THE INFLUENCE OF CELEBRITY ENDORSER ON PURCHASE DECISIONS ON OPPO Smartphone PRODUCTS THROUGH WORD OF MOUTH AS A MEDIATION VARIABLES
(Case Study of Jakarta State University Students)

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Abstract

This study aims to determine the effect of Celebrity Endorser on purchasing decisions of Oppo smartphone products through word of mouth as a mediating variable in students of Jakarta State University (UNJ).

This research uses associative research and quantitative approaches. The population in this study were students of the Faculty of Economics, Jakarta State University (UNJ). The sample is determined based on the non-probability sampling method, with a total sample of 194 respondents. The data used in this study are primary data. The data collection technique is to use the survey method by distributing questionnaires to respondents directly and through the Google form. The analysis used is SEM PLS by testing the Inner Model, Outer Model and hypothesis using SmartPLS 3.0 software

The results of this study prove that: (1) Celebrity Endorser influences purchasing decisions. (2) Word of Mouth influences the purchasing decision. (3) Celebrity Endorser affected of Word of Mouth.

Keywords: Tax Planning, Depreciation Method, Fixed Assets, Straight Line, Tax Saving.

Keywords:Celebrity Endorser, Purchase Decision, Word Of Mouth

I.   PRELIMINARY

Advances in technology and information that are increasingly developing human needs also develop. Companies are competing to create various products to meet the increasingly different needs and desires of consumers (Suryana and Dasuki 2013). Marketing is one of the most important factors in a company, so it can be said that marketing is the heart of the company's life. Marketing activities can be seen as a cycle that aims to provide satisfaction with the wants and needs of consumers for the product itself and services in their lives. The high level of competition for both the same product and different products causes consumers to act selectively in making purchasing decisions. Communication is something that often occurs in everyday human life and is very important for everyone. The need to communicate with each other and get accurate

information quickly. One of the most developed communication tools until now is a smartphone.

Along with the times, the use of smartphones has increased so that all smartphone companies are competing to issue new products to attract the attention of consumers to buy their products by giving their products characteristics. To become a winner in the market, there are many smartphone companies that have created new products within 1 year and made consumers have many choices, one of which is the Oppo smartphone. The Oppo smartphone itself originates from China and entered Indonesia in 2013. Oppo smartphones are known as camera phones that can be enjoyed by all people around the world.

In general, consumers will determine the purchase of a product or service based on several factors, including the possibility of consumers assessing a product or service on the basis of their own assessment, but there is also input from other people or more commonly known as the Word of Mouth (WOM). According to Ali Hasan (2010: 29), "Word of Mouth (WOM) is a conversation that is designed online and offline to have multiple effects, non-research, horizontal and mutational. Good dialogue and conversation structures stem from actual brand advocacy and people (recommendations) are willing to go from one place to another (offline) for their income, experience, enthusiasm about a product ".

Based on the explanation above, consumers who purchase Oppo smartphones not only pay attention to the quality of the smartphone, but prospective buyers also pay attention to who the celebrity endorser of the product is and also consider the quality of the product from other people's conversations (word of mouth).

II. LITERATURE REVIEW
2.1 Research Review

The first research was conducted by Andi Muh Kumar Lk, I Gede Arimbawa, Elok Damayanti. ISSN: 2656-1174 Vol. 1 No 2, 2019. The purpose of this study was to determine the effect of endoser celebrity, product quality and price on purchasing decisions and customer satisfaction. The study population consisted of all Vivo brand smartphone users with a total of 100 respondents. The variables in this study were celebrity endorser (X1), product quality (X2¬), price (X3), Purchase Decision (Y1) and customer satisfaction (Y2). The data collection technique used a questionnaire. The analysis method used is structural equation modeling (SEM) using SmartPLS 3.0. The results showed that the celebrity endorser,

The second research was conducted by Farida Saleem. University of Lahore, Chanab Campus in the International Journal of The Lahore Journal of Business, 2017. The purpose of this study was to determine the effect of celebrity endorsers on purchasing decisions. The sampling technique in this study was convenient sampling, consisting of 369 respondents. The research variables in this study are Celebrity Endorser (X1), Brand Affection (X2) and Purchase Intention (X3). The data analysis method used is the Structural Equation Model (SEM) using SmartPLS 3.0. The results showed that fully mediated endorsers were superior to partially mediated endorsers and that trust was the most important attribute of celebrity endorsement, resulting in positive consumer behavior.

The third research was conducted by Lalu Supardin, Siti Dyah Handayani & Retno Widowati PA. University of Muhammadiyah Yogyakarta, Indonesia in the International Journal of Business Quantitative Economics and applied Management Research, ISSN: 2349-5677, 2018. The purpose of this study was to examine the influence of advertising perceptions and celebrity endorsers on purchasing decisions through brand image as a mediator. The sampling technique used purposive sampling technique, with a total of 130 respondents. The variables in this study are Advertisement Perception (X1), Celebrity

Endorser (X2), Purchase Decision (Y), and Brand Image (Z). The analytical method used is the analysis technique of Structural Equation Modeling (SEM) using smartPLS 3.0.

The fourth research was conducted by Suwitho, Syahira Ullin Nuha and Hendri Soekotjo. Indonesian College of Economics (STIESIA) Surabaya in the 6th Asian Academic Society International Conference (AASIC), ISSN: 978-616-470-007-9, 2018. The purpose of this study was to determine the effect of celebrity endorsers, trust and product quality for buying decisions either directly or indirectly by word of mouth. The sampling technique used was purposive sampling, namely the sample was taken from the population based on predetermined characteristics, with 100 respondents. The variables in this study consist of Celebrity Endorser (X1), Trust (X2), Product Quality (X3) and Purchase Decision (Y), Word of Mouth (Z). The analysis method used is structural equation modeling (SEM) using smartPLS. The results showed that celebrity endorsers and trust did not have a significant impact on purchasing decisions. In contrast, product quality has a significant impact on purchasing decisions. On the other hand, word of mouth does not mediate celebrity endoser, trust and product quality to buy. As a result, word of mouth does not influence consumers to make the final purchase decision on fashion products advertised through Instagram. word of mouth did not mediate celebrity endoser, trustworthiness and product quality to buy. As a result, word of mouth does not influence consumers to make the final purchase decision on fashion products advertised through Instagram. word of mouth did not mediate celebrity endoser, trustworthiness and product quality to buy. As a result, word of mouth does not influence consumers to make the final purchase decision on fashion products advertised through Instagram.

The fifth research was conducted by Widarto Rachbini. Pancasila University in the Journal of Business and Management (IOSR-JBM), Volume 20, Issue 8, 2018. The purpose of this study was to determine the effect of celebrity endorsers on purchasing decisions. The population in this study consisted of 100 respondents. The variable in this study is Celebrity Endorsement (X), on Purchasing Intention (Y). The data collection technique used a questionnaire. The analysis method used is structural equation modeling (SEM) using SmartPLS 3.0. The results of this study indicate that celebrity attractiveness, expertise and trust play an important role in the formation of celebrity support variables in positively influencing consumer purchasing decisions for Vivo V7 products.

The sixth research was conducted by Muhammad Raza, Normalisa Md Isa, Shamsul Huda Bt Abd Rani. University Utara Malaysia in the Journal of Management Sciences Vol. 6 (1), ISSN: 2313-0113. The purpose of this study was to determine the effect of celebrity-supported advertising and entrepreneurial marketing on smartphone purchasing decisions in Karaci, Pakistan. The population of this study was 247 people. The variables in this study were celebrity endorser (X1), entrepreneurial marketing (X2) and purchase decision (Y). The data collection technique used a questionnaire. The analysis method used is structural equation modeling (SEM) using smartPLS. The results showed that celebrity-supported advertising and entrepreneurial marketing had a significant impact on purchasing decisions.

The seventh research was conducted by Angelia Anggia Permata Norman. In the journal e-Proceeding of Management Vol. 3, No.1, 2016. ISSN: 2355-9357. The purpose of this study was to determine the effect of word of mouth being recognized as one of the most influential information resources on purchase intention through brand ideals in the smartphone industry. The sampling technique used survey techniques. The population in this study were consumers who used the Andromax smartfren and took 100 samples of respondents. The variables in this study are word of mouth (X), purchasing intention (Y) and brand image (Z). The analysis method used is structural equation modeling (SEM) using smartPLS.

The eighth research was conducted by Moh. Erhan Arif. ISSN: 1693-5241 Vol 17 No.2, 2019. Universitas Brawijaya in Management Application Journal. The purpose of this study was to determine the factors that influence Citilink customer repurchase intentions. The population in this study consisted of 180 customers who had purchased Citilink Indonesia at least 1 purchase. The variables in this study are word of mouth (X1), brand image (X2) and price (X3), repurchase intention (Y). data collection techniques using surveys. The analysis method used is structural equation modeling (SEM) using smartPLS. The results showed that word of mouth (WOM) and brand image significantly influence the repurchase intention of Citilink customers.

2.2 Definition of Marketing

Kotler and Keller (2016: 27) define marketing as follows: "Marketing is meeting needs profitability", the meaning of this expression is that marketing is something that is done to meet every need (consumer needs) in ways that benefit all parties.

2.3 Understanding Marketing Management

According to Kotler and Keller (2016: 27) who say that marketing management is marketing management as the art and science of selecting target markets and getting, maintaining, and growing customers through creating, delivering, and communicating superior customer value.

2.4 Understanding Celebrity Endorser

According to Widodo (2013: 2) defines Celebrity Endorser as a television star, actor or film actress, well-known athlete who can influence consumer attitudes and behavior on the products advertised.

2.5 Celebrity Endorser indicator

The Celebrity Endorser indicator according to Ankasanicara (2012: 213) is as follows:
1. *Explicit* (endorsing this product), the endorser not only plays an advertisement for this product, but also supports it to be closer to consumers.
2. *Implicit*(using this product), endorsers use this product to be introduced to consumers. This step is expected to instill a good and strong image in the minds of consumers when buying a product.
3. *Imperative*(recommends using this product) endorsers perform best in advertisements offering this product. It is hoped that the message to use this product can be well received by consumers.
4. *Co-presentattional*(using the product in their daily life), endorsers not only advertise this product, but also use it in their daily lives. It is hoped that consumers will be influenced to use this product in their daily lives.

2.6 Definition of Word of Mouth (WOM)

According to Kotler and Armstrong (2012: 139) Word of mouth (WOM) is a powerful marketing tool and is one of the most effective sales drivers, along with advertising awareness. Several brands have been built almost exclusively by word of mouth. Word of mouth marketing finds ways to engage customers so that they will choose to talk positively with others about products, services and brands. Viral marketing encourages people to exchange information online regarding a product or service.

2.7 Types of Word Of Mouth (WOM)

Hughes (2015: 31) suggests that the types of word of mouth communication can be grouped into two types, namely:

1. *Word of Mouth* positive, is the process of delivering information by word of mouth by one individual to another based on positive experiences with a product, service or company.
2. *Negative Word of Mouth*, is a process of word of mouth interaction based on negative experiences obtained from one individual to another regarding a product, service, or company.

2.8 Word Of Mouth (WOM) indicator

The Word of Mouth indicator according to Lupiyoadi (2013: 240) includes 3 things, namely:
1. Get information
    The desire of consumers to preach or tell positive things about the products they consume to others.
2. Foster motivation
    Willingness of consumers to invite others to use products that have been used by them.
3. Get recommendations
    The desire of consumers to provide recommendations to others who need information about quality products.

2.9 Definition of Purchase Decision

The purchase decision is one part of the stages of the consumer buying process. According to Kotler and Armstrong (2016: 177) defines purchasing decisions as part of consumer behavior, consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires. they.

2.10 Factors Affecting Purchasing Decisions

Broadly speaking, the factors that influence purchasing decisions can be grouped into four categories, namely (Fandy Tjiptono, 2016: 77):
1) Personal factor
Covers various aspects such as age, gender, ethnicity, income, family life cycle stages, work, economic situation, lifestyle, personality, and self-concept. These aspects are commonly used as the basis for market segmentation.
2) Psychological factors
Psychological factors consist of four main aspects, namely perception, motivation, learning (lerning), and beliefs and attitudes.

2.10 Purchasing Decision Indicators

Indicators of purchasing decisions according to Kotler and Keller (2013: 239) are:
1. Problem introduction
2. Information search
3. Alternative Evaluation
4. After searching for information, consumers face a number of choices regarding similar products.
5. Buying Decision
6. At the evaluation stage, consumers form preferences or products in a collection of choices. Furthermore, consumers make decisions to buy products that have been selected through various considerations.

7. Post Purchase Behavior
8. After making a purchase, consumers will experience levels of satisfaction and dissatisfaction. The marketer's task does not end there when the product is purchased. Marketers must monitor post-purchase satisfaction, post-purchase action, and post-purchase product usage.

9. **Relationship Between Research Variables**

Word of mouth is encouraged by "endorsers" of people who are satisfied with the products or services they use. Then, the natural impression while using the product is conveyed online and offline. The more popular the celebrity endorser is, the more people talk about including the products they are promoting, the greater the level of purchasing decisions for the products they are promoting.

Influence *Celebrity Endorser* on purchasing decisions through Word of Mouth is based on findings in research conducted by Farida Saleem (2017) that celebrity endorsers who are mediated by word of mouth will be recognized more quickly by all people.

III. RESEARCH METHODS

The research strategy used is an associative research strategy. According to Sugiyono (2017: 11), the notion of associative is research that aims to determine the effect or relationship of two or more variables. Or find out whether the independent variable, namely Celebrity Endorser (X), has an effect on the dependent variable, namely the purchase decision (Y) through the Word of Mouth as a mediating variable.

Based on the problems studied, the research strategy used a survey method. Survey research was conducted by distributing questionnaires to collect data from samples, so that the relative incidents and influences between research variables could be found.

3.3.1. Data and Data Collection Methods

The data used by researchers is primary data. Primary data is data that refers to information obtained first-hand by researchers relating to variables of interest for the specific purpose of the study. Primary data sources are data sources that are obtained directly from the source, recorded for the first time and are directly related to the problem to be studied. Which is the source of data, namely individual respondents, focus groups, related to Celebrity Endorser, Word of Mouth as a mediating variable and data that shows the respondent made a purchase decision for Oppo products.

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3.3.3. Data collection technique

The data collection technique in primary research is to use a questionnaire, which is to provide several question points and be accompanied by several answer choices. The questionnaire contains questions that are in accordance with the problem being studied, namely Celebrity Endorser, Word of Mouth as mediating variables and purchasing

decisions. Measurements on each variable were carried out using a Likert scale with the PLS (Partial Least Square) application. According to Sugiyono (2017), it is a measuring tool used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena.

3.3.4. Data Analysis Methods

After distributing the questionnaires, all the data that has been collected is converted into quantitative data by giving weight to the scores according to the Likert scale. In researching and presenting data using the Structural Equation Modeling (SEM PLS) application using SmartPLS 3.0. In order for the data obtained by distributing questionnaires to be considered valid, it is necessary to test the validity and reliability of the questionnaire for each question point in the questionnaire.

3.3.5. Statistical Analysis of Data

The data analysis technique in this study uses Structural Equation Modeling (SEM) and uses the smartPLS 3.0 application. The analysis on PLS was carried out in three stages:
1.   Outer Model Analysis
2.   Inner Model Analysis
3.   Hypothesis test

IV. RESEARCH RESULTS AND DISCUSSION
4.1 Instrument Testing Results
A. Convergent Validity

The research instrument is declared valid if the Loading Factor value is above 0.5 and if the Loading Factor value is less than 0.5 then it is declared invalid. This test uses the SmartPLS 3.0 application. The following are the results of data processing for the celebrity endorser instrument statement, purchase decisions and word of mouth.

Table 4.5. *Loading Factor* Phase I

Variable	Indicator	Loading Factor	Rule of Thumb	Conclusion
Celebrity Endorser	X1.1	0.485	0.500	Invalid
	X1.2	0.748	0.500	Valid
	X1.3	0.736	0.500	Valid
	X1.4	0.732	0.500	Valid
	X1.5	0.777	0.500	Valid
	X1.6	0.689	0.500	Valid
	X1.7	0.756	0.500	Valid
	X1.8	0.754	0.500	Valid

Variable	Indicator	Loading Factor	Rule of Thumb	Conclusion
Word of Mouth	Z1.1	0.679	0.500	Valid
	Z1.2	0.783	0.500	Valid
	Z1.3	0.825	0.500	Valid

	Z1.4	0.715	0.500	Valid
	Z1.5	0.753	0.500	Valid
	Z1.6	0.792	0.500	Valid
	Y1.1	0.798	0.500	Valid
	Y1.2	0.728	0.500	Valid
	Y1.3	0.548	0.500	Valid
	Y1.4	0.753	0.500	Valid
	Y1.5	0813	0.500	Valid
Buying decision	Y1.6	0.696	0.500	Valid
	Y1.7	0813	0.500	Valid
	Y1.8	0.822	0.500	Valid
	Y1.9	0816	0.500	Valid
	Y1.10	0.783	0.500	Valid
	Y1.11	0.834	0.500	Valid
	Y1.12	0.787	0.500	Valid

Table 4.6. *Loading Factor* Phase II

Variable	Statement	*Loading Factor*	*Rule of Thumb*	Conclusion
Celebrity Endorser	X1.2	0.743	0.500	Valid
	X1.3	0.762	0.500	Valid
	X1.4	0.739	0.500	Valid
	X1.5	0.796	0.500	Valid
	X1.6	0.668	0.500	Valid
	X1.7	0.776	0.500	Valid
	X1.8	0.760	0.500	Valid

Variable	Statement	*Loading Factor*	*Rule of Thumb*	Conclusion
Word of Mouth	Z1.1	0.677	0.500	Valid
	Z1.2	0.783	0.500	Valid
	Z1.3	0826	0.500	Valid
	Z1.4	0.717	0.500	Valid
	Z1.5	0.751	0.500	Valid
	Z1.6	0.793	0.500	Valid
Buying decision	Y1.1	0.798	0.500	Valid
	Y1.2	0.729	0.500	Valid
	Y1.3	0.548	0.500	Valid
	Y1.4	0.753	0.500	Valid
	Y1.5	0813	0.500	Valid
	Y1.6	0.695	0.500	Valid
	Y1.7	0813	0.500	Valid
	Y1.8	0.822	0.500	Valid
	Y1.9	0816	0.500	Valid

	Y1.10	0.783	0.500	Valid
	Y1.11	0.834	0.500	Valid
	Y1.12	0.787	0.500	Valid

Based on the table above, it is the result of stage two data processing, by eliminating indicators that do not meet the criteria (> 0.5), namely the X1.1 indicator. Based on table 4.6 on the Celebrity Endorser variable, the greatest Loading Factor value is in the X1.5 statement of 0.796 with the statement "You bought an Oppo smartphone because it was affected by the promotions advertised by its Celebrity Endorser". In the Word of Mouth variable, the greatest Loading Factor value is in the Z1.3 statement of 0.826 with the statement "You get recommendations from Oppo smartphone users". In the Purchase Decision variable, the greatest Loading Factor value is in the Y1.11 statement, which is 0.834 with the statement "You decided to buy an Oppo smartphone because it suits the price".

B. Composite Reliability

After testing the validity, the next testing stage is the reliability test which is measured by Composite Reliability from the indicator block that measures the value of Composite Reliability which can be used to display good reliability. A construct can be declared reliable from its Comp / site Reliability value> 0.7, while the Cronbach's Alpha value must be> 0.6. The results can be seen in the following table:

Table 4.8. *Composite Reliability*

Variable	*Composite Reliability*	*Rule of Thumb*	Conclusion
Celebrity Endorser	0.900	0.7	Reliable
Word of Mouth	0891	0.7	Reliable
Buying decision	0.945	0.7	Reliable

Based on the table above, it can be concluded that the results of the composite reliability test show> 0.7, which means that all the results are declared reliable.

Table 4.9. *Cronbach's Alpha*

Variable	*Cronbach's Alpha*	*Rule of Thumb*	Conclusion
Celebrity Endorser	0870	0.6	Reliable
Word of Mouth	0.853	0.6	Reliable
Buying decision	0.936	0.6	Reliable

Based on the table above, it can be concluded that the celebrity endorser variable, word of mouth and purchase decisions are declared reliable because they have a Cronbach's alpha value above 0.6.

4.2. Inner Model Analysis
A. Path Coefficient

is the result of eliminating invalid statements. The Celebrity Endorser variable has an influence on the Purchasing Decision variable of 0.182 or 18.2%, while the Word of Mouth variable has an influence on the Purchasing decision variable of 0.697 or 69.7% and the last is the Celebrity Endorser variable has an influence on the Word of Mouth variable by 0.532 or 53.2%.

B. Fit Model

Table 4.10. *Fit Model*

	Saturated Model	*Estimated Model*
NFI	0.789	0.789

Based on the table above, it can be seen that the NFI (Normed Fit Index) value is 0.789. NFI values ranging from 0-1 are derived from the comparison between the hypothesized model and a certain independent model. The model has a high fit if it gets closer to 1. The value obtained above is 0.789, which means that it has a good fit. (Ghozali, 2014).

C. R Square (R2)

Table 4.11. R Square (R2)

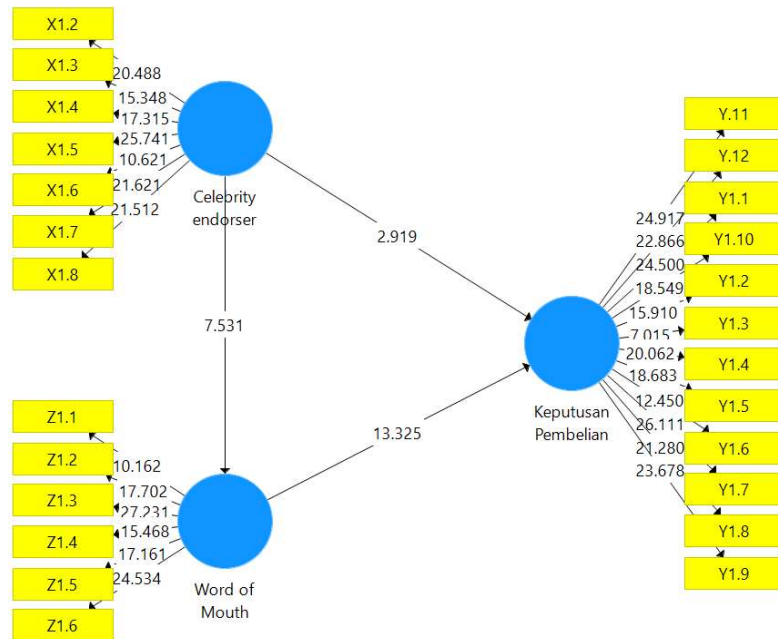| Variable	R2
Word of Mouth	0.283
Buying decision	0.655

From the results of data processing above, the R2 value is 0.283, meaning that 28.3% of variations or changes in word of mouth are influenced by celebrity endorsers, while the remaining 71.7% is caused by other things. So it can be concluded that seen from the value of R Square on the word of mouth variable is moderate.

R value *Square* in the purchasing decision variable of 0.655, meaning that 65.5% of variations or changes in purchasing decisions are influenced by celebrity endorsers, while the remaining 34.5% can be caused by other things. So it can be

concluded that seen from the value of R Square on the purchasing decision variable is good.

4.3. Hypothesis Test Direct Effect

To test the structural relationship between latent variables, hypothesis testing must be carried out on the coefficient between variables by comparing the p-value with alpha (0.05) or the t-statistic value with a value of (> 1.96). The value of p-value and t-statistic is obtained from the results on SmartPLS using bootsrapping. This test is intended to test a hypothesis consisting of 4 hypotheses, as follows:

H1: There is an effect of the celebrity endorser on purchasing decisions.

H2: There is an effect of celebrity endorser on word of mouth.

H3: There is an effect of word of mouth on purchasing decisions.

H4: There is an effect of celebrity endorser on purchasing decisions that are mediated by word of mouth.

Testing all hypotheses will be analyzed based on Figure 4.6 which is obtained from the data processing below:

Hypothesis Test 1

H01: There is no influence of celebrity endorsers on purchasing decisions

Ha1: There is an effect of the celebrity endorser on purchasing decisions

Based on Figure 4.6 with a t-statistic value of 2.919> 1.96, then H_01 rejected and Ha1 accepted, which means that celebrity endorser has an effect on purchasing decisions.

Hypothesis Test 2

H02: There is no effect of celebrity endorsers on word of mouth

Ha2: There is an effect of celebrity endorsers on word of mouth

Based on Figure 4.6 with a t-statistic value of 7.531> 1.96, H02 is rejected and Ha2 is accepted, which means that celebrity endorsers have an effect on word of mouth.

Hypothesis Test 3

H03: There is no influence of word of mouth on purchasing decisions

Ha3: There is an effect of word of mouth on purchasing decisions

Based on Figure 4.6 with a t-statistic value of 13,325> 1.96, then H_03 rejected and Ha3 accepted, which means that word of mouth has an effect on purchasing decisions.

Table 4.12. Hypothesis Results Direct Effect

	Hypothesis	Conclusion
Hypothesis 1	There is the influence of celebrity endorser on purchasing decisions	Be accepted
Hypothesis 2	There is the influence of celebrity endorsers on word of mouth	Be accepted
Hypothesis 3	There is an effect of word of mouth on purchasing decisions	Be accepted

4.4. Indirect Effect Test

Hypothesis 4

H04 : *word of mouth* does not mediate the effect of the celebrity endorser on purchasing decisions

Ha4 : *word of mouth* mediate the effect of the celebrity endorser on purchasing decisions

Table 4.13. Effect Size

	Direct	Indirect
Buying decision	*Celebrity Endorser*	*Celebrity Endorser*
	2,919	6,706

The test results show that the t-statistic of the direct effect celebrity endorser on purchasing decisions in the table above is 2,919 which can be stated to have an influence on purchasing decisions, while the indirect celebrity endorser coefficient on purchasing decisions by means of word of mouth as mediation results in an increase to 6,706 so that the results keep it significant. When compared between the direct effect and the indirect effect, the number is much greater than the indirect effect based on the calculation above. So it can be concluded that H04 is rejected and Ha4 is accepted, which means that word of mouth mediates celebrity endorsers towards purchasing decisions.

4.5.Research Findings

Based on the data obtained by distributing questionnaires to 194 respondents and the results of calculations using SmartPLS 3.0 and also testing the results of the hypotheses that have been carried out, as follows:

1. The results of testing the first hypothesis found that celebrity endorsers had an effect on purchasing decisions with a t-statistic value of 2.919> 1.96. This explains that the results of the research obtained are in accordance with research conducted by Andi Muh Kumar Lk, I Gede Arimbawa and Elok Damayanti (2019) and research conducted by Farida Saleem (2017)

that celebrity endorsers have an influence on purchasing decisions, so by using celebrity endorsers can further encourage potential consumers to make purchases.

2. The results of testing the second hypothesis found that celebrity endorsers had an effect on word of mouth with a t-statistic value of 7.531> 1.96. This explains that the results of the research obtained are in accordance with research conducted by Angelia Anggia Permata Norman (2016) that celebrity endorsers have an influence on word of mouth, so that the more celebrity endorsers who promote these products in the eyes of consumers will become a special attraction. for the product it promotes.

3. The results of testing the third hypothesis found that word of mouth has an effect on purchasing decisions with a t-statistic value of 13.325> 1.96. This explains that the research results obtained are in accordance with the research conducted by Moh. Erhan Arif (2019) explains that word of mouth can influence purchasing decisions, because word of mouth is a fast way of promotion and can influence other people to make purchases of a product.

4. The results of testing the fourth hypothesis found that word of mouth mediates the influence of celebrity endorsers on purchasing decisions with a t-statistic value of 6.706> 1.96. This shows that the results of the research obtained are in accordance with research conducted by Humood Muhammad Al-Sanad (2016) which explains that word of mouth mediates the influence of celebrity endorsers on purchasing decisions, because what other people say about celebrity endorsers on product promotion can influence purchasing decisions. consumer.

V.   CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the research results that have been described in the previous chapter above, what can be concluded in this study are:

1. *Celebrity Endorser* 18.2% influence on purchasing decisions for Oppo smartphone products at the Jakarta State University (UNJ), because celebrity endorsers can attract the attention of potential consumers so that potential consumers are influenced to make purchases of these products.

2. *Word of Mouth* 69.7% effect on purchasing decisions for Oppo smartphone products at the Jakarta State University (UNJ), because word of mouth is a form of promotion that is fast and is believed to influence others to use these products. This means that potential consumers can very easily be influenced by positive reviews of the product, so that consumers who are satisfied with the quality of Oppo smartphones will talk about it to others.

3. *Celebrity endorser* 53.2% effect on purchasing decisions for Oppo smartphone products through word of mouth at the Jakarta State University (UNJ), because the more popular celebrity endorsers who promote these products in the eyes of consumers, the more people talk about including the products they are promoting, the level of purchasing decisions on these products will increase. This means that word of mouth has an important role for promotion so that all people can quickly get to know the product

5.2. Suggestion

Based on the results of this study, the authors recommend suggestions that can be taken into consideration, namely:

1. Researchers suggest that they keep celebrity endorsers like Raisa, Isyana and Rio Dewanto as celebrity endorsers because of their high level of popularity.

2. Researchers suggest maintaining the quality of Oppo smartphones so that consumers are satisfied with using Oppo smartphones.

3. Researchers suggest increasing promotions so that other people know more about the quality of Oppo smartphones

5.3. Research Limitations and Further Research Development

In this study the author only focuses on the influence of the Celebrity Endorser variable on the Oppo Smartphone Purchase Decision mediated by the Word of Mouth at the Jakarta State University (UNJ). For future researchers, it is hoped that other variables can influence smartphone purchase decisions and increase the number of respondents.

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