 | Valid |
| Y1.5 | 0,693 | 0,1241 | Valid |
| Y1.6 | 0,684 | 0,1241 | Valid |
| Y1.7 | 0,535 | 0,1241 | Valid |
| Y1.8 | 0,632 | 0,1241 | Valid |
| Y1.9 | 0,616 | 0,1241 | Valid |

*Source : Results of data processing SPSS V.25. 2020*

 From the results of the calculation of SPSS V.25 contained in the table above, the rcount value of all statements for the Brand Advantage variable (Y1) is valid, where the provisions are valid rcount *>* from 0,1241.

**Table 4.44** Reliability Test Variable Brand Advantage (Y1)

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | No of Items |
| ,786 | 10 |

*Source : Results of data processing SPSS V.25. 2020*

 The Cronbach Alpha value for the Brand Excellence variable (Y1), can be seen in the table above, which is 0.786, greater than 0.60 which means good and reliable and reliable as a primary data collection tool with a total of 10 statements in the Brand Excellence variable (Y1), have consistently good.

**Table 4.45** Validity Test Variable Buying Interest (Y2)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Variable | Opinion | Rcount | Rtable | Information |
| Buying Interest | Y2.1 | 0,808 | 0,1241 | Valid |
| Y2.2 | 0,771 | 0,1241 | Valid |
| Y2.3 | 0,804 | 0,1241 | Valid |
| Y2.4 | 0,712 | 0,1241 | Valid |
| Y2.5 | 0,753 | 0,1241 | Valid |

*Source : Results of data processing SPSS V.25. 2020*

 From the results of the calculation of SPSS V.25 contained in the table above that the value rcount of all statements for the purchase interest variable using (Y2) is valid, where the provisions are valid rcount *>* from 0,1241.

**Table 4.46** Reliability Test Variable Buying Interest using(Y2)

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | N of Items |
| ,827 | 5 |

 *Source : Results of data processing SPSS V.25. 2020*

 The Cronbach Alpha value for the purchase intention variable uses (Y2), it can be seen in the table above that 0.827 is greater than 0.60 which means good and reliable and reliable as a primary data collection tool with a total of 5 statements in the purchase interest variable using ( Y2), has consistently good.

**4.2.2** **Partial Determination Coefficient Analysis**

**Table 4.47** Results of the partial determination coefficient analysis test (X1) against (Y1)

|  |
| --- |
| **Correlations** |
|  | CELEBRITY ENDORSER | BRAND ADVANTAGE |
| CELEBRITY ENDORSER | Pearson Correlation | 1 | ,303\*\* |
| Sig. (2-tailed) |  | ,000 |
| N | 250 | 250 |
| BRANDADVANTAGE | Pearson Correlation | ,303\*\* | 1 |
| Sig. (2-tailed) | ,000 |  |
| N | 250 | 250 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

*Source : Results of data processing SPSS V.25. 2020*

The partial influence of the trust variable (X1) on Brand Excellence (Y1) has an effect of 9.1809%. So it can be interpreted that the influence of Celebrity Endorser on Brand Excellence is 9.1809%, the rest is influenced by other variables.

**Table 4.48** Results of Partial Determination Coefficient Analysis Test (X2) against (Y1)

|  |
| --- |
| **Correlations** |
|  | SALES PROMOTION | BRAND ADVANTAGE |
| SALESPROMOTION | Pearson Correlation | 1 | ,470\*\* |
| Sig. (2-tailed) |  | ,000 |
| N | 250 | 250 |
| BRANDADVANTAGE | Pearson Correlation | ,470\*\* | 1 |
| Sig. (2-tailed) | ,000 |  |
| N | 250 | 250 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

*Source : Results of data processing SPSS V.25. 2020*

 The partial effect of the Sales Promotion (X2) variable on Brand Excellence (Y1) has an effect of 22.09%. So it can be interpreted that Sales Promotion on Brand Excellence is 22.09%, the rest is influenced by other variables.

**Table 4.49** Results of Partial Determination Coefficient Analysis Test (X1) against (Y2)

|  |
| --- |
| **Correlations** |
|  | CELEBRITY ENDORSER | BUYING INTEREST |
| CELEBRITY ENDORSER | Pearson Correlation | 1 | ,339\*\* |
| Sig. (2-tailed) |  | ,000 |
| N | 250 | 250 |
| BUYINGINTEREST | Pearson Correlation | ,339\*\* | 1 |
| Sig. (2-tailed) | ,000 |  |
| N | 250 | 250 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

*Source : Results of data processing SPSS V.25. 2020*

 The partial effect of the Celebrity Endorser (X1) variable on Purchase Intention (Y2) has an effect of 11.4921%. So it can be interpreted that the Celebrity Endorser on Purchase Interest is 11.4921%, the rest is influenced by other variables.

**Table 4.50** Results of Partial Determination Coefficient Analysis Test (X2) against (Y2 )

|  |
| --- |
| **Correlations** |
|  | SALES PROMOTION | BUYING INTEREST |
| SALESPROMOTION | Pearson Correlation | 1 | ,361\*\* |
| Sig. (2-tailed) |  | ,000 |
| N | 250 | 250 |
| BUYINGINTEREST | Pearson Correlation | ,361\*\* | 1 |
| Sig. (2-tailed) | ,000 |  |
| N | 250 | 250 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

*Source : Results of data processing SPSS V.25. 2020*

 The partial effect of Sales Promotion on Purchase Intention has an effect of 13.0321%. So it can be interpreted that Sales Promotion on Purchase Intention is 13.0321%, the rest is influenced by other variables.

**Table 4.51** Results of Partial Determination Coefficient Analysis Test (Y1) against (Y2)

|  |
| --- |
| **Correlations** |
|  | BRAND ADVANTAGE | BUYING INTEREST |
| BRANDADVANTAGE | Pearson Correlation | 1 | ,694\*\* |
| Sig. (2-tailed) |  | ,000 |
| N | 250 | 250 |
| BUYINGINTEREST | Pearson Correlation | ,694\*\* | 1 |
| Sig. (2-tailed) | ,000 |  |
| N | 250 | 250 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

*Source : Results of data processing SPSS V.25. 2020*

The partial effect of promotion on using interest has an effect of 48.1%. So it can be interpreted that the effect of promotion on interest in using is 48.1%, the rest is influenced by other variables.

**4.2.3 Multiple coefficient of determination analysis**

**Table 4.52** Multiple coefficient of determination

|  |
| --- |
| **Model Summary** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .707a | .500 | .494 | 1.702 |
| a. Predictors: (Constant), Keunggulan Merek, Celebrity Endorser, Promosi Penjualan |

*Source : Results of data processing SPSS V.25. 2020*

 The coefficient of determination of the influence of Celebrity Endorser (X1), Sales Promotion (X2), Brand Advantage (Y1) together on Purchase Interest (Y2) is 49.9%. So it can be interpreted that the influence of Celebrity Endorser (X1), Sales Promotion (X2), Brand Advantage (Y1) on Purchase Interest (Y2) is 49.9%, the rest is influenced by other variables.

**4.2.4 Hypothesis Testing**

1. Partial hypothesis testing

**Table 4.53.** Value Calculation Results thitung

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 5.658 | 1.023 |  | 5.531 | .000 |
| CELEBRITY ENDORSER (X1) | .034 | .011 | .159 | 2.939 | .004 |
| SALESPROMOTION (X2) | -.028 | .042 | -.038 | -.653 | .515 |
| BRANDADVANTAGE (Y1) | .346 | .027 | .663 | 12.963 | .000 |
| a. Dependent Variable: BUYING INTEREST (Y2) |

*Source : Results of data processing SPSS V.25. 2020*

1. The influence of Celebrity Endorser (X1) against Buying Interest using (Y2)

The conclusion H0 rejected or Ha accepted for value *ρ-value* less than the real level α = 0,05 or 0,04 < 0,05. It is proven that the variable Celebrity Endorser influences the purchase interest of a Honda Beat Matic Motorcycle.

b) Sales Promotion effects (X2) against Buying Interest using (Y2)

 The conclusion H0 rejected or Ha accepted for value *ρ-value* less than the real level α = 0,05 or 0,515 > 0,05. It is proven that the Sales Promotion variable has no effect on Purchase Intention, because Sales Promotion is not able to attract consumer attention to buy a motorcycle.

c) The influence of Brand Advantage (Y1) against Buying Interest using (Y2)

The conclusion H0 rejected or Ha accepted for value *ρ-value* less than the real level α = 0,05 or 0,000 < 0,05. It is proven that the Brand Advantage variable affects Purchase Intention and can increase Purchase Intention for Honda Beat Matic Motorbikes.

**4.2.5 Simultaneous Test (Test F)**

**Table 4.54** Simultaneous Test Result F

|  |
| --- |
| **ANOVAa** |
| Model | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 713.540 | 3 | 237.847 | 82.059 | .000b |
| Residual | 713.024 | 246 | 2.898 |  |  |
| Total | 1426.564 | 249 |  |  |  |
| a. Dependent Variable: BUYING INTEREST (Y2) |
| b. Predictors: (Constant), BRAND ADVANTAGE (Y1), CELEBRITY ENDORSER (X1), SALES PROMOTION (X2) |

*Source : Results of data processing SPSS V.25. 2020*

 The conclusion H0 rejected or Ha accepted for value *significance* F less than the real level α = 0,05 or 0,000 < 0,05. This proves that simultaneously there is a significant influence between Celebrity Endorsers (X1), Sales Promotion (X2), Brand Advantage (Y1) against Purchase Interest in Honda Beat Matic Motorbikes.

**V. CONCLUSIONS AND SUGGESTIONS**

**5.1. Conclusion**

Based on the results of the data, there are several conclusions drawn in this study, namely as follows:

1. Partially Celebrity Endorser has an effect on Brand Excellence with an influence of 9.180% and is also significant on Celebrity Endorser, which means that the Celebrity Endorser variable makes the Matic Honda Beat Motorcycle Brand Excellence with a small contribution of influence.
2. 2. Partially, Sales Promotion has an effect on Brand Excellence with an effect of 22.09% and is also significant on Sales Promotion, which means that the Sales Promotion variable makes the Matic Honda Beat Motorcycle Brand Excellence with a significant contribution of influence.
3. 3. Partially Celebrity Endorser has an effect on Purchase Intention with an influence of 11.4921% and is also significant on Purchase Intention, which means that the Celebrity Endorser variable makes consumers interested in buying a Honda Beat Matic Motorcycle with a small contribution of influence.
4. 4. Partially Sales Promotion has no effect on Purchase Interest by 13.0321% and is also significant on Purchase Intention, which means that the Sales Promotion variable makes consumers interested in buying a Honda Beat Matic Motorbike with the contribution of the effect is considered small.
5. 5. Partially Brand Advantage has an effect on Purchase Intention with an effect of 48.1% and is also significant on Purchase Intention, which means that the Brand Advantage variable makes consumers interested in buying a Honda Beat Matic Motorcycle with a significant contribution of influence.
6. 6. Simultaneously there is a significant influence between Celebrity Endorse (X1), Sales Promotion (X2), Brand Advantage (Y1) on Purchase Intention. With an influence of 49.9% and significant, so that it can be interpreted that all variables make consumers interested in buying a Honda Beat Motorcycle with a significant contribution of influence, the rest is not observed in this study.

**5.2 Suggestion**

 The suggestions that can be given by researchers through this research are as follows :

1. Marketing strategy undertaken by PT. ASTRA HONDA MOTOR is already very good, starting from the use of celebrity endorsers in accordance with the Honda Beat tagline which is shown especially for young people and music. I hope PT. ASTRA HONDA MOTOR still maintains the same strategy or comes up with new, more innovative breakthroughs so that consumers remain loyal to the use of their products.
2. For further research, it is hoped that you can add other variables in addition to the variables mentioned in this study for further research.

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