

The Influence of Celebrity Endorsement and The Advertisement Message toward Product Awareness and Its Impact on The Purchase Intention: A Study at TELKOMSEL's OMG

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Abstract

The increasing number of data services usage in Indonesia has triggered each operator (telecommunication companies) to have an actual *tariff war* related to the demands. Contradicted to those phenomena, Telkomsel resisted competing in the lower prices. Instead, Raffi Ahmad as the endorser for their latest internet package, which is expected to fit the role of influencing upper-class prospective customers. This study aims to determine the influence of Celebrity Endorsement and Advertisement messages on Purchase Intention through Telkomsel's Product Awareness. This study uses non-probability sampling techniques with purposive sampling approach, with the sample of 205 respondents who have seen Telkomsel's OMG product advertising on digital media. The methodology of this research is the quantitative approach and the data obtained are tested using path analysis model. Both Celebrity Endorsement and Advertisement Message have a significance influence towards Product Awareness and Purchase Intention partially. The result also shows that there is a higher indirect influence among Celebrity Endorsement to Purchase Intention and Advertising Message to Purchase Intention by 0.3759 and 0.4716 respectively.

Keywords: Celebrity endorsement; advertisement message; product awareness; purchase intention.

1. Introduction

In this digital era, everything is getting more comfortable to be accessed through the internet, as mentioned earlier that the technologies have increased in Indonesia. Internet is used by people that are demanding to get excellent data-based services these days.

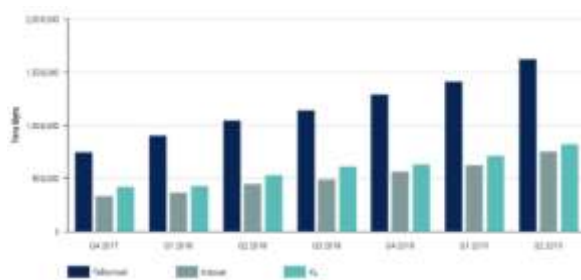


Figure 1. Cellular Data Usage, RHB Research Indonesia Stock

As reported in Katadata, the exchange has recently recorded the three most significant telecommunication companies in Indonesia with the highest-growth revenue posts in data subscriptions and internet quotas (Tamara, 2019). These companies are PT Telekomunikasi Indonesia Tbk (known as Telkom), PT XL Axiata Tbk (known as XL), and PT Indosat Tbk (known as Indosat). Telkom, which its subsidiary

presented, Telkomsel, recorded an increase in data subscriptions and internet quotas. It is supported in the figure down below, that shown Telkomsel has reached 1,6 Million Terabyte of cellular data usage by the second quartal of 2019 (Tamara, 2019).

We Are Social (Data Reportal, 2019) also found that Indonesia's massive cellular data usage is commonly used for social networking, like Youtube, Facebook, and Instagram. As a provider with the highest increase of data subscriptions and internet quotas among the other two, Telkomsel took this opportunity and initiated an internet package, namely OMG! (Oh My Gigabytes) October 7, 2019.

A consumer is always hesitant to buy new products. Furthermore, to keep consumers aware of their brand and sustain their Customers, a company will have to keep triggering its brand and advertise more and more to let many people know about their brand and their product line. Advertisement is an essential tactical tool used in creating brand awareness (Adetunji, Nordin, and Noor, 2014). Align with the advertising used, the usage of celebrity endorsement was being commonly used by the providers. Based on the author's observations, in 2016, Tri Indonesia (3) was using Omar Daniel to be the endorser of the ads, as well as XL Axiata was using Maudy Ayunda in 2018 due to the representative of the brand. Ohanian (Rahman, 2018) mentioned that the advertisers believe

that if a celebrity endorses an advertisement, it will become more popular because messages exposed by celebrities achieve better attention and recall.

In this case, to promote their new product, Telkomsel included the celebrity for *OMG* internet package ads, which is Raffi Ahmad. His popularity is seen across television shows and social media. According to the previous studies, celebrity endorsement usage is vital to increase product awareness itself, as mentioned before. The communication effort Telkomsel has been using is not only for their product's awareness, but it is also to increase the purchase intention.

Rossiter and Percy also mentioned that the two main communication objectives are building awareness and influencing brand purchase (Kotler and Keller, 2016). In order to achieve these communication objectives, Telkomsel used both the celebrity endorsement in their advertisement. Uniquely, as reported in Kumparan, Ririek Adriansyah, as the President Director of Telkomsel, revealed that they resisted selling internet packages at lower prices than they currently are. Telkomsel takes a stand against participating in the tariff war (Telkomsel Ungkap Alasan, 2019). This phenomenon is contradicted to what happens in the telecommunication industry, where the providers are having an actual tariff war (Setyowati, 2019).

Telkomsel included the celebrity for *OMG* internet package ads, which is Raffi Ahmad. His popularity is seen across television shows and social media. He was the primary host on many television shows on national television, as *Dahsyat*, *Pesbukers*, and even his show, *Janji Suci Raffi & Gigi*. However, uniquely, in this case, Raffi Ahmad was the primary host of several tv shows that might have lower economic class audiences. According to Ginting and Pohan's (2018) findings, *Pesbukers*, as one of the *big* shows that Raffi Ahmad was hosting, is considered less educated and based on those characteristics to the lower-economic class audiences. As mentioned by Bayu Wardhana (Megawati, 2016), most Indonesian TV audiences come from the B and C economic class; the lower-economic class audiences are more excited to watch certain TV shows that are less educating.

Raffi Ahmad also currently held the second most-followed Instagram account in Indonesia and ranked 66th globally by 2020 with a total number of 38,5 Million ("Top 100 Most Followed", n.d). His popularity also seen on his youtube channel called RANS Entertainment, that had the most views among top 5 most-subscribed Youtube channel in Indonesia ("Top 100 YouTubers", n.d). The number of his

followers shown his popularity as the celebrity figure that he brought to social media. It somehow could relate to the *OMG* internet package of Telkomsel.

Based on those statements, the usage of Raffi Ahmad as the endorser expected to fit this role in order to influence the higher-economic class customers' Intention. It is beyond just the popularity he had among social media users and Telkomsel's actual target. The gap within this phenomenon is unique enough to be investigated more deeply to see if the usage of Raffi Ahmad is a match to become the celebrity endorser, that would have an impact on the awareness of *OMG* package and having an impact towards Telkomsel customers' purchase intention.

2. Literature review

2.1. Elaboration Likelihood Theory (ELM)

According to Petty and Cacioppo (1984), ELM applies the central and peripheral routes to illustrate individual attitude change. Within the central route, individuals make cognitive efforts, evaluate the relative arguments, and judge the persuasive messages. Within the peripheral route, individuals tend to use positive or negative cues to infer the advocated messages in the context of persuasion (Teng, Khong, and Goh, 2015). Griffin (2012) stated that the central route involves the message elaboration, which tends to see the extent of a person who carefully thinks about a specific issue's arguments in persuasive communication. Meanwhile, the peripheral route offers a mental shortcut path in accepting or rejecting a message, in other words, without any active thinking.

The central route used in an attempt to process new information rationally involves the observation of the message. Meanwhile, in the peripheral route, the recipients rely on various cues to make quick decisions. Mukherjee (Prasetyawati and Gui, 2016) explained that celebrity endorsement is becoming an essential factor in information processing via the peripheral route.

This research aims to find the influence of celebrity endorsement within the advertisement message towards the customers' purchase intention. In which the prospective customers would receive the persuasion message. The advertisement message itself would form a particular persuasive communication; the customers would cognitively process that. According to this theory, both central and peripheral routes are applicable to how the customers receive the message elaboration of whether the customers would process *OMG* product rationally (central route) or make quick decisions (peripheral route).

2.2. Celebrity Endorsement

Herbert Kelman (Shimp, 2013) mentioned three primary source attributes that contribute to a celebrity endorser's effectiveness, which are Credibility, Attractiveness, and Power. Those attributes, also supported by Frimpong et al. (2019) suggest the conceptualization of the celebrity endorsement would be easier for consumers to recall an advertising by celebrities, due to their attractiveness, and trustworthiness, which would increase their purchase intentions

1. Attractiveness
2. Familiarity
3. Trustworthiness

Besides, Khan et al. (2016) also added celebrity congruence.

2.3. Advertisement Message

According to Clow and Baack (2018), the message theme outlines the critical idea in an advertising campaign. Meanwhile, the advertising itself is valued because it is recognized as performing these critical communications functions (Shimp and Andrews, 2013). Which are:

1. Informing
Advertising makes consumers aware of new brands, educates them about the features and benefits, and facilitates positive brand images.
2. Influencing
Effective advertising influences prospective customers to try advertised products and services
3. Reminding and Increasing Salience
Advertising keeps a company's brand fresh in the consumer's memory.
4. Adding Value
There are three basic ways by which companies can add value to their offerings: innovating, improving quality, and altering consumer perceptions.

2.4. Product Awareness

According to Sheth & Sisodia (Kotler and Keller, 2016), awareness is the extent to which customers are informed regarding the product's characteristics, persuaded to try it, and reminded to repurchase. It has two dimensions, which are;

1. Brand Awareness
Brand awareness consists of brand recognition and brand recall (Gunawan and Dharmayanti, 2014)
2. Product Knowledge.

For product knowledge, according to Tsai (Fill and Turnbull, 2016), product knowledge consists of two elements, which are:

1. Behavioral; Usage, and the experience itself.

2. Mental; Including search, exposure, and information towards the products.

2.5. Purchase Intention

Referring to Adetunji et al. (2017), one way to examine the effectiveness of advertisement is through cognitive. Belch & Belch (2018) stated there are three basic categories of cognitive responses that may lead to the purchase intentions, which are:

1. Product/Message Thoughts
This category comprises those directed at the product or service and the claims being made in the communication.
2. Source-Oriented Thoughts
It is directed at the source of the communication. The first type of source-oriented thoughts is Source Derogations, and the second one is Source Bolsters.
3. Ad Execution Thoughts
This category consists of the individual's thoughts about the ad itself. It is representing the consumer's feelings toward the ad and may include the ad execution factors such as the creativity of the ad, the quality of the visual effects, colors, and voice tones.

2.6. The Influence of Celebrity Endorsement on Product Awareness

The providers were commonly using the usage of celebrity endorsement. Align with that, the influence of celebrity endorser on the awareness could be seen in Rahman's (2018) previous studies that indicated global celebrities who have likeability, popularity in the target market, personality, positive image, capability to add some value to the brand could enhance the awareness. Other indications to see the influence among celebrity endorser and product awareness Rahardian, Kusumawati and Irawan (2019) emphasized the Attractiveness indicator in Celebrity Endorsement it has the highest contributing in order to increase the awareness.

H1: Celebrity endorsement is expected to influence product awareness.

2.7. The Influence of Advertisement Message on Product Awareness

To keep the consumer aware of their brand and sustain their Customer, a company will have to keep triggering its brand and advertise more and more to let many people know about their brand and their product line (Shahid et al., 2017). Furthermore, customers always hesitant about new products. The best method for organizations to communicate about their new products is to provide information about the product's utility, price, and availability through advertisement

(Ranjbarian, in Paul and Bhakar, 2018). Furthermore, Prasetyawati and Gui (2016) found a significant and robust relation between advertisement message (billboard) advertisement and awareness.

H2: The advertisement is expected to influence product awareness.

2.8. The Influence of Celebrity Endorsement on Purchase Intention

However, there have been contrasting debates in the literature about whether or not celebrity endorsement positively influences consumer purchase intentions (Frimpong et al., 2019). Their conceptualization suggests that it is easy for consumers to recall an advertisement by celebrities due to their attractiveness, familiarity, and trustworthiness, increasing their purchase intentions. Frimpong et al. (2019) found that celebrity endorsement in emerging markets also indirectly increased consumer purchase intentions.

H3: The celebrity endorsement is expected to influence purchase intention.

2.9. The Influence of Advertisement Message on Purchase Intention

Hemamalini and Kurup (2014), in their previous studies entitled "Effectiveness of Television Advertisement on Purchase Intention," discovered that celebrity endorsement is having an advertising effect, and advertising appeal positively influence purchase intention. This research found a significant influence between television advertisement to purchase Intention, and it appeals due to the involvements between customers and the brand. Previous research by Adetunji et al. (2014) also discovered that the persuasiveness of integrated advertisement message strategy is significant indirectly to the brand purchase intention.

H4: The advertisement is expected to influence purchase intention.

2.10. The Influence of Product Awareness on Purchase Intention

Rossiter and Percy stated that two of the main communication objectives are building awareness and influence brand purchase (Kotler and Keller, 2016). Both are mutually sustainable. Align with that, the findings from previous research Munnukka et al. and Carlson and Donovan (Frimpong, Donkor and Frimpong, 2019) found that the creation of high awareness for the product will be impacted to the increased consumer purchase intentions.

H5: Product awareness is expected to influence purchase intention.

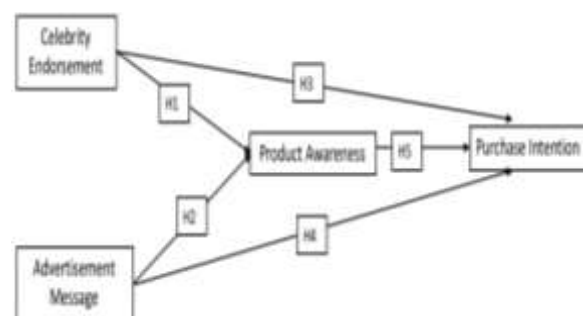


Figure 2. Conceptual Model

3. Methods

This study is determined as causal explanatory research. This research is also using a positivistic paradigm, focusing on the patterns between the variables. According to Sugiyono (2017), the research with a positivistic paradigm is performed on causal variables. This statement is supported by Neuman (2014) that also stated if the positivistic approach would measure and confirm the social life aspect with empirical tests and described in theory. This study is also using quantitative methodology with numerical data and would be analyzed using the statistic. This research uses a survey method with causal explanatory analysis, which would determine the influence between four variables. The dependent variables (cause) are Celebrity Endorsement and Advertisement Message, with the intervening variable is Product Awareness, and the independent variable is Purchase Intention.

Meanwhile, the research method used in this research is a survey using a questionnaire tool. The respondents would answer the questionnaire that has been designed with a Likert scale, which was distributed to 205 respondents. This sample was determined from an 18.940.000 population, with Slovin Formula with a 7% precision level used in Rani and Ali (2019). The sampling technique used is purposive sampling, with the characteristics of Male and Female, from 18 to 34 years old, live in Jakarta, Bogor, Depok, Tangerang, and Bekasi, using any providers and also those who have already seen and recognized the Telkomsel's OMG product advertising with Raffi Ahmad on Youtube. The age range chosen above is based on audiences' age grouping with the highest number of exposure by social media advertising (We Are Social, in Data Report, 2019).

Celebrity endorsement is measured by four dimensions, which are Attractiveness, Familiarity,

Trustworthiness, and Congruence, Frimpong et al. (2019); Khan et al. (2016). The advertisement is measured by four dimensions, namely Informing, Influencing, Reminding and Increasing Salience, and Adding Value. Shimp and Andrews (2013). The measurement for Product Awareness is divided into Brand Awareness and Product Knowledge. Whereas Recognition and Recall measure the Brand Awareness, while the Product knowledge is measured by Behavioral and Mental, Sheth & Sisodia (Kotler and Keller, 2016), Hedging, Knudtzen, and Bjerre (2009) and Tsai (Fill and Turnbull, 2016). The purchase intention is measured by three dimensions, namely the Product/Message, Source-oriented, and also Ad execution thoughts, Belch and Belch (2018).

The data analysis technique used SPSS 22. The pre-test was conducted on the first 30 respondents to find out whether the questionnaire was considered valid. Based on the validity pre-test conducted on 12 items from Celebrity Endorsement (X1), all of the R results are greater than r tables (0,374). To conclude, it can be said that all items in the Celebrity Endorsement variable are valid. All items from Advertising Message (X2) also valid. All items from Product Awareness (Y) consisting of 10 items also valid. Based on the validity test conducted on ten items from Purchase Intention indicator (Z), all R results are more significant than r tables. The result shows that all of the items in the Purchase Intention variable are valid.

The reliability pre-test results are showing the value of each variable's Cronbach's Alpha. Those are valued at 0.932, 0.952, 0.889, and 0.947 for Celebrity Endorsement, Advertisement Message, Product Awareness, and Purchase Intention. All of these results are greater than 0.6. This means all of the variables are considered to be reliable and acceptable; the questionnaire was able to continue until reaching the said respondents

4. Results

4.1. Descriptive Analysis

The majority of the respondents are 18–25 years old by 77% and followed by the other groups' category by 23% in 26–34 years old. The result may show that the teenagers in the age of 18–25 have a higher need for internet package or quota, and may indicate the most frequent age group exposed by the digital ads. Meanwhile, the respondents are dominated by Women in the percentage of 71% or 132 Women. The rest of the respondents, which is 29%, are Men, with a total of 60 Men. The number of respondents from Jakarta is about 52% (106 people), followed by Bekasi, Depok, Tangerang, and Bogor, by the total percentage of 22%,

11%, 9%, and 6% respectively. This could indicate that Telkomsel could have relatively had more customers as the biggest providers in Indonesia. Meanwhile, 88 among them (44%) are Private Employee, 38% or 77 respondents are Students and/or college students, 16 of them (8%) are Entrepreneurs, Housewives 6 person or 3%, Civil Servants 4 or 2% of total respondents and the rest are from the other category, which are Interns and Unemployed.

According to the result above, most of the respondents are using Telkomsel as their provider, the total amount of Telkomsel users in this research are 76% or equal 155 respondents, followed by XL by 12% or 24 respondents, Indosat with 10% or 20 respondents, and the rest would be using Smartfren, Axis, By. U and Tri (3). This result may show that the respondents are most familiar with their own cellular data provider. They may also be keeping their interests and most likely to get the exposure of Telkomsel's advertising since the respondents are they who watched the OMG advertising.

The usage of Celebrity Endorsement is considered as the lower factor. The descriptive analysis of Celebrity Endorsement defines the three indicators: Personality Properties, Physical Attractive and Product Used by the Endorser, and the lower points among all variables. Among all of the aspects, the Congruence dimension of Celebrity Endorsement also having a lower mean. Furthermore, from Telkomsel's OMG product knowledge, the behavioral indicator has the lowest mean on its' indicator. On the other hand, Adding Value indicators have the highest mean. It is representing that Telkomsel is having an added value towards the OMG product.

4.2. Hypothesis Testing

The hypothesis tests could be determined from the Significance Value (Sig.) from SPSS 22. According to the result the, Significance value (Sig.) of Celebrity Endorsement (X1) is 0.000 ($0.000 < 0.005$), which could be interpreted as the acceptance of H1. It stated The Celebrity Endorsement is expected to influence Product Awareness, and in this research, this Hypothesis is considered to be accepted. As stated in the first chapter, the usage of Raffi Ahmad as a celebrity endorser is expected to fit the role to influence the higher-economic class customers to get to know the product, especially for the OMG product of Telkomsel.

The second Hypothesis of this research is the influence of Advertisement Message towards OMG product awareness; it is proven by the result of Significance value that is 0.000 (lower than the probability value, $0.000 < 0.05$). It can be interpreted

that the H2 supported, so there is a significant positive influence between Advertisement Message and Product Awareness.

The Celebrity Endorsement in this research found influencing Purchase Intention. It could be seen in the Significance value of the research, which is 0.000, which is below the probability value, 0.005 ($0.000 < 0.05$). It also reveals that H3 supported. There is a significant positive influence between Celebrity Endorsement and Purchase Intention.

The Advertisement Message (X2) influence Purchase Intention. The result's significance value proves it on the previous point, which is below the probability value, 0.005 ($0.000 < 0.05$). This means that H4 supported and there is a significant positive influence between Advertisement Message and Purchase Intention.

The Product Awareness (Z) influences Purchase Intention. The Significance value proves it in the result is below the probability value, 0.005 ($0.000 < 0.05$). This means that H5 supported and there is a significant positive influence between Product Awareness and Purchase Intention.

Table 1. Result of Significance Test

PATH	SIG. VALUE
H1 Celebrity Endorsement (X1) -> Product Awareness (Y)	0.000
H2 Advertisement Message (X2) -> Product Awareness (Y)	0.000
H3 Celebrity Endorsement (X1) -> Purchase Intention (Z)	0.000
H4 Advertisement Message (X2) -> Purchase Intention (Z)	0.000
H5 Product Awareness (Y) -> Purchase Intention (Z)	0.000

4.3. Path Analysis

The path analysis is used to find out whether the Celebrity Endorsement and Advertisement Message is having direct or indirect influence towards the Purchase Intention through Product Awareness as the intervening variable. According to Riduwan & Kuncoro (2011), the multiple regression should be drawn through the path diagram.

The Path Diagram Model is to the Standardized Coefficients Beta from multiple regression analysis in Celebrity Endorsement and Advertisement Message towards the Purchase Intention. While the value of ($py\epsilon 1$) is referring to the Adjusted R Square in R-test = $(1 - 0,603) = 0.397$. Meanwhile, the second Path Diagram Model is referring to the second multiple regression results among the four variables; Celebrity Endorsement, Advertisement Message, and Product

Awareness to the Purchase Intention. Which is ($py\epsilon 2$) = $(1 - 0,696) = 0.304$.

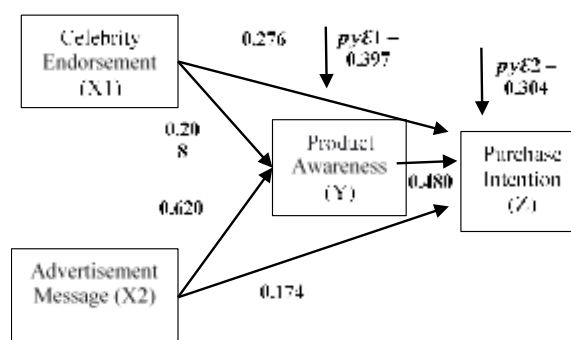


Figure 3. Path Diagram Model

Table 2. Path Coefficients

VARIA- BLE	PATH COEFFICIENTS		TOTAL
	DIRECT	INDIRECT	
X1 – Y	0.208	-	0.208
X2 – Y	0.620	-	0.620
X1 – Z	0.276	$0.276 + (0.208 \times 0.480)$	0.276 0.3759
X2 – Z	0.174	-	0.174
Y – Z	-	$0.174 + (0.620 \times 0.480)$	0.4716
Y – Z	0.480	-	0.480

Based on the table above, the result indicates:

1. The influence of Advertisement Message on Product Awareness is more significant rather than the Celebrity Endorsement.
2. The influence of Celebrity Endorsement to Purchase Intention is more significant in an Indirect manner (through Product Awareness) rather than the direct one.
3. The influence of Advertisement Message to Purchase Intention is more significant in an Indirect manner (through Product Awareness) rather than the direct one.

5. Discussion

5.1. The Influence of Celebrity Endorsement towards Product Awareness

According to the result in this research towards the Sig. (Significance value) of Celebrity Endorsement (X1), which is 0.000 ($0.000 < 0.005$), could be interpreted as the acceptance of H1 or the first Hypothesis. It is stated, "The Celebrity Endorsement expected to influence Product Awareness", and in this research, this Hypothesis is considered to be accepted.

As stated in the first chapter, the usage of Raffi Ahmad as a celebrity endorser is expected to fit the role

to influence the higher-economic class customers to get to know the product, especially for OMG product of Telkomsel. It is proven by the result of the test that showing a positive and significance influence, with the contribution of 40,4% partially. And the amount of 0.208 direct influence. To conclude, the usage of Raffi Ahmad as the endorser is worked to increase the awareness of OMG products. However, from the result, the usage of Raffi Ahmad as Celebrity Endorsement could be seen as the smallest factor to influence Product Awareness. Due to the its result, there should be improvement on choosing the celebrity in order to increase product awareness.

This research supports the result of the previous studies by Rahman (2018) and Rahardian, Kusumawati, & Irawan (2019) that emphasize that Celebrity Endorsement is contributing in order to increase the awareness of a brand. This means that the contribution of Celebrity Endorsement also applicable to the Product Awareness. As there is a celebrity congruence (Khan et al., 2016) added, it is important to have a celebrity that goes for it with the product. It is as important as all other opinions refer to a celebrity for high social respectability and confirm celebrity credibility.

5.2. The Influence of Advertisement Message towards Product Awareness

The second Hypothesis of this research is to analyze whether there is an influence of Advertisement Message towards OMG product awareness. It is proven by the result of Sig (significance value) that is 0.000 (lower than the probability value, $0.000 < 0.05$). It can be interpreted that the second Hypothesis or H2, "The Advertisement Message expected to influence Product Awareness." is accepted, and there is a significantly influence Advertisement Message and Product Awareness.

The second Hypothesis, or H2, is proven by direct influence from Advertisement Message to Product Awareness, in the total percentage of 58.2% partially. According to this result, the influence of Advertisement Message is having the highest contribution to Product Awareness, rather than the Celebrity Endorsement. It reveals that the advertising message is more influential than the celebrity figure, Raffi Ahmad, used to communicate the product.

This research is focusing on the OMG advertising on digital media. Conceptually, the result supports Pand and Gui's findings (2016), which revealed that the billboard advertisement's advertisement message positively and significantly influences awareness. Therefore, this concept of Advertising is proven in this

research. Not only for the offline advertisement on a billboard, but It is also applicable in digital media advertising. This research is also aligned with Shimp and Andrews (2013) that stated that advertising serves a couple of critical communication functions; one is to inform prospective customers about the awareness of new brands and products.

5.3. The Influence of Celebrity Endorsement towards Purchase Intention

The Celebrity Endorsement in this research found influencing Purchase Intention. It could be seen in the Sig. value of the research, which is 0.000, it is below than the probability value, 0.005 ($0.000 < 0.05$). It also reveals that the third Hypothesis, or H3, "The Celebrity Endorsement expected to influence Purchase Intention." is accepted, and there is a significant positive influence between Celebrity Endorsement and Purchase Intention.

The third Hypothesis, or H3, is proven by the value of coefficients of determination in the previous chapter. The result shows the number of 0.492 or 49.2% partially. It reveals that Raffi Ahmad usage would contribute to Customers' Purchase Intention by 49.2% partially.

However, there have been contrasting debates in the literature about whether or not celebrity endorsement positively influences consumer purchase intentions (Frimpong et al., 2019). This concept is similar to the findings of this research that the Celebrity Endorsement is precisely influencing the Purchase Intention. This finding means that Raffi Ahmad is influencing prospective customers to have purchase intention towards the OMG product. However, the result is more significant if there is product awareness as the intervening variable, as seen on the higher result on path coefficients by 0.3759. This result supports Munnukka et al. and Carlson & Donovan (Frimpong et al., 2019), which found that the celebrity endorsement indirectly increased consumer purchase intentions. Moreover, in this research, those indirect influences are proven from the intervening variable, Product Awareness.

5.4 The Influence of Advertisement Message towards Purchase Intention

The Sig. value of Advertisement Message (X2) seen in the result on the previous point is below the probability value, 0.005 ($0.000 < 0.05$). This means that the fourth Hypothesis, or H4, "The Advertisement Message expected to influence Purchase Intention." is accepted, and there is a significant positive influence

between Advertisement Message and Purchase Intention. The result is proven by the coefficient of determination, in which the Advertisement Message would contribute to Purchase Intention by 53.4% partially.

According to the path coefficients in the path analysis result, the Advertisement Message would directly influence Purchase Intention by 0.174. Meanwhile, there is a vast gap between path coefficients in direct and indirect influence; the Advertisement Message would indirectly influence Purchase Intention through Product Awareness by 0.4716.

This research reveals that Telkomsel's Advertisement Message is more significant in Indirectly influencing Purchase Intention than the direct one. These findings are aligned with Adetunji et al. (2014) that found the persuasiveness of integrated advertisement message strategy is significant indirectly to the brand purchase intention. This study found that the significant influence among OMG Product Advertisement Message and Telkomsel Customers' Purchase Intention is from the Product Awareness variable.

Belch and Belch (2018) also mentioned that purchase intention could be formed based on the attitude towards the advertisement; one of them is defined by the Source-oriented thoughts also generate good thoughts. In this research, this thought of a (new) specific product might form from the product awareness of Telkomsel's OMG package itself. It is more likely to influence the Customer's purchase intention.

5.5. The Influence of Celebrity Endorsement and Advertisement Message towards Purchase Intention through Product Awareness.

The path analysis indicates a positive and significant influence among Celebrity Endorsement and Advertisement Message towards Purchase Intention through Product Awareness. It could be seen from the result of this research, which is formulated to the regression: $Z = -7.697 + 0.276X_1 + 0.174X_2 + 0.480Y$. Meaning that the usage of Raffi Ahmad as Celebrity Endorser and the Advertisement Message towards Customers' Purchase Intention through the OMG product awareness is proven.

Referring to Rossiter and Percy (Kotler and Keller, 2016), this research has two main communication objectives: building awareness and influencing the brand purchase. Telkomsel has executed the main communication objectives towards the usage of Raffi Ahmad as the Celebrity Endorsement and the Advertisement Message of OMG product itself.

The result shows that the usage of Raffi Ahmad in the OMG advertisement could be determined as the right way to promote its new product, and will end up to the prospective customers' Purchase Intention. This result is also supported by the findings from Munnukka et al. and Carlson & Donovan (Frimpong, Donkor & Frimpong, 2019), which found high awareness for the product will be impacted to the increased consumer purchase intentions.

Although Ohanian (Khan et al., 2016) stated that the purchase intention is the only result of a single celebrity opinion, his expertise is rather than any other. It is not proven, as seen on the result, the influences among OMG product awareness and Customer's purchase intention, determined as one factor to have both of the Raffi Ahmad and OMG advertising message, to positive and significantly influencing Customers' purchase intention.

6. Conclusions

There is a positive and significant influence between the Celebrity Endorsement used (Raffi Ahmad) towards Telkomsel's OMG Product Awareness and the Telkomsel's OMG Advertisement Message towards the Product Awareness, which is becoming the highest factor in building the product awareness according to this study.

This study also found a positive and significant influence between the Celebrity Endorsement used and Telkomsel Customers' Purchase Intention direct and indirect. Also, Telkomsel's OMG Advertisement Message affects Telkomsel Customers' Purchase Intention direct and indirectly.

To conclude, this research proved that Product Awareness is becoming the intervening variable between Celebrity Endorsement and Advertisement messages to influence Purchase Intention. Therefore, the path analysis revealed that the value of indirect influence is greater than the direct one. This means that Telkomsel would not achieve the purchase intention well if they are only using both Raffi Ahmad (as the celebrity endorser) and advertising. The factor of OMG product awareness is considered to be essential to create the purchase intention. Managerial implications, among all of the aspects and indicators from celebrity endorsement, the usage of Raffi Ahmad should be considered to continuing the endorsement with OMG product, due to the congruence dimension that has the lowest mean. Telkomsel should consider improving the celebrity figure chosen for their next endorsement, which has more similarity between the product and the celebrity.

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