

Improving Purchase Intention Through Celebrity Endorsement, Social Media Advertising, and Customer Experience With Brand Image as a Moderation

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ABSTRACT

This study examines the effect of celebrity endorsement, social media advertising, and customer experience on purchase intention, with brand image as moderation. This research focuses on a case study of the McD BTS Meal product, the result of a collaboration between the McDonald brand and the South Korean boyband, Bangtan Boys or BTS. Two hundred ten respondents filled out the questionnaire, but only 184 respondents were eligible to be processed for data testing. The respondents are in Indonesia. The data processing used the WarpPLS version 7 program, and the validity and reliability tests used the SPSS version 26 program. The research findings show the following. First, celebrity endorsement, social media advertising, and customer experience positively influence purchase intention. Second, brand image cannot moderate the influence of social media advertising and customer experience on purchase intention. Third, brand image moderates the effect of celebrity endorsement on purchase intention.

INTRODUCTION

The Internet and digital devices have experienced a significant increase in usage in the past few years. Data from the Ministry of Communication and Information of the Republic of Indonesia (Kominfo, 2020) states that at the end of 2019, the penetration of Indonesian internet users was 73.7%, up from 64.8% in 2014. 2018, this data means that 200 million Indonesians have been exposed or become active internet users. The Internet also encourages the role of social media as a marketing medium, especially now that it is supported by the COVID-19 pandemic, which has increased its use rate by 87% among the age group of 17-35 years or millennials (Sebayang, 2021). There is a very lucrative business side to the high use of social media. Its role as a promotional or marketing medium has become necessary to increase sales (Dao et al., 2014). Today's marketers are diligent in exploring the effectiveness of social media as the bridge that connects a brand with its consumers. Creativity and influence sharing are highly contested in gaining the expected increase in the level of sales.

Various brands today even form a special division that works on marketing projects via digital, primarily from social media channels. This increase is also supported by the influence of public figures whose fame has reached many consumers on social media, usually called influencers or celebrities. In this case, brands are competing to attract them to become endorsers or parties who are expected to be able to increase sales through the promotions they make so that sales can increase (Younus et al., 2015). The phenomenon supports this during this pandemic, which makes many authors interested in examining the determinants of a consumer's purchase intention, such as endorsements and some marketers' gimmicks in promoting their brand, which is currently being massively used on social media or the Internet (Anisah & Miswanto, 2021b, 2021a; Patmawati & Miswanto, 2022).

Purchase intention or purchase intention from a brand is a very important phase before consumers finally decide to buy (Younus et al., 2015). Consumers will feel interested and have intentions when the brand or product meets the expected or desired requirements. Buying interest from consumers is determined by many factors, one of which is how the brand or company captivates them through effective marketing (Apejoye, 2013).

The author raised one viral phenomenon last June: the sale of McDonald's BTS Meal. Brand food and beverages from the United States McDonald's already has a brand image worldwide, cooperating with South Korean boyband BTS (Bangtan Boys) as a celebrity that was endorsed to market products because of the collaboration between the two parties. The results exploded and amazed many parties with their sales during the pandemic. They circumvented all the limitations to buying directly with sales that only apply from the application or online platform of their choice (Gojek and Grab). Bangtan Boys, or in Korean Bangtan Sonyeondan, better known by the stage name BTS, is a boyband from South Korea. It was formed in 2012 and released an album in 2013. This phenomenon makes the author more convinced that the

celebrity endorsement factor is very successful in making consumers widely interested or have intentions to buy; moreover, they are big fans of the celebrity. On the other hand, the author is also curious whether celebrity endorsements only make consumers want to buy because, in terms of the food brand, in this case, McDonald's also has an extraordinary brand image worldwide, especially in Indonesia.

Celebrity endorsements are only one of many ways in the digital era to increase the effectiveness of today's marketing. There are many other ways, one of which is social media advertising. This technique or channel can be defined as using electronic and Internet tools to share information and discuss consumer experiences. Each other in a more efficient way (Permatasari & Laydi, 2018). Many companies run promotions or marketing through the Internet, especially social media because it is much more effective and scalability is more predictable. Marketing through social media inevitably requires a company's marketers to explore technology they may have never used or studied before. There are now many platforms for advertising social media, from Facebook, Instagram, TikTok, and even YouTube through their short-mid-role videos. Specifically on Facebook, data from a trusted marketing survey service states that 16% of the total time used on this platform is specifically for buying and selling products (EMarketer, 2021). The figures from the data above are certainly not arbitrary. Still, from the same source, another 13% of the total platform usage is to visit Adv - a feature designed specifically for brands to place their ads. Of course, this 29% figure can be a big note that social media today is not again only for networking but also as a place to buy and sell products from the community or company. Previous research has stated that the influence of social media advertising has a positive influence on a consumer's purchase intention, such as research (Alalwan, 2018; Boateng & Okoe, 2015; Chu et al., 2013; Madlberger & Kraemmer, 2019; Permatasari & Laydi, 2018). They all found the same thing: that social media advertising positively influenced the company's purchase intention for a brand or product.

Another factor that is no less important in determining consumer purchase intentions is customer experience, the customer's own experience in a study (Maitlo et al., 2017) by (Sundbo & Darmer, 2008) defined as a customer's experience "a psychological journey that leaves a memorable impression. by doing something extraordinary, educated, and something extraordinary or having fun is the customer experience". From the expert definition above, we implicitly interpret it as the impression of a brand that consumers obtain during use or the brand-buying process. The consumer's impression is an important thing to consider by the company or brand. When the consumer has good ties or memories during use or the process he wants to buy, it will determine purchase intentions or decisions. On the contrary, if the impression obtained by consumers of a brand is not good or tends to be bad, it will decrease the purchase intention. In the digital era, the consumer experience of a brand is obtained not only through physical meetings or encounters (Chen & Yang, 2021). The online environment and social media support consumers' impression

of a brand in a state that does not directly increase. Marketers of a company brand must indulge consumers in enjoying their process or impression in the internet world.

In this study, the authors want to raise brand image or brand image as a variable that increases or even decreases the positive correlation of the supporting factors of purchase intention, such as celebrity endorsement, social media advertising, and customer experience described above. The brand image itself has been used as a moderating variable by several studies (Hong et al., 2007; Raji et al., 2019; Sawaftah et al., 2020; Wang & Yang, 2010). The authors' research shows that they all produce positive results, from moderation to purchase intention. Still, the independent variables used to measure purchase intention are not out of the three variables that the authors want to adopt (celebrity endorsement, social media advertising, and customer experience).

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The theory of planned behavior is a psychological theory that links beliefs with behavior. This theory states that three core components, namely attitudes, subjective norms, and perceived behavioral control, together form an individual's behavioral intentions. The TPB principle states that behavioral intention is the most proximal determinant of human social behavior (Ajzen, 1991). The theory proposed by Icek Ajzen aims to increase the predictive power of The Theory of Reasoned Action (TRA). Ajzen's idea was to include perceived behavioral control in the TPB. The behavioral control used is different from the TRA component.

TRA aims to explain the relationship between attitudes and behavior in human actions. It is mainly used to predict individuals' behavior based on pre-existing attitudes and behavioral intentions. An individual's decision to engage in a particular behavior is based on the outcome that the individual expects from performing that behavior (Albarracín et al., 2001). Developed by Martin Fishbein and Icek Ajzen in 1967, this theory derives from previous research in social psychology, persuasion models, and theories of human attitudes. Fishbein's theory suggested a relationship between attitude and behavior (the AB relationship). The TRA was later revised and expanded by two theorists in the following years to refine the findings of any discrepancies in the AB relationship with the theory of planned behavior (TPB) and the reasoned action approach (RAA).

Finally, the main theory in this research is Adaptation Level Theory. According to Edwards (2018), the theory was discovered by Harry Helson. This theory states that the basis of an individual/customer's assessment of an acceptance of a stimulus is based on previous experiences and customer memories of how to feel similar stimuli in the past. This theory was used to interpret psychological findings and is still used today (Edwards, 2018). Helson also asserts that the degree of adaptation from person to person and the situation is bound to vary and differ. This level of adaptation theory can be applied to the scope of the senses of attitude, sound, light, and many other

concepts. However, Helson's experiment with the sense of sight began. Helson also noticed that stimuli sometimes appear colorless under monochromatic lighting, and how stimuli are viewed depends on each individual's background.

Purchase Intention

Rezvani et al. (2012) in his research cite the research of Shabbir, MS, Kirmani, S., Iqbal, J., & Khan, B. (2009) regarding the definition of purchase intention, which is a person's tendency to act according to a particular brand or product, in the study also revealed that intention is different from attitude, attitude means post-purchase or product evaluation while the intention is the motivation of a person or consumer in taking action. In line with the above research, (Keller, 2009), in his article, defines purchase intention as a consumer preference in buying a product or service. In other words, purchase intention has a pretext that consumers will buy a product after having an intention and evaluation. Other research on purchase intention also reveals the willingness to purchase based on consumer interest in the product or service, especially about the intention, which is the main consideration before buying (Daugherty et al., 2008). In line with some of the studies above, purchase intention is also described as the probability of consumers' willingness to complete a certain purchase action; consumers can also predict what product they will buy from the first intention (Permatasari & Laydi, 2018), the same research also cites that intention buying is the act and process of consumers (Fataya et al., 2023; Prajogo & Purwanto, 2020; Rohman, 2019)

Celebrity Endorsements

Celebrity endorsement by McCracken (1989) is defined as an individual who has or has public fame and recognition, then takes advantage of this public recognition by advertising a particular brand or product. In line with McCracken, Kennedy et al. (2019) Also revealed that using celebrities as models or stars who advertise a product has proven effective in making consumers or the public interested in a product. The suitability of the identification process regarding the selection of public figures or celebrities to advertise a product has been discussed in a study by Kamins & Gupta (1994), the results of which they say that the match between the persona of the celebrity and the advertised brand, will produce an advantage in terms of sales and sales. Good response from consumers. Kamins & Gupta's research is supported by other studies, which state that there is a positive correlation when consumers choose a product perceived as having an identity with the characters and celebrities who advertise the product or brand (Escalas & Bettman, 2017).

Using celebrities as advertising stars gives consumers indirect trust and confidence to buy a product (Chan et al., 2013). The same researcher states that the use of celebrities affects consumers' memories of a brand before finally increasing it towards a brand. Purchase. Another study states that celebrity endorsement affects a person's purchase intention, especially when the celebrity is attached to the product and characterizes himself (Younus et al., 2015). Positive findings are also found in Mukherjee's (2011) research, which

states that his test of the relationship between celebrity and brand endorsements and how it affects consumer buying behavior is positive. Lastly, (Abbas et al., 2018) also state that the influence of celebrities impacts consumers' attitudes and purchase intentions and is significant in their research. From some of the previous research descriptions above, the formulation of the hypothesis in this study is:

H1: Celebrity Endorsement has a positive effect on Purchase Intention.

Social Media Advertising

Social media is a platform that becomes a network for interacting with other humans worldwide and a place for exchanging information related to experiences, products, and events (Mir, 2012). Then for social media advertising, Chu et al. (2013) define it as a general term that contains forms of advertising that are explicit, implicit, and delivered through social networks. Social media also functions as an information exchange network on the Internet and allows its users to communicate widely, not limited to the personal sphere, as well as a place for commercial word of mouth on the platform and online sales of a product from the company (Madlberger & Kraemmer, 2019). Social media is divided into six classes: collaborative projects such as Wikipedia; content community blogs such as Youtube; social networks such as Facebook, Instagram, and Twitter; virtual games such as PUBG; and virtual social worlds such as Second Life (Hamouda, 2017). also, many companies invest some of their funds in advertising on social media because they believe that consumers have created close relationships in online-based networks, especially consumers who feel emotionally driven when they see advertisements on social media.

Research on the relationship between social media advertising and purchase intention was conducted by Alalwan (2018), and the results found a positive influence between marketing advertisements carried out by companies and became their focus in recent years with consumer purchase intentions. In line with the research above, a study by Pandey et al. (2018) found that attitudes toward social media advertising positively correlate with purchasing intention among millennials; this study also finds that social media platforms can contribute to companies as an effective marketing vehicle. Finally, the research results from (2020) found a direct relationship between social media marketing and consumer purchase intentions. From the description of the relationship between the two variables above and supported by previous research, the formulation of the hypothesis in this study is:

H2: Social Media Advertising has a positive effect on Purchase Intention.

Customer Experience

Customer experience is a psychological journey that leaves a lasting impression or memory, can be extraordinary and educated, and has pleasure in the experience (Sundbo & Darmer, 2008). Understanding consumer experience cannot be separated from the various interpretations of the word experience. Palmer (2010) quotes the Collins English Dictionary, which describes an experience as an accumulation of knowledge and skills resulting from direct

participation in events or events and contains observations from someone directly from the event. (2013), in their research, cite Gentile and Spiller, who state that customer experience comes from a series of relationships between customers and service items from product or service provider companies, leading to consumer responses. Finally, Kamins & Gupta (1994) provide a slightly different definition. They say that customer experience occurs when sensation or knowledge is obtained from interactions between service or product users and their providers.

Igbaria et al. (2015) examined the relationship between customer experience and purchase intention, the results of which had a significant direct effect. This study aligns with previous research from Bellman et al. (1999), which also concluded that purchase intention is influenced by how much consumer experience the product has. Another study from Wang & Yang (2010) confirms that consumer experience with a product or brand influences purchasing decisions and intentions. If the consumer's experience of a product is positive, then the level of their purchase intention will increase (Boyer & Hult, 2006). In an era like today, which is very sophisticated, the consumer experience of a product is certainly not only in a face-to-face meeting. Internet technology allows consumers to have virtual experiences that influence purchasing decisions (Chen & Yang, 2021). Finally, Maitlo et al. (2017), in their research on the online environment, mention that the relationship between consumer impressions or experiences on the Internet of a brand is highly correlated with purchase intentions. From the description and previous research above, the formulation of the hypothesis of this study is as follows:

H3: Customer Experience has a positive effect on Purchase Intention.

Brand Image Moderation Effect

Brand image by Kotler (2007), is a picture of how consumers view a product or service and involve ideas, perceptions, hopes, and beliefs deeply rooted in consumers' minds. Keller (2009) states that brand image is a set of associations related to brands. This collection of images is a synthesis of all signals or codes associated with the brand itself. Therefore, it is also in line with Kotler (2007) that brand image describes the consumer's perspective on the product. A further link in the same study states that consumers will judge the quality and reliability of a product to be in one frequency with the brand image. Consumers will also eventually want to pay more for a product if the brand image is guaranteed. Finally, in another article, brand image is also defined as a perception of a brand that is reflected by brand associations stored in consumers' memories (Keller, 2009).

Brand image has been the subject of research about being a determining factor in purchasing since the era of technology has not developed as it is now. Research by Richardson et al. (1994) states that the image or impression of consumers of an item is a determining factor before they finally buy, even in price. And other factors in the product. The relationship between the brand image and moderating other factors with purchase intention is to strengthen these factors, for example, brand awareness and price (Hong et al., 2007). In

another study, Wang & Yang (2010) found positive and reinforcing results when the brand image became a moderating variable in the relationship between brand credibility and purchase intention.

Finally, the research of Sawaftah et al. (2020) found a high significance level of brand image and age as moderating variables of viral marketing and EWom with product purchase intention in Europe. In this case, the author has not found other studies that make the brand image a moderator when celebrity endorsement becomes an independent variable with purchase intention as the dependent variable. In the same way, when research examines the influence between social media advertising and customer experience on purchase intention, the authors have not found any research that makes the brand image a reinforcing or weakening factor of the relationship between these variables. From some of the findings above and the author's intention to test the moderating factor of the brand image, whether it strengthens or weakens it, the formulation of the hypothesis in this study is as follows:

H4a: Brand Image moderates the effect of Celebrity Endorsement on Purchase Intention.

H4b: Brand Image moderates the influence of Social Media Advertising on Purchase Intention.

H4c: Brand Image moderates the influence of Customer Experience on Purchase Intention.

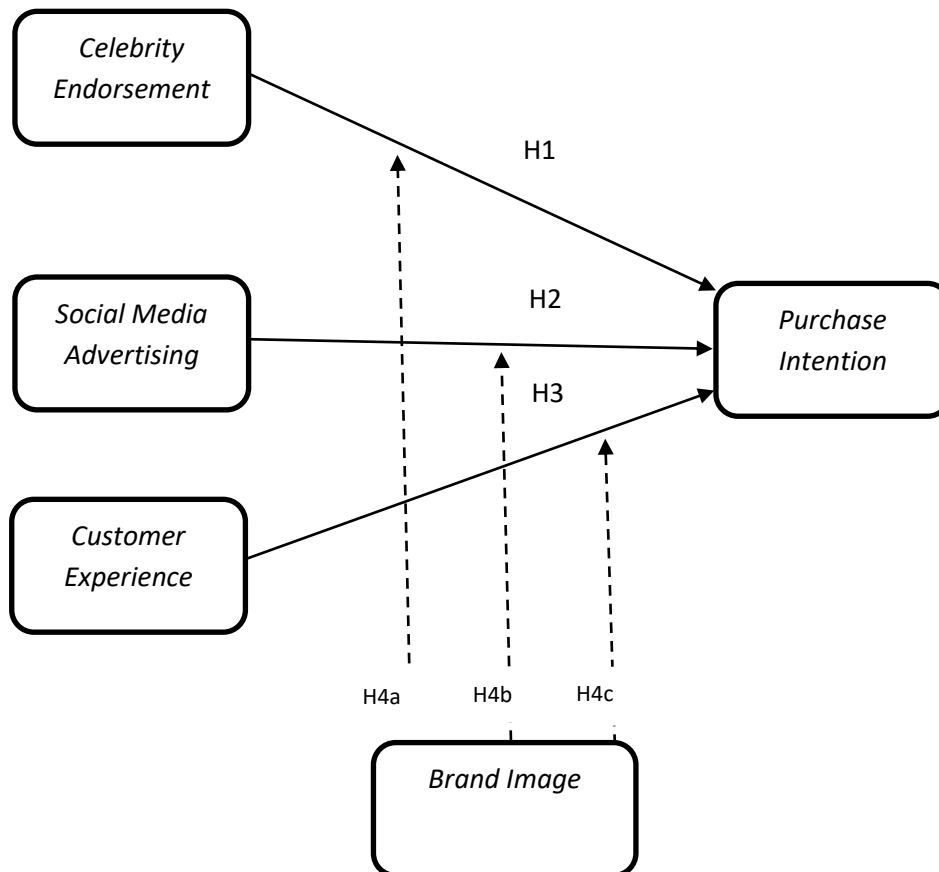


Figure 1. Conceptual Model and Hypotheses

METHODOLOGY

Research Sample

This study uses a quantitative approach, with the data source being primary data. The authors use purposive sampling as a sampling technique. The total data of participants who were processed was 184, with the criteria of participants being 17 years old and above, having a minimum education of high school/equivalent, and being fans of BTS (AMRY) or not. Distributing questionnaires online using Google Forms will allow researchers to spread the questionnaire to all parts of Indonesia. This research will start from July 2021 to August 2021, while the collection and processing of questionnaire data will start from August 2021.

Questionnaire Design

This study uses a closed-ended questionnaire, where the answers to the research questions are already available, and respondents can only choose one of the most appropriate answers. Questionnaires will be distributed online with the help of Google Sites. This research was measured using a Likert scale. The Likert scale measures people's attitudes, arguments, and perceptions about a phenomenon (Sugiyono, 2009). The Likert scale used in this study is a 5-point Likert scale, as follows:

Table 1. Likert Scale

No	Answer	Code	Weight
1	Strongly Disagree	STS	1
2	Do not agree	TS	2
3	Neutral	N	3
4	Agree	S	4
5	Strongly agree	SS	5

Variable Measurement

The celebrity endorsement variable indicator was measured using a 5-point Likert scale with the statements: " [Celebrity/advertising star] is an expert regarding the advertised product, [Celebrity/advertising star] can be trusted, [Celebrity/advertising star] reliable, [Celebrity/advertising star]] looks sincere when advertising BTS Meal products, [Celebrities/advertisements] are eligible to

endorse a [Brand], [Celebrities/advertisements] are attractive in advertising BTS Meal products" (Mir, 2012)

The social media advertising variable indicator was measured using a 5-point Likert scale with the statement: "I saw the BTS Meal advertisement displayed on social media sites, I looked for opinions about BTS Meal on social media, I took the opinions of experts on social media sites before considering the service. or any product, after reading comments/positive reviews/articles related to BTS Meal, I tend to change my decision" (Arora et al., 2018)

The customer experience variable indicator is measured using a 5-point Likert scale with the statement: "The BTS Meal product packaging gives me pleasure, this BTS Meal product gives me sensory appeal, the BTS Meal product makes me curious, the BTS Meal product stimulates my curiosity (Sheng & Teo, 2012)

The indicator of the brand image variable was measured using a 5-point Likert scale with the statement: "I think McDonald's is one of the best brands in the fast-food sector; I always have a good impression of McDonald's, I think McDonald's has a good image in the minds of customers; I believe that McDonald's has a better image than other competitors; I think the McDonald's brand is well-established in the market; I can quickly remember the McDonalds brand symbol or logo" (Fernández et al., 2020).

The purchase intention variable indicator is measured using a Likert scale of 5 item point statements: "I will seriously consider buying BTS Meal products, I am interested in BTS Meal products, my probability of buying BTS Meal is high, I am sure to buy BTS Meal products" (Fernández et al. al., 2020).

RESEARCH RESULT

Characteristics of Participants

This research is quantitative research, where the data obtained by researchers from the results of data collection through the procedures and research sampling methods that have been described in the previous chapter. The data collection process was carried out between July and August 2021. Data was collected using an online questionnaire in a Google form, which the researchers then distributed through social media such as Twitter, Instagram, and WhatsApp.

The results of the questionnaire distribution finally obtained 192 data, but only 184 data could be processed because 8 data did not meet the requirements as participants in this study. Then, researchers processed the data from these 184 data using the IBM SPSS Statistics version 26 program for demographic analysis of respondents and instrument testing, and they used the WarpPLS version 7.0 program to test hypotheses and model fit.

The demographic analysis of the participants consisted of gender, age category, last education level, whether or not the participants had seen the ad and the category of certain celebrity fans. The number and percentage of participant demographics the researchers describe in the table and explanation below:

Table 2. Classification of Participants

Category	Classification	Number of Participants	Percentage (%)
Gender	Man	51	27,7
	Woman	133	72,3
Age	17-20 Years	40	21,7
	21-24 Years	97	52,7
	>25 Years Old	47	25,5
Education	Senior High School	66	35,9
	Associate Degree	11	6
	Bachelor Degree	96	52,2
	Master Degree	11	6
Advertising Introduction	Have seen	179	97,3
	Never seen	5	2,7
Fan Classification	ARMY	108	58,7
	Not ARMY	76	41,3

Data Analysis

This validity test is used to measure the accuracy of the instrument used in the questionnaire statement item by looking at the factor loading value, where the minimum factor loading depends on the number of samples used in the study for a sample size of 150 to 200 participants the factor loading value is at least 0.45 (Hair et al., 2014). The results of the validity test conducted by the researcher using IBM SPSS version 26 showed that all question items on all variables in the study had a factor loading value of more than 0.45, which means that the question items used in this study met the validity test requirements and were called valid.

The reliability test in the study can be seen from Cronbach's alpha value, which is used to detect the consistent level of answers from participants, where the variable will be said to be reliable if Cronbach's alpha value is at least 0.61 (Ghozali, 2011). The reliability testing results using IBM SPSS version 26 have each dimension and variable Cronbach's alpha value above 0.61, so the researcher concludes that the variables in this study are reliable and very reliable.

The model fit test or model fit test can be seen through the goodness-of-fit index criteria to determine whether the model in this study is compatible with the data and shows the extent to which the quality of the research model is. The results of data processing using the WarpPLS version 7.0 program are described as follows:

Table 3. Kriteria Goodness of Fit

Index	Criteria	P-value	Note
APC	<0,05	0,006	Models accepted
ARS	<0,05	<0,001	Models accepted
AARS	<0,05	<0,001	Models accepted

Based on the table above, the model in this study meets the Average path coefficient (APC) criteria, and the p-value is below 0.05 (Ghozali, 2011) because the processing results show 0.006. APC is an indicator that shows the magnitude of the relationship/attachment between variables. Then the Average R-squared (ARS) serves to assess the magnitude of the exogenous, endogenous, and moderating variables (Nurmalasari, 2020). ARS is said to be good if the p-value is <0.05 and the results of the research data show the ARS value with a p-value <0.001, which means the ARS criteria are met. Finally, the Average adjusted R-squared (AARS) serves to assess the suitability of the ARS value. AARS is called good if the p-value is <0.05 and the results of data processing show the AARS p-value is <0.001, so it can be said that the AARS criteria are met. The model's conclusion fit the data processing results of this study and showed that it was fit or suitable.

Path analysis determines the effect of celebrity endorsement variables, social media advertising, customer experience, brand image, and purchase intention. To find out whether the results of H1, H2, H3, H4a, H4b, and H4c are accepted or rejected, the researcher, in this case, uses the WarpPLS version 7.0 program to analyze the data and the results are as follows:

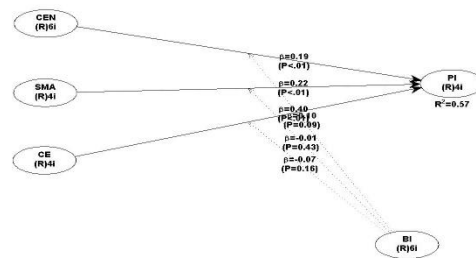


Figure 2. WarPLS Pathway Test Results

Figure 2. WarPLS Pathway Test Results

Table 4. Hypothesis Test Results

	Hypothesis	β	p-value	Note
H1	Celebrity endorsement has a positive effect on purchase intention	0,186	0,005	Supported
H2	Social media advertising has a positive effect on purchase intention	0,221	<0,001	Supported
H3	Customer experience has a positive effect on purchase intention	0,395	<0,001	Supported

H4a	Brand image moderates the effect of celebrity endorsement on purchase intention	0,096	0,094	Supported
H4b	Brand image moderates the influence of social media advertising on purchase intention.	-0,013	0,430	Rejected
H4c	Brand image moderates the influence of customer experience on purchase intention.	-0,072	0,161	Rejected

DISCUSSION

The direct effect of celebrity endorsement on purchase intention

The use of celebrities in advertising a product or brand has a positive and significant influence on a consumer's interest/purchase intention for a brand or product. The use of celebrities, commonly known as celebrity endorsements, effectively attracts consumers with their high level of recognition, supported by their prestige in front of fans who are fairly militant and capable of attracting a fan or the public to be interested in a product. This finding is in line with previous research (Abbas et al., 2018; Boateng & Okoe, 2015; Wang & Yang, 2010; Younus et al., 2015) where all of them stated that there was a positive impact of the celebrity endorsement relationship with purchase intention.

The direct influence of social media advertising on purchase intention

When used properly to advertise a product, social media platforms are proven to be effective in encouraging consumer purchase intentions. In the case of this research, McDonald's effectively uses social media as the main weapon to promote their newest product during the pandemic. This finding is also in line with previous research (Alalwan, 2018; Boateng & Okoe, 2015; Chu et al., 2013; Madlberger & Kraemmer, 2019), which stated that social media advertising was able to increase a consumer's purchase intention significantly.

The direct influence between customer experience on purchase intention

This study also found a direct positive influence between a consumer's experience of a brand and their purchase intention. The experiences created or obtained will essentially imprint on consumers' minds if they get good and memorable things. This is very important for the *brand* to know and improve. The results of this study also support previous research (Chen & Yang, 2021; Dabrynin & Zhang, 2019; Godovykh & Tasci, 2020; Nasermoadeli et al., 2013; Palmer, 2010) which states that the direct relationship between customer experience and purchase intention is positive.

Brand image moderates the influence of celebrity endorsement, social media advertising, and customer experience on purchase intention

This study found a factor that strengthens the relationship between celebrity endorsement and purchase intention: brand image. The brand image variable can moderate the positive relationship. However, this study's results indicate no moderating effect of brand image on the dependent variable purchase intention (social media advertising & customer experience).

The researcher, in this case, also argues that in the case of this study where the brand adopted is McDonald's, it already has a special place in the community, especially the participants who follow, for when there are celebrities or other marketing techniques that tend to become virally negative such as the BTS Meal, this is less responded by positive by the participants. In the context of this BTS Meal, the experience gained by most customers is not good. They are forced to buy via online motorcycle taxi services. They cannot buy directly from outlets, where McDonald's was previously known for the experience of buying directly or through drive-thru services. Previous research (Bian & Moutinho, 2011) that the researchers read also failed to find a positive moderation of brand image on the relationship between product knowledge and purchase intention.

DISCUSSION

This section allows you to describe your research findings academically. You may not enter figures related to your statistical tests here; instead, you should explain those numbers here. You should structure your discussion with academic support for your studies and a good explanation according to the specific area you are investigating.

CONCLUSIONS AND RECOMMENDATIONS

The general conclusion of this study is that there is a direct positive influence between celebrity endorsement, social media advertising, and customer experience on purchase intention. Thus, marketers are expected to be observant in utilizing today's marketing channels to attract potential purchases from age groups who are literate in digital technology. However, different results were found in this study when brand image as a moderating variable failed to positively moderate all dependent variables on purchase intention. This is also a note for marketers and management of a product to be careful when using today's technology because news is viral but has connotations, which is a harmful negative for the brand image. Then, for marketers in general, it is hoped that this research can be a reference for taking tactical steps to deal with the development of marketing technology, along with its new channels.

This research is far from perfect; there are some limitations that the researcher feels are a note in this study, including:

1. Participants in this study were less complex and balanced because there were more female participants than male participants, and participants from the BTS fan group should be increased.

2. The product used in this research is classified as having two sides. The good side is that products purely marketed through social media and during a pandemic have a bad impression on some consumers. So that when filling out the questionnaire, some participants filled in with a score that was not good or tended to have a negative impression.

Based on the explanation in the previous chapter regarding the results and analysis of data processing, as well as an explanation of the conclusions above, several shortcomings were found in this study. Hence, researchers need to provide notes and suggestions to improve further research. The suggestions from the researchers are described below:

1. Subsequent research is advised to be observant when selecting participants. This is important, especially if the variables used are celebrities. Future researchers need to choose participants from the celebrity fan group, which, of course, has a positive influence on the expected results.
2. Further researchers are advised to increase the number of participants, especially in the age group that matches the target population. It is important to know the distribution of participants, and it can be a reference that the study can use to represent the population or the conditions specified.
3. The brand image variable that failed to moderate positively in this study could be a note for further researchers to be more aware in choosing moderator or mediator variables in a study. The chosen variable should have had good test results previously and be supported by valid research.
4. The selection of dependent variables is also important in further research, perhaps in future research. If you continue to use the moderation and mediation model, adding another dependent variable capable of better results is important.

ADVANCED RESEARCH

This research still has limitations so it is necessary to carry out further research related to the topic "Improving Purchase Intention Through Celebrity Endorsement, Social Media Advertising, and Customer Experience With Brand Image as a Moderation" to perfect this research, as well as increase insight for readers.

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