

The Influence of Football Player Endorsement on Company Credibility, Ad Credibility, and Brand Credibility at East Hooligan Apparel Store

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KEYWORDS

Celebrity Trust,
Advertising Credibility,
Corporate Credibility,
Brand Credibility.

ABSTRACT

This research aims to examine and analyze the effect of celebrity trust with the use of endorsed football players on company credibility, advertising credibility, and brand credibility at the East Hooligan Apparel store. Model and hypothesis testing were clear using a sample of 250 respondents with a population of consumers who were interested in the use of football attributes such as jersey, shirt, jacket, and others. The sampling technique used was purposive sampling. The Structural Equation Modeling (SEM) method was developed to test the research hypothesis which was processed using Partial Least Square (PLS) version 3.0. The data variables used in this case include celebrity trust, company credibility, advertising credibility and brand credibility. These variables form 6 hypotheses. Based on the results of the study, it is known that celebrity trust has a positive effect on advertising credibility, company credibility, and brand credibility. In addition, advertising credibility has a positive effect on company credibility and also brand trust has a positive effect on advertising credibility and company credibility.

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Introduction

In this era of technological advancement, advertising strategies have become more numerous and easier to manage through social media platforms such as Instagram, TikTok, or Facebook. Additionally, selling products on online marketplaces has become a common approach. However, there is a unique and modern method that can be considered a shortcut for products to reach consumers quickly, which is through endorsements from well-known or influential individuals.

The concept of celebrity or influencer endorsements in a particular environment or country involves the endorser promoting a company's products on their social media accounts, such as Instagram, TikTok, Facebook, or YouTube. Essentially, endorsements are similar to TV commercials but offer greater flexibility, allowing the endorser to advertise the product according to their preferences. The credibility of celebrities in

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endorsements consists of two dimensions: competence and attractiveness (Yoo, Lee & Jin, 2018).

Not all famous people can become advertising stars of a product, there is an assessment made from a company on these people, the assessment is seen from the person's own brand image, the person's life track record and others because if a company originates in choosing an advertising star it can harm the product and brand image from a company. Companies use a variety of techniques to minimize this risk, including hiring celebrities based on an understanding of the beliefs associated with celebrity endorsements (Bergkvist & Zhou, 2016). In return, celebrities have a significant positive impact on advertising effectiveness and brand recall, increasing consumer buying interest (Chan, Leung Ng & Luk, 2013). The suitability of advertising stars with products is also very influential because in the brand image of a person who is famous for many *fans* who follow the life or use of his idol.

A celebrity is someone who is famous, typically an artist. In today's evolving era, a celebrity is not limited to actors or movie stars. With advancing technology, anyone can create a good personal brand image, including athletes. Nowadays, athletes can also be referred to as celebrities because they maintain their image as athletes.

The world of football has opened up new opportunities where a football athlete is not just a professional athlete but can also become a celebrity who attracts a large following. In simpler terms, a player's image is paid for by a company to promote its products. A football player's image can be seen through their personality, achievements, and lifestyle as a professional athlete, which is observed by fans and consumers.

Based on the research to be conducted, the effect of endorsements on a sports athlete will be investigated. In recent years, more and more athletes have been getting endorsements from products that support their lives as athletes, such as clothing or jerseys, shoes, vitamin supplements, and more. The endorsement procedures are tailored to the background of the celebrity so that their products can easily be embraced by their consumers due to the large fan base of these celebrities.

Jerseys or team shirts for football, futsal, volleyball, or badminton have gained popularity since the 2010s. With the evolution of time, there are now many types of jerseys with various types of fabrics and customizable motifs chosen by consumers. It's not easy for companies to select a celebrity for endorsement, as companies always consider the credibility of the company, the credibility of the advertisement, and the credibility of the brand. Credibility refers to being persuasive, trustworthy, and reliable, and it is based on the reputation and expertise possessed by the celebrity. Essentially, this is one of the evaluation criteria used by consumers as an important factor in assessing the seriousness of a company's product.

Company credibility is defined by (Keller, Parameswaran & Jacob, 2011) as how far consumers believe that a company can design and present products and services that can meet customer needs and desires. It is very important where in the company always has organizational values that cannot be equated with other companies because these values are the hallmark of a company, in the selection of product advertising stars they also cannot just choose celebrities where the selection also looks at the values that the company believes in and lives to be able to choose the star of its products. Corporate credibility is considered synonymous with celebrity credibility when celebrities endorse companies and this is applied in advertising companies (Goldsmith, Lafferty & Newell, 2000). Most studies try to measure a company's credibility using a single dimension,

using items such as competence, trustworthiness, reputation, trustworthiness, fun, fun, trustworthiness, or self-confidence. (Lafferty & Goldsmith, 2004).

Brand credibility is the trustworthy ability of products and information embedded in the brand. Brand is very important to be one of the important things of the company because this part is directly aimed at consumers and consumers who immediately see and feel it. The good name of a brand is very influential to the company where if the brand gets a bad assessment there the company will be directly affected. Brand credibility is especially important in an environment where consumer uncertainty arises due to the asymmetry of information available because organizations or companies have more information to value their products than consumers (Danielson & Rieh, 2007).

Advertising itself can be said to be a tool to be able to introduce a result of the company, where in the advertisement itself is instilled company values. As the spearhead of marketing, advertising cannot be arbitrarily made, there needs to be an environmental suitability in which so that consumers can be interested and understand the product being advertised and also so that consumers know its usefulness. Advertising credibility is the accuracy of information conveyed by a company about the company's products and services (Haghirian, Madlberger & Tanuskova, 2005).

Credibility in a company is needed, consumers will feel that a product issued by a company has a level of trust, quality, and stability to be accepted by consumers well. Back again to the effect produced by endorsements like this, the ability to gather consumers can be very easily obtained. Around 2015 to 2021, a company making sports jerseys or apparel has used many ways to endorse sports athletes with the current generation, most consumers already know the existence of adequate technology to be able to find the truth of a company's credibility.

In a previous study conducted by Singh & Banerjee, in 2018 using signal theory to examine the influence of celebrity trust on other constructs, there was little evidence on the effect of celebrity trust on advertising credibility, brand credibility, and corporate credibility. So this study wants to examine the effect of celebrity trust on advertising credibility, brand credibility, and company credibility based on signal theory with consumer demographics in East Hooligan Apparel stores.

According to the background description above, the problems of this research are exploring and digging, namely: 1. Does celebrity trust affect the credibility of advertising; 2. Does the celebrity's trust affect the credibility of the company; 3. Does celebrity trust affect brand credibility; 4. Does the credibility of the advertisement affect the credibility of the company; 5. Does *brand* credibility affect advertising credibility; 6. Does brand credibility affect the credibility of the company?

In accordance with the formulation of the problem above, the objectives to be obtained from this study are to explore the influence of celebrity trust on the credibility of advertising, brands and companies; to explore the effect of advertising credibility on company credibility; to explore the influence of brand credibility on advertising credibility; to explore the influence of brand credibility to the credibility of the company.

Research Methods

Population and Sample

The population in this study is aimed at consumers who are interested in the use of football attributes such as jerseys, shirts, jackets, and others. One of the football apparel attributes, East Hooligan Apparel, not only provides jerseys or shirts for football but can

make volleyball jerseys, basketball jerseys, bicycle jerseys, jackets, socks, provide *polyflex* as rubber screen printing material, and print *printable logos*.

This study conducted sampling using the *purposive sampling* method, this method uses techniques by determining the assessment of samples in the study with several considerations that are considered appropriate, so that the data obtained is expected to be more representative. The *purposive sampling method* is used because this study requires certain characteristics so that the sample taken is in accordance with the purpose of the study. Data collection in the form of samples is based on the availability of elements and the ease of obtaining them, the sample in the study is consumers who have purchased or ordered football attributes at East Hooligan Apparel. The number of samples will be determined based on the results of the minimum sample calculation. The determination of the minimum number of samples in this study for SEM analysis according to Hair *et al* (2014) is (Number of indicators + Number of latent variables) x (estimated parameter). The number of question indicators from this study amounted to 44, so the minimum sample in this study is: $(44+4) \times 5 = 240$ Samples

Based on the formula above, the minimum sample number in this study is 240 respondents.

Operational Definition of Research Variation

In this study, there is one independent variable, namely celebrity trust (KS) and dependent variables, namely advertising credibility (KI), brand credibility (KB), company credibility (KP). The operational definition of each of these variables is:

- a. Celebrity beliefs, represent a rational part of human judgment (Roy et al., 2018). With the accumulation of knowledge or experience, it is possible to make a certain degree of predictions about whether the partner is competent, responsible, and reliable (Franklin & Marshall, 2019). Some of the indicators used can be seen in table 3.1, as follows:

Table 1. Celebrity Trust Indicators (Cognitive Dimension)

Cognitive Dimension (Hussain et al., 2020)	
1	I am confident in the information provided by celebrity endorsers
2	This celebrity endorser is the best in the field he endorses
3	Celebrity endorsers show a high level of commitment to consumers
4	Celebrity endorsers have the ability to endorse the brand offered
5	Celebrity endorsers have high integrity
6	Celebrity endorsers can be relied upon
7	Celebrity endorsers provide valid information
8	Celebrity endorsers respond well to the information submitted

- b. Celebrity beliefs, represent the emotional part of human judgment. It represents trust in a partner based on emotions generated by a level of reciprocity and attention (Dadzie, Dadzie & Williams, 2018). The affective dimension is important when consumers are expected to have high-risk decisions or have little information about their purchases (da Silva Terres, Santos & Basso, 2015). Some of the indicators used can be seen in table 3.2, as follows:

Table 2. Celebrity Trust Indicators (Affective Dimension)

Affective Dimension (Hussain et al., 2020)	
1	My instinct tells me that this celebrity endorser is honest
2	Celebrity endorsers care about consumers

3	Celebrity endorsers are favored by consumers
4	Celebrity endorsers appreciated by consumers
5	Celebrity endorsers admired by consumers
6	Celebrity endorsers are easily accepted by consumers
7	This celebrity endorser is friendly

- c. Ad credibility, defined as consumer understanding of the truth or trustworthiness of the advertisement (Haghirian, Madlberger & Tanuskova, 2005). It refers to the extent to which consumers feel that the message or brand claim in an advertisement is trustworthy and is largely based on consumer trust in the advertisement (Okazaki, 2004). Some of the indicators used can be seen in table 3.3, as follows:

Table 3. Ad Credibility Indicators

Ad Credibility (Hussain et al., 2020)	
1	Served ads provide accurate information
2	Served ads provide complete information
3	Ads that are served provide guarantees about products/services
4	Ads that are served deliver what is promised about the product/service
5	Ads that are served provide honest information about the product/service
6	Served ads provide reliable information about products/services

- d. Brand *credibility* is one of the most important characteristics of a brand (Ok, Choi & Hyun, 2011). It is defined as perceived trust, whether the brand has the ability, commitment and willingness to continue delivering what has been promised (Baek, Kim & Yu, 2010). Brand credibility reduces price *sensitivity* and increases consumer willingness to buy (Pecot et al., 2018). Some of the indicators used can be seen in table 3.4, as follows:

Table 4. Brand Credibility Indicators

Brand Credibility (Hussain et al., 2020)	
1	This brand is honest
2	This brand is trusted
3	The brand has a high reputation
4	The brand has capabilities in delivery
5	The brand is committed to living up to its claims
6	This brand has positive values
7	This brand is very interesting to me
8	The brand has a positive image
9	This brand has good quality
10	The brand already has a long experience

- e. Basically the credibility of the company also includes the credibility of the source, especially when it comes to the company that manufactures the advertised product. Corporate image is the totality of the impression that a company makes on consumers and that is evoked by the company's name or logo. Some of the indicators used can be seen in Table 3.5, as follows:

Table 5 Company Credibility Indicators

Company Credibility (Hussain et al., 2020)	
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1	I love this company
2	This company is honest
3	This company makes true claims
4	The company is reliable
5	The company has experience
6	The company is transparent
7	This company cares about the world
8	The company is interesting

Data Collection Methods

The data collection method used in this research was conducted using Google Forms, which was administered online through a link created and shared by the researcher. Respondents could access it using the internet and only needed to fill out the questions provided and submit them back to the researcher.

The measurement of the variable values in the research questionnaire used a scale. The Likert Scale was used to measure the object's responses on a 7-point scale (ranging from 1 to 7), making the data type interval data. This scale was designed to assess the extent to which subjects agree or disagree with the questions presented by the researcher. To facilitate data analysis, a hierarchical estimation technique using ordinal data with intervals was employed.

Data Analysis Method

In this research, data analysis was carried out using the SPSS method with SPSS 16.0 software and the Partial Least Square (PLS) method with SmartPLS 3.0 software. Specifically, the importance of PLS means that there is optimal least square fit calculation for correlations or variance matrices. Variance measures the deviation of data from the sample mean and is therefore a measure of matrix variables. It can be interpreted that variance is the average square value of context-specific and purchase intention, which moderates attitudes in the research context. PLS is an appropriate method to confirm this theory.

In general, PLS-SEM aims to test predictive relationships between constructs by examining whether there are relationships or influences between these constructs. The reason for using PLS-SEM is that testing can be done without a strong theoretical foundation, no double assumptions are required (non-parametric), and the accuracy of prediction model parameters can be seen from their coefficient values. The use of PLS-SEM is highly appropriate for theory development research (Haryono, 2016). The advantage of PLS-SEM is that it can analyze complex, multivariate, multi-indicator models and can be used for small samples and biased data distributions (Abdillah & Hartono, 2015).

Descriptive analysis of respondent data was performed to provide a description or overview of the research subjects based on the variable data obtained from the instruments used in this study to collect response data, which was the questionnaire. In the first part, respondents were asked to provide information related to the research, such as information about their personal identities (respondent characteristics). The respondent identities to be used were based on demographics. Previously, in this data collection, there was a survey instrument tested on 50 East Hooligan Apparel consumers to ensure the relevance and clarity of the data. The pilot study revealed that the survey instrument was concise and that respondents clearly understood the questions.

For the final data collection, the research design used a cross-sectional approach. The definition of cross-sectional research is a study to examine the dynamics of correlations between risk factors and effects using an approach, observational, or data collection. Cross-sectional research only observes once, and measurements are made on subject variables at the time of the study.

The PLS evaluation method consists of three main stages: the measurement model (outer model), the structural model (inner model), and hypothesis testing.

a. Measurement Model (Outer Model):

- The measurement model describes the correlation between indicators and variables to ensure the validity and reliability of the research instrument.
- Validity Testing: Involves testing the relevance of questions in the questionnaire. This test uses statistics and loading factor values to assess convergent validity (measuring the extent to which indicators fit the construct) and discriminant validity (measuring the extent to which constructs differ from each other).
- Reliability Testing: Conducted to demonstrate the reliability of the instrument. This involves testing the internal consistency reliability by measuring Composite Reliability and Cronbach Alpha (Abdillah & Hartono, 2015).

b. Structural Model (Inner Model):

- The structural model is a hypothesis testing to predict the causal relationships between latent variables based on substantive theory. It involves testing goodness of fit, coefficient of determination (R^2), path coefficients, significance tests, and predictive relevance (Q^2).
- Sample Size: The minimum sample size used is 240 samples with a ratio of 7 observations for each assessed indicator (Hair, Joseph F., Black, Jr, William C. Babin, Barry J. & Anderson, 2014).
- Collinearity Testing: Used to test high correlations between variables using the parameter value of $VIF \geq 0.05$.
- Coefficient of Determination (R^2): Used to measure the extent to which independent variables affect dependent variables. Its value can indicate the model's strength (Ghozali & Latan, 2015).
- Path Coefficients and Significance Testing: Path coefficients describe the strength of relationships between variables. Significance testing determines whether these relationships are statistically significant.
- Q^2 Predictive Relevance: Used to evaluate the model's predictive capabilities and cross-validation.

c. Hypothesis Testing

Hypotheses are tested based on regression coefficients and P-values (probability). A hypothesis is accepted if the regression coefficient is positive and the P-value is < 0.05 ; otherwise, it is rejected.

This method combines statistical analysis with comprehensive modeling techniques to test hypotheses and identify relationships between variables in the research.

Evaluasi metode PLS ini terdiri dari tiga tahap, yaitu model pengukuran, model struktural, dan uji hipotesis.

Results and Discussions

4.1.Descriptive Analysis

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4.1.1 Characteristics of respondents by gender

Based on gender, the characteristics of respondents are divided into two categories: male and female. Based on the results of a survey of 250 respondents, information is presented in Table 4.1 as follows:

Table 6 Characteristics of respondents by gender

Gender	Frequency	Percentage
Male	171	68,4%
Female	79	31,6%
Total	250	100%

Source: Processed Data, 2023

From the information obtained, it can be concluded that the number of samples was 171 men or 68.4%, while the number of samples was 79 women or 31.6% of respondents.

4.1.2 Characteristics of respondents by age

The age of respondents is divided into 4 categories, namely under 20 years, 20 - 29 years, 30 - 39 years and over 40 years. Based on the results of a survey of 250 respondents, information is presented in Table 4.2 as follows:

Table 7 Characteristics of respondents by age

Age	Frequency	Percentage
Less than 20 years old	20	8%
20 to 29 years old	200	80%
30 to 39 years old	26	10,4%
Up to 40 Years old	4	1,6%
Total	250	100%

Source: Olah Data, 2023

From the data obtained, it can be concluded that the majority of respondents in this study are aged 20 to 29 years as many as 200 people or 80% of the number of respondents. In other age categories, respondents aged less than 20 years as many as 20 people or 8%, respondents aged 30 to 39 years as many as 26 people or 10.4%, respondents with the age of more than 40 years as many as 4 people or 1.6%.

4.1.3 Characteristics of respondents based on recent education

The characteristics of respondents are grouped into several categories based on the last education: elementary / junior high school, high school / equivalent, S1 / S1, S2, and the selection of respondents. Based on the results of a survey of 250 respondents, information is presented in Table 4.3 as follows:

Table 8 Characteristics of Respondents Based on Recent Education

Recent Education	Frequency	Percentage
SD/SMP	2	0,8%
SMA/Sederajat	129	51,6%
Diploma/Sarjana	114	45,6%
Magister	5	2%
Lainnya	0	0%
Total	250	100%

Source: Olah Data, 2023

From the data obtained, it can be seen that the majority of respondents in this study were respondents with the last high school education / equivalent as many as 129 people or 51.6% of the total respondents. In other categories, there were 2 respondents

with the last education of elementary / junior high school or 0.8%, respondents with the last education of Diploma / Bachelor as many as 114 people or 45.6%, respondents with the last education of Masters as many as 5 people or 5%.

4.1.4 Characteristics of Respondents Based on Average Spend (per month)

The characteristics of respondents based on average expenditure per month are divided into 4 categories, namely less than Rp2,000,000, Rp2,000,000 to Rp5,000,000, Rp5,000,000 to Rp10,000,000, and more than Rp10,000,000. Based on the results of questionnaires from 250 respondents, the data shown in Table 4.4 are as follows:

Table 9. Characteristics of respondents based on average spend

Average Spend (per month)	Frequency	Percentage
less than Rp2.000.000	110	44%
Rp2.000.000-Rp5.000.000	114	45,6%
Rp5.000.000-Rp10.000.000	22	8,8%
more than Rp10.000.000	4	1,6%
Total	250	100%

Source: Olah Data, 2023

From the data obtained, it can be seen that respondents' expenses of less than Rp2,000,000 were 110 people or 44%, Rp2,000,000-Rp5,000,000 were 114 people or 45.6%, Rp5,000,000-Rp10,000,000 were 22 people or 8.8%, and there were 4 respondents whose average monthly expenses were more than Rp10,000,000, which is 1.6% of the total respondents.

4.1.1 Characteristics of respondents by occupation

The characteristics of respondents based on respondents' occupations come from the categories of PNS/TNI/POLRI, Self-Employed, Students/Students, Private Employees, Unemployed/Housewives, and others. Based on the results of a survey of 250 respondents, information is presented in Table 4.5 as follows:

Table 10. Characteristics of Respondents Based on Occupation

Occupation	Frequency	Percentage
Student	108	43,2%
Self employed	57	22,8%
PNS/TNI/POLRI	16	6,4%
Private Employees	56	22,4%
Jobless/Housewives	4	1,6%
Other	9	3,6%
Total	250	100%

Source: Olah Data, 2023

The data obtained, it can be seen that the majority of respondents are students / students as many as 108 people or 43.2% of the total respondents. While in other categories, respondents who are self-employed as many as 57 people or 22.8%, respondents who are civil servants / TNI / POLRI as many as 16 people or 6.4%, respondents who are Private Employees as many as 56 people or 22.4% and respondents who have not worked / Housewives as many as 4 people or 1.6%.

4.2. Structural Equation Model (SEM) Analysis with SmartPLS 3.0

In this study, the *Partial Least Square Structural Equation Model* (PLS-SEM) method was used in data analysis, namely making *path diagrams*, analyzing with measurement models and structural models, and testing hypotheses.

4.2.1 Diagram Path Creation

The purpose of this *path diagram* is to provide an idea of the relationship between variables. *The path diagram* in this study is consistent with the research hypothesis and model contained in the previous chapter. This study tested 4 latent variables with 1 *independent* variable and 3 *dependent variables*. The *independent* variable in this study is celebrity trust and the dependent variables in this study are advertising credibility, *brand* credibility, and company credibility.

4.2.2 Measurement Model Testing (*Outer Model*)

This research was measured by testing the validity and reliability of each variable, namely celebrity trust, advertising credibility, *brand* credibility, and company credibility. Measurement models are used to find out how well research subjects measure characteristics and concepts on the measured variables, as well as explain the consistency of research subjects at different times and places. Analysis of the measurement model is seen from construct validity tests which *include convergent validity, discriminant validity, construct validity*, and reliability tests which include *composite reliability* and *Cronbach alpha*. Validity and reliability tests of all variables were conducted using SmartPLS on 250 respondents.

1. Validity Test

The validity of the discriminant is that the result of the average variable item has a higher value than the variable below. For example, the value of an ad credibility item (0.909) is higher than the value of a brand credibility item that is exactly in the bottom row (0.829). Similarly, brand credibility items (0.886) are higher than the company's credibility score (0.882). The results of the discriminant validity test can be seen that this research variable can be said to be the validity of the discriminant whose results are good / good.

2. Reliability Test

Certainly, not only convergent and discriminant validity tests should be conducted in the research, but they can also be measured using Cronbach's alpha and composite reliability. If both Cronbach's alpha and composite reliability values are greater than 0.70, a variable is considered reliable. Table 4.9 shows that the Cronbach's alpha values for each variable are reliable because each variable meets this criterion. For example, celebrity trust (0.968), ad credibility (0.958), brand credibility (0.970), and company credibility (0.966).

4.2.3 Structural Model Testing (*Inner Model*)

This study also examines the structural model or *inner model* used to determine the relationship between variables. Structural model testing is performed by analyzing the value of the *R-square* (R²) for the *dependent* variable. In relation to *independent* variables test the path coefficient. If the hypothesis is related to the variables used, then in this study there is a significant relationship between known variables. In Figure 4.2, the results of *PLS bootstrapping* output from the research model are displayed.

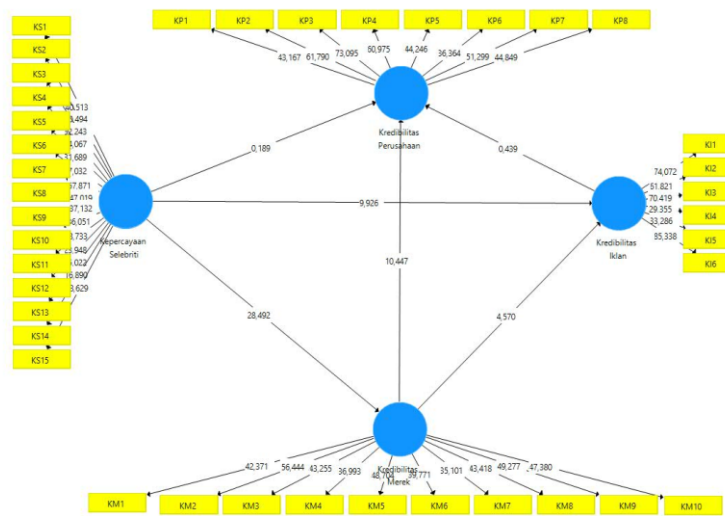


Figure 1. Bootstrapping

1. Linearity Test

Linearity testing is an approach to testing structural models that tests relationships between latent variables. In the context of PLS-SEM, the tolerance value is 0.20 or less than the VIF value of 5. Higher values indicate potential collinearity problems. If the collinearity level is very high or the VIF value is 5 or more, then it should consider removing one of the relevant indicators (Hair, Joseph F., Black, Jr., William C. Babin, Barry J. & Anderson, 2014). As for this study, all relationships between variables have inner VIF Values below 5, this means that there are no variables that have collinearity problems. Table 4.10 presents the results of this study's linearity test.

Table 11. Linearity Test

	Celebrity Trust	Ad Credibility	Brand Credibility	Company Credibility
Celebrity Trust		3,407	1,000	4,460
Ad Credibility				4,123
Brand Credibility		3,407		3,859
Company Credibility				

Source: Data Processed (2023)

2. Coefficient of Determination (R-Square)

The R-square is a measure used to assess and test the extent to which exogenous variables describe endogenous variables. This coefficient is a measure of the prediction power of the model and is calculated as the quadratic correlation between the actual specific endogenous construct and the prediction value. This coefficient certainly represents the effect of the exogenous latent effect of the combined variable on the endogenous latent variable. Table 4.11 shows the R² results for each variable as follows:

Table 12. R-Square Results

	R Square	R Square Adjusted
Ad Credibility	0,805	0,803
Brand Credibility	0,707	0,705
Company Credibility	0,779	0,776

Source: Data Processed (2023)

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Table 4.13 shows that the credibility of an advertisement is explained by its antecedent variable of 80.3%. In other words, in addition to the advertising credibility variable, there are 19.7% of other variables. In addition, brand credibility is explained by the antecedent variable of 70.5% and there are still 29.5% left for other variables outside brand credibility. Then, the credibility of the company is explained by 77.6%, so there are still 22.4% of other variables outside the company's credibility variable.

3. Predictive Relevance (*Q-Square*)

Q-Square is a sample-derived structural model indicator or data predictor that is not used in model estimation. In structural models, the *Q-square* value for reflection of a particular endogenous latent variable indicating the model's prediction of path significance for a given dependent construction must be greater than zero ($Q^2 > 0$) (Hair, Joseph F., Black, Jr., William C. Babin, Barry J. & Anderson, 2014). The *Q-square* results in this study can be presented in Table 4.12 below:

Table 4. 1Q-Square Results

	SSO	SSE	Q ² (=1-SSE/SSO)
Celebrity Trust	3750,000	3750,000	
Ad Credibility	1500,000	511,345	0,659
Brand Credibility	2500,000	1130,614	0,548
Company Credibility	2000,000	752,073	0,624

Source: Data Processed (2023)

Table 4.12 shows the *Q-square* value of the advertising credibility variable of 0.659 and brand credibility of 0.548. The company's credibility variable is worth 0.624, while celebrity trust *Q-square* is worth 0. Although the celebrity trust value is 0, the result is normal because the reputation variable is an independent variable.

4.3.Path coefficient (hypothesis testing)

Hypothesis testing is the analysis of relationships between variables that exist in accordance with the hypotheses that have been formulated in this study. Hypothesis testing is part of the *inner* model output or structural model of Smart-PLS software. Test with SmartPLS application using *bootstrapping* technique is a step of path coefficient test to test the results of the calculated hypothesis. This shows the results of hypothesis testing in the *path coefficient* table. The results of the hypothesis test can be confirmed using estimating path coefficients that can be estimated based on *T-statistics* and *P-Value values*. Path coefficient estimation provides estimates that describe the relationship between latent variables obtained from bootstrapping processes. A measure is considered significant if it has a *T-statistics* value greater than 1.96 and a *p-value* less than 0.05 at a significance level of 5%. On the other hand, the parameter coefficient that indicates the direction of influence is to look positively or negatively for the original sample (Ghozali & Latan, 2015). In table 4.13 that as many as four of the six hypotheses are supported:

Table 4. 2 Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1: Celebrity Trust -> Ad Credibility	0,633	0,629	0,064	9,926	0,000
H2: Celebrity Trust ->Company Credibility	0,018	0,034	0,094	0,189	0,850
H3: Celebrity Trust ->	0,841	0,839	0,030	28,492	0,000

Brand Credibility					
H4: Advertising Credibility -> Company Credibility	0,044	0,038	0,100	0,439	0,661
Brand Credibility -> Advertising Credibility					
H5: Brand Credibility -> Advertising Credibility	0,297	0,302	0,065	4,570	0,000
Brand Credibility -> Company Credibility					
H6: Brand Credibility -> Company Credibility	0,831	0,819	0,080	10,447	0,000

Source: Data Processed (2023)

Based on the principle (Hair, Joseph F., Black, Jr., William C. Babin, Barry J. & Anderson, 2014), which says that the value of *T-statistics must be* more than 1.96, and the value of P-value must be less than 0.05. Therefore, H1, H3, H5 and H6 are supported, while H2 and H4 are not supported. The results of the *path test* can be used to prove the research hypothesis as follows:

4.3.1 H1: Celebrity trust has a positive and significant impact on ad credibility.

Based on the data processing results with the path coefficient test in Table 4.14, it can be shown that the relationship between the celebrity trust variable and the ad credibility variable has a positive original sample value of 0.633. Additionally, looking at the T-statistic value of 9.926, which is >1.96, and a P-Value < 0.05, which is 0.000, it is evident that the celebrity trust variable has a positive and significant influence on ad credibility. Therefore, H1 in the research is accepted.

4.3.2 H2: Celebrity trust has a positive and significant impact on company credibility.

Based on the data processing results with the path coefficient test in Table 4.14, it can be shown that the relationship between the celebrity trust variable and the company credibility variable has a positive original sample value of 0.018. Additionally, looking at the T-statistic value of 0.189, which is <1.96, and a P-Value > 0.05, which is 0.850, it is evident that the celebrity trust variable does not have a positive influence on company credibility. Therefore, H2 in the research is rejected.

4.3.3 H3: Celebrity trust has a positive and significant impact on brand credibility.

Based on the data processing results with the path coefficient test in Table 4.14, it can be shown that the relationship between the celebrity trust variable and the brand credibility variable has a positive original sample value of 0.841. Additionally, looking at the T-statistic value of 28.492, which is >1.96, and a P-Value < 0.05, which is 0.000, it is evident that the celebrity trust variable has a positive and significant influence on brand credibility. Therefore, H3 in the research is accepted.

4.3.4 H4: Ad credibility has a positive and significant impact on company credibility.

Based on the data processing results with the path coefficient test in Table 4.14, it can be shown that the relationship between the ad credibility variable and the company credibility variable has a positive original sample value of 0.044. Additionally, looking at the T-statistic value of 0.439, which is <1.96, and a P-Value > 0.05, which is 0.661, it is evident that the ad credibility variable does not have a positive influence on company credibility. Therefore, H4 in the research is rejected.

4.3.5 H5: Brand credibility has a positive and significant impact on ad credibility.

Based on the data processing results with the path coefficient test in Table 4.14, it can be shown that the relationship between the brand credibility variable and the ad

credibility variable has a positive original sample value of 0.297. Additionally, looking at the T-statistic value of 4.570, which is >1.96 , and a P-Value < 0.05 , which is 0.000, it is evident that the brand credibility variable has a positive and significant influence on ad credibility. Therefore, H5 in the research is accepted.

4.3.6 H6: Brand credibility has a positive and significant impact on company credibility.

Based on the data processing results with the path coefficient test in Table 4.14, it can be shown that the relationship between the brand credibility variable and the company credibility variable has a positive original sample value of 0.831. Additionally, looking at the T-statistic value of 10.447, which is >1.96 , and a P-Value < 0.05 , which is 0.000, it is evident that the brand credibility variable has a positive and significant influence on company credibility. Therefore, H6 in the research is accepted.

4.4. Discussion

4.4.1 The Effect of Celebrity Trust on Ad Credibility

The results of hypothesis testing that have been carried out state that celebrity trust has a positive and significant effect on advertising credibility. With this influence, it can be said that with a high level of celebrity trust will also affect the credibility of the ad or the quality of the ad itself because consumers do not need to make a detailed assessment with the quality issued by the celebrity will facilitate trust in consumers.

Previous studies have also shown that higher levels of celebrity trust lead to higher levels of advertising credibility, *brand* credibility, and company credibility, while lower levels of celebrity trust significantly damage their reputation and credibility (Yoo, Lee & Jin, 2018). The importance of celebrity confidence can also be observed in the literature, which reveals its positive impact on consumer attitudes. Subsequent studies have shown its positive effects on advertising effectiveness, brand image, brand loyalty, corporate image, and corporate loyalty (Kim, Lee & Prideaux, 2014). In the example of a company that does *its brand ambassadors* to do advertising is like the Puma *brand* where all players who have contracts with Puma to be able to advertise products from Puma on their personal social media accounts, where in that way with their very large followers it helps Puma to introduce the products they have, This can also be done by East Hooligan Apparel by using sports stars who have a large social media following that will help expand the consumer network itself.

4.4.2 The Effect of Celebrity Trust on Company Credibility

The results of hypothesis testing that have been carried out state that celebrity trust does not have a positive effect on the credibility of the company. The figure chosen by this company affects the course of confidence in consumers to companies with good, promising, and special value figures will facilitate consumer assessment of the company.

Unlike previous research, celebrity trust should be the same as celebrity *endorsements*, with skills such as attractive public appearances and having a large *audience* can make their purchasing power higher the benefits obtained by the company. But the results of this study show that celebrity trust does not affect the credibility of the company, in research conducted even though celebrities have expertise in reaching many *audiences* but consumers or customers do not necessarily judge about the company from the brand or product. The influence of celebrity trust on consumer or customer buying interest has an influence on buying interest but does not have a significant influence on the credibility of the company. For example, in Tokopedia *e-commerce* where they use BTS to become brand ambassadors in the online shopping application, using *brand*

ambassadors who are already well-known in the world allows to increase the buying interest of consumers or customers, but does not deny *where Tokopedia uses BTS to become* its star but in some aspects it is still somewhat unable to compete with competitors such as Shopee, Lazada, etc. This confirms that BTS's expertise does not affect the company's credibility with the company that houses Tokopedia.

4.4.3 The Effect of Celebrity Trust on Brand Credibility

The results of hypothesis testing conducted show that celebrity trust has a positive and significant effect on *brand* credibility. Previous research has shown that successful celebrity endorsement campaigns require celebrities to be the best in their field, have the ability to attract attention to advertising and brands, and most importantly, the ability to build trust with customers, brands and consumers (Bergkvist & Zhou, 2016). Recent studies show advertising attractiveness, social media promotion, brand credibility, brand equity, brand loyalty, attitude towards the company, corporate loyalty, corporate image and company reputation, are positively influenced by celebrity trust (Yoo, Lee & Jin, 2018).

When a trusted celebrity *endorser* is linked to an advertisement, *brand*, or company, it sends a positive signal sent to the connected source and increases its credibility (Karanges et al., 2018). For example, film star Cate Blanchett is considered a trusted source because of her commitment to environmental issues. When Blanchett is associated with other sources such as advertisements, *brands*, or companies, the positive effects tend to spread to the related sources and increase their credibility (Singh & Banerjee, 2018). This affects the attractiveness of a brand where with a famous figure it will increase *traffic* on the ad, for example in a company or business like East Hooligan Apparel itself by featuring sportsmen in the field of football many fans began to be interested in this brand and began to introduce this brand to others, on the other hand, the sense of the assessment of a brand or brand in this business will also be highly valued by consumers or it could also be by sponsoring a sports club that has a large fan base that can increase consumer knowledge of the East Hooligan Apparel brand.

4.4.4 The Effect of Advertising Credibility on Company Credibility

The results of the tests that have been carried out state that the credibility of advertising does not have a positive and significant effect on the credibility of the company with a positive and significant influence, it can be said that with the level of advertising credibility of a company or business that is delivered well, good and displays attractive creativity, the company will get a high credibility value from consumers.

The results of this study do not support the results of previous studies that show constructs such as attitudes towards advertising, *brands and* companies, and purchase intentions, influenced by advertising credibility (Hasanah & Wahid, 2019). The literature continues to debate whether credible advertising can affect the credibility of brands and related companies (Kim et al., 2014). For example in cigarette advertisements in Indonesia, all cigarette advertisements are not displayed by any of the cigarette companies because there are several rules that need to be followed by the company so as not to damage the advertisement and the company itself.

4.4.5 Brand Credibility Against Ad Credibility

In the results of hypothesis testing carried out, the results obtained that *brand credibility* has a positive and significant effect on advertising credibility. With the influence obtained, it can be explained that with the level of credibility of the *brand* itself is valued by consumers. In previous research, *brand* credibility supports long-term plans to deliver products and services to consumers, and develops satisfaction, loyalty

commitment, and ongoing commitment, which in turn leads to positive word of mouth (Ghorban & Tahernejad, 2012). This can be exemplified by the Italian car manufacturer Lamborghini where they do not really display advertisements for their car products but they only occasionally show photos of the car on their social media where only with brand strength consumers can assume that this product is good, with brand strength they do not have to bother to make complicated and difficult to understand advertisements, In this section, the way Lamborghini should be imitated by East Hooligan Apparel by improving the quality of products and brands so that they can be known by consumers even though word of mouth.

4.4.6 Brand Credibility Against Company Credibility

In the results of hypothesis testing carried out, the results obtained that brand credibility has a positive and significant effect on the credibility of the company. With the influence obtained, it can be explained that with the level of credibility of the brand itself assessed by consumers, the company name will also experience a significant increase. Most previous researchers (Erdem & Swait, 2004) suggest that a credible brand is separate from other elements of the marketing mix. In particular, a credible brand embodies and represents the company's previous marketing strategies and communicates the company's reputation to consumers.

These results confirm the researchers' previous statements and contribute to the existing literature. With the quality provided by the brand itself, the company gets a positive effect from the credibility of the brand itself as the data obtained can be used by the company to formulate future plans so that the trust that has been gained is not separated or lost. Previous research has also shown that better brand credibility positively impacts the company as a whole; while greater investment in all marketing communication practices and areas, such as the use of celebrity endorsements, helps disseminate positive information (brand credibility) to consumers and strengthens consumer perceptions of company credibility (Hussain et al., 2020). So with the credibility value of the brand, advertising or company is high, they help each other to be able to cover each other's shortcomings in a company, for example, the Specs Indonesia brand is one of the local brands engaged in sports equipment, where competitors in this field are very large because there are brands from Nike, Adidas, etc. But brands It always has a heart in its consumers with brand quality that can be said to be good it is also a separate choice to be able to get a good product and have a price in accordance with the capabilities possessed by consumers. Where the method done by Specs Indonesia can be imitated by East Hooligan Apparel where with local products managed by Indonesians also in order to improve the quality that needs to be improved so as not to lose to competitors from foreign brands or within the country itself.

Conclusion

Based on the analysis and considerations presented, the conclusions of the research can be summarized as follows: Celebrity trust has a positive and significant impact on ad credibility. This means that the more famous a celebrity is and the larger their social media following, the higher the credibility of the ad. By simply featuring such a celebrity, trust can be instilled in consumers, leading to an increase in their purchase intent.

Celebrity trust does not have a positive and significant impact on company credibility. The expertise or influence of a celebrity, along with a company's choice of endorsement, does not necessarily reflect the trustworthiness of the company. If the

company fails to align with current trends while relying solely on the strength of the celebrity, it is unlikely to increase consumer purchase intent. The research suggests that a celebrity's strong influence does not guarantee an increase in a company's credibility.

Celebrity trust has a positive and significant impact on brand credibility. Celebrity trust not only affects ads and companies but also brands. When a celebrity endorses a product brand, it enhances the product's value and attracts more consumers. This leads to increased traffic for both ads and the brand. Consumers become more interested in the brand endorsed by the celebrity, thereby increasing the credibility of the source. However, using a low-value celebrity can diminish the credibility of the source.

Ad credibility does not have a positive and significant impact on company credibility. This study shows that the creative power of an ad does not correlate with company credibility. Many consumers do not know the company's name from the brand ad. A minor mistake in an ad can significantly affect consumers' purchase intent. Therefore, an ad cannot elevate the company's name or credibility because sometimes the ad itself does not even mention the company's name due to inconsistencies in the ad's storyline.

Brand credibility has a positive and significant impact on ad credibility. The more famous or credible a brand is, the higher the credibility of the ad. The study also indicates that a good brand reputation, quality, and credibility are sufficient to attract consumer attention through word of mouth.

Brand credibility has a positive and significant impact on company credibility. The testing conducted shows that the effect demonstrated by high brand credibility influences the company's future prospects. In its journey, a brand can determine how a company plans for the future and enhances the quality expected by consumers. Therefore, any company or business will always monitor the situation experienced by the brand it operates under.

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