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

1st Hesti Herawati, 2nd Agustian Burda

Sekolah Tinggi Ilmu Ekonomi Indonesia

Jl. Kayu Jati Raya No. 11A, Rawamangun –Jakarta 13220, Indonesia

hestiherawati016@gmail.com; agustianb@yahoo.com.

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.*

Abstrak– Tujuan penelitian ini adalah untuk mengetahui Pengaruh Celebrity Endorser dan Promosi Penjualan Terhadap Keunggulan Merek Serta Pengaruhnya Terhadap Minat Beli Sepeda Motor Honda Beat. Populasi dalam penelitian ini adalah Dosen, Karyawan dan Mahasiswa di Sekolah Tinggi Ilmu Ekonomi Indonesia yang menggunakan Sepeda Motor merek Honda Beat. Penelitian ini mengggunakan metode survey analisis kuantitatif. Pengumpulan data dengan menggunakan kuesioner sebanyak 250 responden. Teknik pengambilan sampel yang digunakan adalah purpose sampling. Metode analisis data adalah uji vadilitas, uji reliabilitas, analisis koefisien determinasi, uji T, uji f menggunakan SPSS 26.00. Berdasarkan hasil pengujian hipotesis uji t secara parsial,

menunjukan bahwa pengaruh celebrity endorser secara parsial terdapat pengaruh yang signifikan antara celebrity endorser dengan keunggulan merek. Pengaruh yang signifikan antara promosi penjualan dengan keunggulan merek. Pengaruh yang signifikan antara celebrity endorser dengan minat beli. Pengaruh yang signifikan antara promosi penjualan dengan minat beli. Pengaruh yang signifikan antara keunggulan merek dengan minat beli. Pengujian hipotesis uji f secara simultan terdapat pengaruh signifikan antara celebrity endorser, promosi penjualan, keunggulan merek, terhadap minat beli sepeda motor matic Honda Beat.

Kata Kunci: *Celebrity Endorser, Promosi Penjualan, Keunggulan Merek, Minat Beli.*

1. INTRODUCTION

1.1 Background

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.

1.2 Problem Formulation

1. Does celebrity endorser affect the excellence of the Honda Beat motorcycle brand?

2. Does sales promotion affect the excellence of the Honda Beat motorcycle brand?

3. Does celebrity endorser affect the interest in buying a Honda Beat motorcycle?

4. Does a sales promotion affect the purchase interest of a Honda Beat motorcycle?

5. Does brand advantage affect the purchase interest of a Honda Beat bike?

1.3 Research Objectives

1. Analyzing the influence of celebrity endorsers on the superiority of the Honda Beat motorcycle brand.
2. Analyze the effect of sales promotion on the superiority of the Honda Beat motorcycle brand.
3. Analyzing the influence of celebrity endorsers on the interest in buying Honda Beat motorbikes.
4. Analyzing the effect of sales promotions on buying interest in Honda Beat motorbikes.
5. Analyzing the effect of brand superiority on buying interest in Honda Beat motorbikes.

II. Theoretical basis

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 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.

2.3 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.

2.4 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).

2.5 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

2.6 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.

2.7 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.

2.8 **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.

2.9 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

2.10 **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

2.11 **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 :
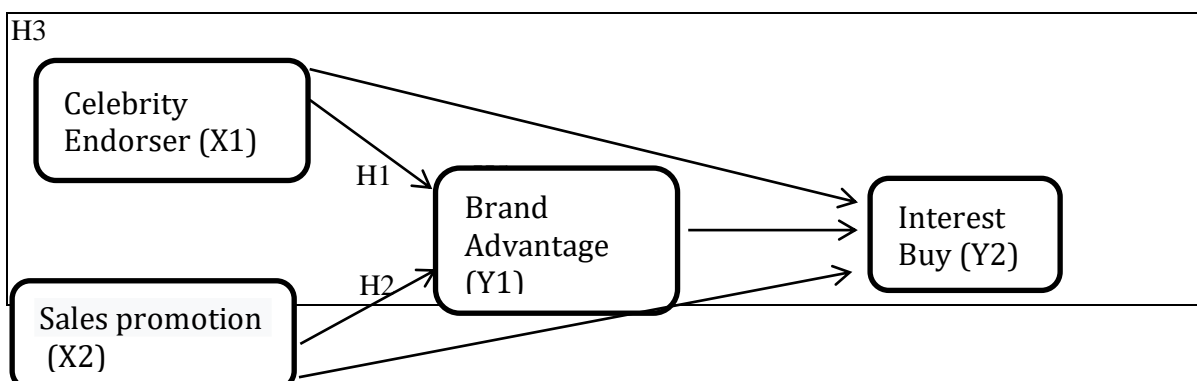
H4

III. Research Methods
3.1 Population and Sample

The population in this study were lecturers, employees and students at the Rawamangun Tinggu School 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.

IV. RESEARCH RESULTS AND DISCUSSION

4.1 Respondent Description

1. **Gender**

Table 4.1. Profile of Respondents by Gender

No	Gender	Amount	Persentase
1	Male	133	53,2%
2	Female	117	46,8%
Total		**250**	**100%**

Source: Questionnaire, data processed 2020

Table 4.1. It shows that of the 250 respondents who were researched based on gender, the consumers who were most interested in using the Honda Beat matic motorbike were men, amounting to 133 people with a percentage of 53.2%, meaning that more male consumers were using Honda Beat Matic Motorcycle.

2. Age

Tabel 4.2. Respondents by Age

No	Usia	Amount	Persentase
1	<21	13	5%
2	21—25	213	85,2%
3	>25	24	9,7%
Total		**250**	**100%**

Source: Questionnaire, data processed 2020

Table 4.2. It shows that of the 250 respondents who have been researched based on the age characteristics of using Honda Beat motorbikes, there are 213 people aged 21-25 years with a percentage of 85.2%, where consumers aged 21-25 years are included in the adult category, including the consumer category. consumptive, already have their own income and on average are already working or entrepreneurial. Whereas for the age between <21 years as many as 13 people with a percentage of 5%, where people or consumers aged <21 years are included in the category of adolescents, students, or college students where these consumers do not have income and rarely do outside activities. For ages> 25 on average -On average, this type of age already has their own income and is a family with a lot of activities and often does outdoor activities.

3. Job Status

Table 4.3. Respondents Based on Employment Status

No	Status	Amount	Persentase
1	Dosen	8	3,2%
2	Karyawan	16	6,4%
3	Mahasiswa	226	90,4%
Total		**250**	**100%**

Source: Questionnaire, data processed 2020

Table 4.3. shows that of the 250 respondents who have been researched based on their occupational status, the ones who mostly use Honda Beat motorbikes are students with a total of 226 people and a percentage of 90.4%. Meanwhile, there were 16 employees with a percentage of 6.4% and 8 lecturers with a percentage of 3.2%.

4.2 Results of Testing Research Instruments

4.2.1 Results of Validity and Reliability

Because the questionnaire score was interval scale, the validity test used productmoment correlation, the r-table value with the number of samples (n = 250) at the significant level of significance (α = 0.05), obtained rtabel 0.1241 meaning that if rcount <rtabel then the instrument item was invalid and if rhitung> rtabel then the instrument item is declared (valid).

Tabel 4.39 Uji Validitas Variabel Celebrity Endorser (X_1)

Variabel X1	Pernyataan	R_{hitung}	R_{tebel}	Keterangan
	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
Celebrity Endorser	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.26. 2020

From the results of the calculation of SPSS V.26 contained in the table above that the value r_{count} of all statements for the variable Celebrity Endorser (X1) is valid, where the condition is valid r_{count} > from 0,1241.

Table 4.40 Reliability Test Variable Celebrity Endorser (X_1)

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

Source : Results of data processing SPSS V.26. 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 (X_2)

Variabel X2	Pernyataan	R_{hitung}	R_{tabel}	Keterangan

Promosi Penjualan	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.26. 2020

From the results of the calculation of SPSS V.26. which is in the table above that the value r_{count} of all statements for the Sales Promotion variable (X2) all declared valid, where the provisions are valid, namely $r_{count >}$ from 0,1241.

Table 4.42 Reliability Test Variable Sales Promotion (X_2)

Reliability Statistics	
Cronbach's Alpha	N of Items
,811	5

Source : Results of data processing SPSS V.26. 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 (Y_1)

Variabel Y1	Pernyataan	R_{hitung}	R_{tabel}	Keterangan
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.26. 2020

From the results of the calculation of SPSS V.26 contained in the table above, the rcount value of all statements for the Brand Advantage variable (Y1) is valid, where the provisions are valid r_{count} > from 0,1241.

Table 4.44 Reliability Test Variable Brand Advantage (Y_1)

Reliability Statistics	
Cronbach's Alpha	N of Items
,786	10

Source : Results of data processing SPSS V.26. 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 (Y_2)

Variabel	Pernyataan	R_{hitung}	R_{tabel}	Keterangan
Minat Beli	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.26. 2020

From the results of the calculation of SPSS V.26 contained in the table above that the value r_{count} of all statements for the purchase interest variable using (Y2) is valid, where the provisions are valid r_{count} > from 0,1241.

Table 4.46 Reliability Test Variable Buying Interest using(Y_2)

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

Source : Results of data processing SPSS V.26. 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.4.3 Analisis Koefisien Determinasi Parsial.

4.3 **Partial Determination Coefficient Analysis**

Table 4.47 Results of the partial determination coefficient analysis test (X_1) against (Y_1)

Correlations

		CELEBRITY ENDORSER	KEUNGGULAN MEREK
CELEBRITY ENDORSER	Pearson Correlation	1	,303**
	Sig. (2-tailed)		,000
	N	250	250
KEUNGGULAN MEREK	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.26. 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 (X_2) against (Y_1)

Correlations			
		PROMOSI PENJUALAN	KEUNGGULAN MEREK
PROMOSI PENJUALAN	Pearson Correlation	1	,470**
	Sig. (2-tailed)		,000
	N	250	250
KEUNGGULAN MEREK	Pearson Correlation	,470**	1
	Sig. (2-tailed)	,000	
	N	250	250
**. Correlation is significant at the 0.01 level (2-tailed).			

Sumber: Hasil Pengolahan Data 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 (X_1) against (Y_2)

Correlations			
		CELEBRITY ENDORSER	MINAT BELI
CELEBRITY ENDORSER	Pearson Correlation	1	,339**
	Sig. (2-tailed)		,000
	N	250	250
MINAT BELI	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.26. 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 (X_2) against (Y_2)

Correlations		PROMOSI PENJUALAN	MINAT BELI
PROMOSI PENJUALAN	Pearson Correlation	1	,361**
	Sig. (2-tailed)		,000
	N	250	250
MINAT BELI	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.26. 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 (Y_1) against (Y_2)

Correlations		PROMOSI PENJUALAN	MINAT BELI
KEUNGGULAN MEREK	Pearson Correlation	1	,694**
	Sig. (2-tailed)		,000
	N	250	250
MINAT BELI	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.26. 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.

4.4 **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	.707[a]	.500	.494	1.702
a. Predictors: (Constant), Keunggulan Merek, Celebrity Endorser, Promosi Penjualan				

Source : Results of data processing SPSS V.26. 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.

4.5 Hypothesis Testing

Table 4.53. Value Calculation Results t_{hitung}

Coefficients[a]						
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
	PROMOSI PENJUALAN (X2)	-.028	.042	-.038	-.653	.515
	KEUNGGULAN MEREK (Y1)	.346	.027	.663	12.963	.000
a. Dependent Variable: MINAT BELI (Y2)						

Source : Results of data processing SPSS V.26. 2020

a. The influence of Celebrity Endorser (X$_1$) against Buying Interest using (Y$_2$)

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.

4.6 **Simultaneous Test (Test F)**

Table 4.54 Simultaneous Test Result F

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	713.540	3	237.847	82.059	.000[b]
	Residual	713.024	246	2.898		
	Total	1426.564	249			
a. Dependent Variable: MINAT BELI (Y2)						
b. Predictors: (Constant), KEUNGGULAN MEREK (Y1), CELEBRITY ENDORSER (X1), PROMOSI PENJUALAN (X2)						

Source : Results of data processing SPSS V.26. 2020

The conclusion H0 rejected or Ha accepted for value *significance* F less than the real level $\alpha = 0.05$ or $0.000 < 0.05$. This proves that simultaneously there is a significant influence between Celebrity Endorsers (X_1), Sales Promotion (X_2), Brand Advantage (Y_1) 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. 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. 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. 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. 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. 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.

<div align="center">

REFERENCE LIST

</div>

Amir Jafar (India), Phani Tej Adidam (USA), Musunuri V. Rama Prasad (India). 2011, *Celebrity endorsements vis-à-vis brand equity of high fashion products: a cross-cultural perspective.*). Innovative Marketing, Volume 7, Issue 4.

Abdul Manap. 2016. Revolusi Manajemen Pemasaran. Edisi Pertama, Mitra Wacana Media, Jakarta.

Ahmed, R.& Ali, I. S. (2012). *Implementing TQM Practices in PakistanHigher Education Institutions*. Pak. j. eng. technol. sci. Vol. 2. (1).

Alexander P. Schouten, Loes Janssen and Maegan Verspaget. 2020. *Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit.* International Journal of Advertising , VOL. 39, NO. 2.

Bobbi Shandy. 2018. *pengaruh celebrity endorser dan wom terhadap keputusan pembelian motor yamah.* jurnal digest marketing vol. 3 no.1.

Cynthia G. Pangemanan Lisbeth Mananeke Christy N. Rondonuwu. 2018. *Analisis Pengaruh Celebrity Endorse, Citra Merek dan Persepsi Nilai Terhadap Keputusan Pembelian Mobil Toyota All New Sienta di Manado.* Jurnal EMBA Vol.6 No.4.

Dadan Abdul Aziz Mubarok. *Pengaruh Celebrity Endorsement terhadap Minat Beli Konsumen.* Jurnal Indonesia Membangun Vol. 15, No. 3.

Dr Vipul Jain, 2011, *Celebrity Endorsement And Its Impact On Sales: A Research Analysis Carried Out In India.* Volume 11 Issue 4.

Deandra Vidyanata, Sunaryo and Djumilah Hadiwidjojo, 2018. *The Role of Brand Attitude and Brand Credibility as a Mediator of the Celebrity Endorsement Strategy to Generate Purchase Intention.* Journal of Applied Management (JAM) Volume 16 Number 3.

Durianto, dkk. (2013). Strategi Menaklukkan Pasar Melalui Rset Ekuitas dan Perilaku Merek. Jakarta: Penerbit Gramedia Pustaka Utama.

Fandy Tjiptono, Ph.D. 2015. Strategi Pemasaran, Edisi 4, Penerbit Andi, Yogyakarta.

Gede Hadi Reynaldi dan Ni Wayan Sri Suprapti. 2017. *Pengaruh Bauran Pemasaran Terhadap Loyalitas Pelanggan Mobil Merek Honda di Kota Denpasar*. E-Jurnal Manajemen Unud, Vol. 6, No. 1.

Isaac Ofori-Okyere and Emmanuel S. Asamoah,2015. *Celebrity Endorser Selection Strategies as Effective Marketing Communications Tool in the Automobile Industry – A Review Paper on Related Literature.* International Journal of Business and Marketing Management VOL. 3(1).

J. Sridevi, 2012. *Effectiveness of Celebrity Endorsement in Brand Recall and Brand Recognition.* Vol.2 Issue 5.

Kotler, Philip dan Amstrong, Gary. 2014, Principles of Marketin, 12th Edition,Jilid 1 Terjemahan Bob Sabran Jakarta : Erlangga.

Kotler, P., Bowen, J. T., & Makens, J. C. (2014). Marketing for Hospitality and Tourism. 5thedition.New Jersey: Pearson Prentice Hall.

Lim Siew Foong & Rashad Yazdanifard.2014. *Celebrity Endorsement as a Marketing Tool.* Volume 14 Issue 4 Version 1.0.

Made Andi Kusuma dan I Wayan Santika. 2017. *Pengaruh Celebrity Endorser, Brand Image Dan Kualitas Produk Terhadap Niat Beli Sepeda Motor Honda Vario 125 di Kota Denpasar* E-Jurnal Manajemen Unud, Vol. 6, No. 4.

Mei Purmita Nindria Untarini. 2017. *Pengaruh Inovasi produk dan Celebrity Endorser Terhadap Niat Beli Sepeda Motor New Mio M3 125cc.* Jurnal Ilmu Manajemen | Volume 1 Nomor 1

Ms. Mansi Kapoor, Ms. Suman Si, Ms. Sangeeta Gupta. 2014. *Strategic Analysis of Advertisement Tools Affecting Consumer Buying Behaviour.* Volume 16, Issue 1. Ver. V

Nathaniel J. Evans, Joe Phua, Jay Lim, and Hyoyeun Jun. 2017. *Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent.* Journal of Interactive Advertising, VOL. 17, NO. 2.

Peggy Choong, 2003, *A Hazard Function Approach to Modeling Consumer Search.* Academy of Marketing Studies Journal, Volume 7, Number 2,

Rachdita Andriyani. 2016, Pengaruh Lokasi Dan Promosi Penjualan Terhadap Proses Keputusan PembelianPada Kafe Braga Punya Cerita.

Reyhan Sinatrya Feiz , Edy Yulianto , Sunarti. 2018. *Pengaruh Celebrity Endorser JKT 48 Terhadap Brand Awareness pada Iklan Sepeda Motor Honda Beat.* Jurnal Administrasi Bisnis (JAB)|Vol. 65 No. 1.

Sugiyono (2015). Metode Penelitian Kombinasi (Mix Methods). Bandung: Alfabeta.

Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung : Alfabeta, CV.

Tengku Putri Lindung Bulan, Muhammad Rizal, Wahyu Akbar. 2019. *Pengaruh Bauran Pemasaran, Celebrity Endorser dan Gaya Hidup Terhadap Keputusan Pembelian Sepeda Motor Merek Honda Beat.* jurnal manajemen inovasi vol. 10, no. 2.

Tjiptono Fandy. 2015. Strategi PemasaranEdisi-4,Yogyakarta : Andi