CELEBRITY ENDORSERS VS EXPERT ENDORSERS: WHO CAN AFFECT CONSUMER PURCHASE INTENTION FOR HALAL FASHION PRODUCT?

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ABSTRACT

This study aims to analyze the effect of using two types of endorsers, namely celebrities and expert endorsers, on consumer purchase intentions between halal fashion products. The method used in this study is PLS-SEM for model evaluation. This study analyzes the effect of using two types of endorsers, namely celebrities and expert endorsers, on consumers' purchase intentions between halal fashion products. The method used in this study is PLS-SEM for model evaluation. This study gave respondents a full-color print advertisement containing a photo of artist April Jasmine as a celebrity endorser and expert fashion designer Hannie Hananto as an expert endorser. We use celebrity and expert endorsers as independent variables and consumer purchase intention in halal mode as the dependent variable. The result showed that celebrity endorsers positively influence consumer purchase intention in halal fashion products. Meanwhile, expert endorser does not affect consumer purchase intention on halal fashion products. The results of this study reveal that celebrity endorsers positively affect consumers' purchase intentions for halal fashion products. However, marketers must pay attention to the suitability of selecting the type and attributes of the endorser with the product they support. The goal is that the marketing costs incurred by the company in the endorser use strategy are more effective and follow marketing objectives.

INTRODUCTION

The COVID-19 pandemic creates competition in the business world which has recently become increasingly competitive (Timur & Herianingrum, 2022). Many changes are happening quickly, both from the producer, consumer, and outer sides. This condition also makes it tricky for marketers to penetrate the market and retain the attention of consumers (Abbas et al., 2018). The halal fashion industry has become one of the most competitive and rapidly growing industries in the last decade (Hidayat et al., 2021).

Dinar Standard (2022) notes that Muslim consumer spending on halal fashion will increase by 5.7% in 2021 to US$295 billion. The value is expected to grow by 6.0% in 2022 to US$313 billion and reach US$375 billion in 2025 at a 4-year CAGR of 6.1%. In addition, the halal fashion sector is the only sector with a trade surplus in OIC countries in 2020, with a surplus value of US$ 56 billion. With a Muslim population of 1,938,613,645 people (The Royal Islamic Strategic Studies Center, 2021), Indonesia has enormous potential in the halal fashion industry sector. One of the indicators is the demand for Muslim women's clothes and Islamic headscarves, which has increased every year and has a significant market share in Indonesia, namely 60-70% (Hidayat et al., 2021).

On the other hand, with the development of the halal fashion industry sector, which is very large every year, halal fashion business actors are required to understand consumer behavior and desires and involve sharia rules in each of their marketing strategies (Zainudin et al., 2020). In this condition, a marketer must focus on attracting consumers' interest by using marketing communications (Osei-Frimpong et al., 2019) and concentrate on using advertising campaigns if the company wants its products or services to be known quickly by consumers to remember them (Elango & Suryakumar, 2022).

Many businesses in the halal fashion industry have developed marketing strategies such as the use of digital advertising (Kertanegara, 2020) and the use of digital platforms and e-commerce as sales media (Purwaningwulan et al., 2019; Rahayu & Ningtyas, 2021; Timur, 2022). In addition, collaboration with celebrity influencers with the aim of increasing consumer awareness of halal fashion is also carried out by making several campaign strategies (Dinar Standard, 2022).

Endorsers are one of the most popular ways for marketers to promote the brands, products, and services they offer (Schouten et al., 2020). Celebrity endorsers are the type of endorsers most often used in many marketing campaigns of a company. A celebrity endorser uses skills, talents, and social image to gain public recognition and uses that recognition on behalf of consumer goods by appearing together in advertisements (Calvo-Porral et al., 2021; Gilal et al., 2020). Celebrity endorsers have very high impression power to influence the audience with trust, likeliness, and attractiveness (Abbas et al., 2018). They also have superior communication in adjusting to the intended target market (Kumar & Tripathi, 2022). Advertising aims to convey meaning and views related to something to consumers by convincing repeated use or experimentation so that an endorser can make consumers agree with the information (Biswas et al., 2006).

However, a marketer needs to try to measure other alternative strategies that can be used in marketing their products. von Felbert and Breuer (2020) also said that not all celebrity endorsers could be trusted and give a positive impression of the products they endorse. Several studies, such as Wang and Kim (2020), say that using celebrity endorsers can also adversely affect consumer perceptions. Negative

celebrity publicity will also give a negative reputation and brand image to the products endorsed by the celebrity (Um & Jang, 2020).

The effectiveness of the use of endorsers is also closely related to the match between the endorser's expertise and the product or goods being endorsed (Djafarova & Foots, 2022; Schouten et al., 2020). Furthermore, Schouten et al. (2020) added that certain products requiring more credibility and expertise than the endorser would be more successfully liked by consumers if they use the expert endorser type. In the marketing strategy many marketers use, a new phenomenon appears in expert endorsers who are selected based on qualifications and abilities tailored to the product or service to be endorsed (Biswas et al., 2006). While in Ryu et al. (2006) explained that using existing and well-known endorsers can be biased because respondents will prefer or lean toward well-known endorsers.

On the other hand, researchers still may not find any research that examines further by comparing the effectiveness of using celebrity endorsers with other types of endorsers, especially on halal fashion products. Several previous studies only examined the effect of one type of endorser on consumer purchase intention. For example, Sudaryanto et al. (2022), Osei-Frimpong et al. (2019), von Felbert and Breuer (2020), and Chin et al. (2020) use the celebrity endorser type to measure the effect of its influence on consumer purchase intention. At the same time, Behnoosh et al. (2017) and Tong (2018) use the expert endorser type.

Therefore, in this study, the researcher focuses on comparing the use of celebrity endorsers and expert endorsers, where the use of expert endorsers is still rarely used, and the expert endorser used is not known to many people. In Indonesia, celebrity and expert endorsers are the most widely used types of endorsers in advertising or other marketing strategies. So in this study, the researcher focuses on examining whether there is a difference in the influence of the two types of endorsers on consumer purchase intention in halal fashion products. In addition, this study uses women as respondents because, according to Statista (2022), women are the gender who buy the most products based on the preferences of endorsers.

Statista (2022a) data shows that advertising spending in Indonesia in 2021 will reach US$ 3.46 billion. Based on these data, researchers and companies need to understand the effectiveness of endorser types in a product or service (Till & Busler, 1998). The goal is that the marketing costs incurred by the company to market its products and services can be more efficient and effective. Thus, the results of this study will provide an implicative contribution related to the strategy of selecting the correct type of endorser to be used in advertising and promoting halal fashion products.

LITERATURE REVIEW
Celebrity Endorser

To attract consumers, companies must communicate their products and services to consumers properly, effectively, and efficiently. Kotler and Keller (2006) explained that business actors in modern times must manage a system and direct communication. If the management system cannot do this, the company will not inform, invite, and remind consumers of their products. One of the strategies most often used by companies is advertising with a celebrity endorsement approach (Oyeniyi, 2014). Deshbhag and Mohan (2020) stated that an endorsement is a form of communication in which a celebrity acts as a spokesperson for a product or service- specific brand. At the same time, Spry et al. (2011) defined celebrities as individuals who have achievements and success in specific fields and get public recognition by most of a particular group of people. Celebrities provide an overview and characteristics of a brand, create bonds, and facilitate relationships with consumers (Freire et al., 2018).

Many companies use marketing communication strategies to transfer celebrity images into their brands (Bauer et al., 2022; Knoll & Matthes, 2017; Kumar & Tripathi, 2022). In Spry et al.'s (2011) research, celebrity endorsers have three dimensions: attractiveness, expertise, and trustworthiness. Expertise can be interpreted as knowledge and experience possessed by a source because it is often related to the theme being communicated (Gilal et al., 2020). Trustworthiness is defined as the perceived honesty of a reference, even though the source's expertise is not specific (Schouten et al., 2020). Companies can take advantage of the value of trust by choosing an endorser who has a general belief in consumers. Lastly, attractiveness is defined as the process of identifying attractiveness, which has three dimensions: similarity, familiarity, and liking. The endorser's source can attract the audience's attention because they have a sense of similarity and have the same feelings as the endorser.

Expert Endorser

An expert endorser is defined as an individual who knows the product or service (Biswas et al., 2006). Meanwhile, Tong (2018) defined expert endorsers as individuals or groups who have deep knowledge about the products they advertise. Expert endorsers are usually used to support high-tech products or products with high utility through their knowledge and experience (Gilal et al., 2020). Consumers need expert endorsers to achieve a product. In addition, the use of expert endorsers can provide a positive review so as to provide support for the sale of a product or service, and experts can give reasons to consumers about using the products offered (Fitrianto et al., 2018). Support from an expert endorser is more effective because the information obtained from an expert endorser is more readily accepted by consumers when compared to non-experts.

Saldanha et al. (2018) revealed that consumers increasingly recognize expert endorsers because they have superior knowledge, experience, and research than others. An expert is known for his ability to explain correctly about a product (Ohanian, 1991). However, expert endorsers are not necessarily celebrities (Biswas et al., 2006). The expertise of an endorser is obtained from the ability of an expert to provide information to others based on his experience, education, or competence (Behnoosh et al., 2017). Similar to celebrity endorsers, expert endorsers also have three dimensions, namely: attractiveness, expertise, and trustworthiness.

Consumer Purchase Intention

Consumer purchase intention is a sense of wanting to buy a particular product or brand (Peter & Olson, 2010). Kotler and Keller (2006) define consumer purchase intention as the behavior of consumers who desire to choose and buy a product based on experience in selecting a product and using the product before. While, Rungruangjit (2022) defines consumer purchase intention as the willingness of consumers to buy certain products or services based on subjective judgments and their overall assessment. Consumer purchase intention can be a component of consumer behavior that is cognitively related to consumer behavior, perceptions, and attitudes toward a product or service (Hosein, 2021; Mirabi et al., 2015). If the consumer is satisfied with buying a product, in the future, they will have a higher chance of repurchasing the product at the next opportunity. On the contrary, if the consumer is not satisfied, they may delay or even not repurchase the product (Solomon, 2015). That is, consumer purchase intention can also be defined as a person's intention or desire to buy and consume the same product in the future (Martins et al., 2019).

Halal Fashion Product

The Muslim fashion industry in the world has begun to develop and diversify in the last three decades, along with the increasing need for adherents of religions, including Islam, to dress according to the rules determined by their faith (Sumarliah et al., 2022). From the demand side, consumer demand for Muslim fashion products is growing, especially the need for community-based products concerned with the Muslim fashion industry as one of the industries that describes a halal lifestyle (Dinar Standard, 2020). This is also supported by the increasing desire of Muslim consumers, especially young ones, to keep looking trendy but follow Islamic principles (Tarofder et al., 2022).

Halal supply chain starts from the point of origin to the end of consumption, including warehousing, sourcing, transportation, handling of products, inventory management, procurement, and order management, which must follow the Islamic perspectives (Omar & Jaafar, 2011). Nestorovic (2016) explained that clothing under Islamic law covers the head and body that follows sharia principles. The first principle

is that clothing should be loose enough not to reflect the shape of the body. Second, the material should be thick enough to hide body shape and skin tone. The Muslim fashion value chain is generally divided into four: raw materials, designers, manufacturers, and retailers. So, fashion products can be said to follow the halal supply chain if each of the activities follows the rules in Islam based on the Al-Quran and Hadits, from the determination and selection of raw materials, making designs, manufacturing processes, to distribution to the retailer level.

The Relationship Between Celebrity and Expert Endorser With Consumer Purchase Intention

Saldanha et al. (2018) said that the use of endorsers is very effective and has a significant influence in influencing a customer's attitudes and buying intentions. Promotions that use celebrities can strongly influence consumers because they can send the information they want to convey about a product or service effectively (Andita et al., 2021; Osei-Frimpong et al., 2019). Furthermore, when a credible and well-known source supports a brand, consumers will also prefer that the product has good quality (Roy & Mishra, 2018). Ultimately, these preferences will change consumers' attitudes and intentions to buy the product (Osei-Frimpong et al., 2019). McCormick (2016) explained that the attractiveness possessed by a celebrity can have a positive influence on consumer purchase intention. However, contrary to expert endorsers, physical tariff power does not have any effect. An expert endorser uses the attraction from his experience and expertise to change a person's perception (von Felbert & Breuer, 2020).

Previous Study and Hypothesis

Osei-Frimpong et al. (2019) investigated the impact of celebrity endorsers on consumer purchase intentions in telecommunication companies in Ghana, Africa. The results showed that the use of celebrity endorsers who have attributes such as attractiveness, trustworthiness, and familiarity positively influences consumers' purchase intentions on telecommunication products in Ghana. In another study, McCormick (2016) also explained that the research results did not find positive effects on celebrity endorsers who were not familiar with millennial consumers' purchase intentions for fashion products. A subsequent study, also found that celebrity endorser attributes such as liking, attractiveness, experience, and personality were the most effective components in supporting celebrities and had a positive influence on the purchase intention of mobile phone consumers from men customers in Pakistan (Abbas et al., 2018).

On the other hand, several studies have found that using celebrities as endorsers has a negative effect. Roozen and Raedts (2017) found that negative information carried by a celebrity endorser will also harm the product brand it supports. Fitrianto et al. (2018) also found that endorsers who come from experts

with expertise and experience can positively influence consumers' purchase intentions for products.

Therefore, in this study, the researcher focuses on comparing the use of celebrity endorsers and expert endorsers, where the use of expert endorsers is still rarely used, and the expert endorser used is not known to many people. This study also focuses on examining how the effect of using two types of endorsers, especially on consumer buying intentions toward halal fashion products. On the basis of these discussions, we hypothesize:

H_1: *The use of celebrity endorsers has a positive impact on consumers' purchase intentions on halal fashion products*.

H_2: *The use of expert endorsers has a positive impact on consumers' purchase intentions on halal fashion products*.
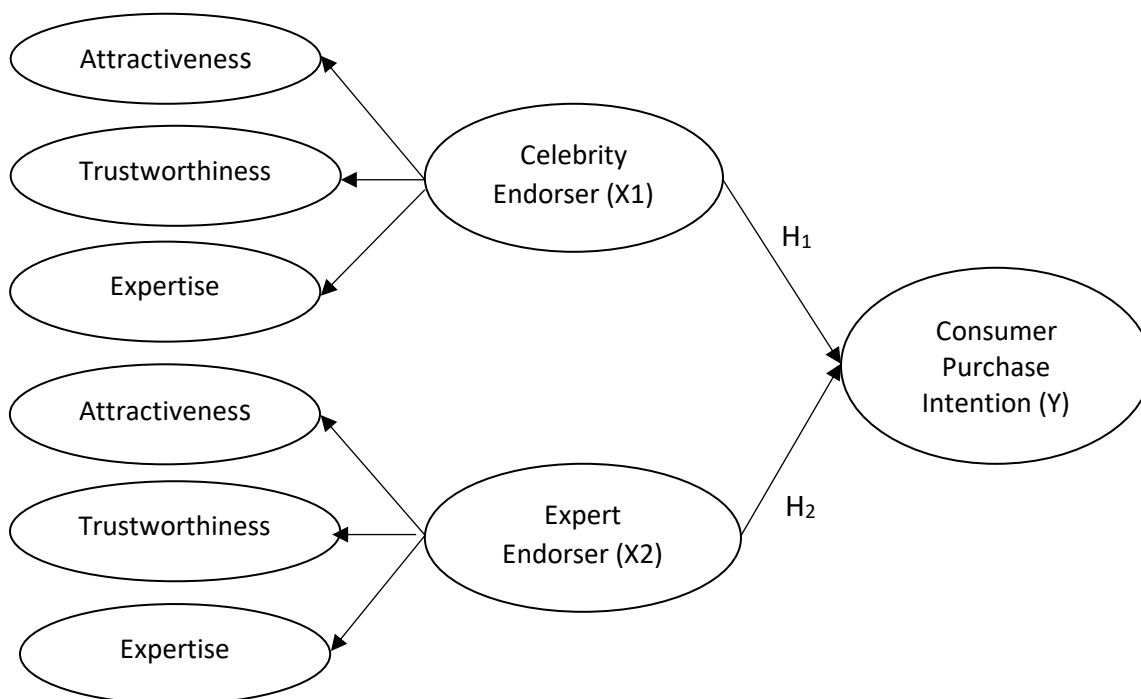

Figure 1. Hypothesis Model

Source: Author Analysis

RESEARCH METHODS

The research approach used in this study is quantitative. It identifies the research variables, then the relationship between the variables is measured using statistical methods to test the formulated hypotheses (Creswell, 2014). The variables of this study consist of independent variables, namely celebrity endorsers and expert endorsers, and the dependent variable, namely consumer buying intentions on halal fashion products. The effect of measurement celebrity and expert endorsers use the following dimensions: attractiveness, trust, and familiarity (Gilal et al., 2020; Osei-Frimpong et al., 2019; Wiedmann & von Mettenheim, 2020). Meanwhile, consumer

purchase intention uses a three-item scale adapted by La Ferle and Choi (2005), Wiedmann and von Mettenheim (2020), and Ohanian (1990).

Variable scores can be determined by calculating the frequency of respondents' answers to the statement of yet available on the questionnaire. Scores are measured using a 5 Likert scale. The types of data in this research are primary data which is obtained directly from the respondents' responses and answers through the questionnaire. Data samples were taken using the purposive sampling method; a selection of data samples based on the research objectives (Sugiyono, 2018).

This study uses an object in Muslim fashion products for women with the Rabbani brand. Rabbani is a Muslim fashion clothing brand founded by a husband and wife, Nia Kurnia (President Director) and Amry Gunawan (Vice President Director), in 1994 in Bandung. We chose this brand because it is the leading Muslim clothing brand in Indonesia and has received the Top Brand Award for two consecutive years, namely 2020 and 2021.

The questionnaire was designed by displaying two types of brochure designs used as promotional tools for Rabbani Muslim clothing products with two different methods. The first brochure design features Muslim clothing products used by celebrity April Jasmine, one of the brand ambassadors of Rabbani products since 2015. The second brochure design displays Rabbani Muslim clothing products used by Hannie Hananto.

Hannie Hananto is a Muslimah clothing designer famous for her hypebeast designs that describe luxury both in design and brand and has the characteristics of being expensive (Widjaja et al., 2019). In addition, she also often participates in Muslim fashion shows domestically and abroad. Hannie Hananto was chosen as the expert endorser in this study because she can describe the three dimensions of the expert endorser. Despite not being widely known by the public, she is often behind the layers in the Muslim fashion industry.

The population used is women with millennial criteria or who were born between 1980- 1995 (McCormick, 2016). According to Djamasbi et al. (2010), the millennial generation is twice as easily influenced by celebrities than gen X and four times than the baby boomers generation. The sampling technique uses the purposive sampling method. The number of samples taken in this study was 100 respondents.

Before distributing the main questionnaire, we conducted preliminary research to determine whether the respondents knew or had known April Jasmine as a celebrity. Preliminary research is given to 150 respondents, and 112 people know April Jasmine is a celebrity. In the end, 100 respondents will participate in the following research stage by providing the main questionnaire to identify the influence between variables.

Table 1
Measurement Items

Variable	Indicator
Independent Variables	
Celebrity Endorser Attractiveness	1) April Jasmine is attractive 2) April Jasmine is classy 3) April Jasmine is beautiful 4) April Jasmine is elegant 5) April Jasmine is charismatic Source: (Gilal et al., 2020; Osei-Frimpong et al., 2019; Wiedmann & von Mettenheim, 2020)
Expertise	1) April Jasmine is experts in halal fashion and style 2) April Jasmine is experienced in halal fashion and style 3) April Jasmine is knowledgeable in halal fashion and style 4) April Jasmine is qualified in halal fashion and style 5) April Jasmine is skilled in halal fashion and style Source: (Gilal et al., 2020; Osei-Frimpong et al., 2019; Wiedmann & von Mettenheim, 2020)
Trustworthiness	1) April Jasmine is dependable 2) April Jasmine is honest 3) April Jasmine is reliable 4) April Jasmine is sincere 5) April Jasmine is trustworthy Source: (Gilal et al., 2020; Osei-Frimpong et al., 2019; Wiedmann & von Mettenheim, 2020)
Expert Endorser Attractiveness	1) Hannie HanantoApril Jasmine is attractive 2) Hannie Hananto April Jasmine is classy 3) Hannie Hananto April Jasmine is beautiful 4) Hannie Hananto April Jasmine is elegant 5) Hannie HanantoApril Jasmine is charismatic Source: (Gilal et al., 2020; Osei-Frimpong et al., 2019; Wiedmann & von Mettenheim, 2020)
Expertise	1) Hannie Hananto April Jasmine is experts in halal fashion and style 2) Hannie Hananto April Jasmine is experienced in halal fashion and style 3) Hannie Hananto April Jasmine is knowledgeable in halal fashion and style 4) Hannie Hananto April Jasmine is qualified in halal fashion and style 5) Hannie Hananto April Jasmine is skilled in halal fashion and style Source: (Gilal et al., 2020; Osei-Frimpong et al., 2019; Wiedmann & von Mettenheim, 2020)
Trustworthiness	1) Hannie Hananto April Jasmine is dependable 2) Hannie Hananto April Jasmine is honest 3) Hannie Hananto April Jasmine is reliable 4) Hannie Hananto April Jasmine is sincere 5) Hannie Hananto April Jasmine is trustworthy

	Source: (Gilal et al., 2020; Osei-Frimpong et al., 2019; Wiedmann & von Mettenheim, 2020)
Dependent Variables	
Consumer Purchase Intention	1) I would be ready to buy products by the brand RABBANI in the future 2) I would have the intention to buy products by the brand RABBANI in the future 3) I would plan to buy products by the brand RABBANI if they have the financial possibility Source: (Ohanian, 1991; Wiedmann & von Mettenheim, 2020)

Source: Author Analysis from Various Sources

Respondents who take part in this study are female respondents who live or work in Surabaya. This study only uses female respondents because until this research was compiled, researchers had yet to find any manufacturers producing halal fashion products for men with halal certification. Researchers only find a few brands of halal fashion products with halal certificates but only specialize in producing women's clothing.

RESULT AND ANALYSIS

From the results of the questionnaire data given to 100 respondents, we can take demographic data from the respondents. The respondents aged between 25-30 have the most data from this study, as for the most educational background is a bachelor's education.

Table 2
Demographic Profile of Respondents

Profile	Number	Percentage (%)
Gender		
Female	100	100
Age		
25-30	67	67
30-35	24	24
35-40	9	9
Educational Level		
Senior High School	3	3
Diploma Degree	39	39
Bachelor Degree	41	41
Master Degree	15	15
Doctoral Degree	2	2

Source: Author Analysis

In this study, validity and reliability tests are conducted before testing the hypothesis. The validity test is carried out using the average variance extracted (AVE) test using the sample that has been obtained. The data is valid because the AVE value in the measurement model is > 0.5. Meanwhile, for the reliability test in this study, Cronbach Alpha is used to measure the internal consistency between the questions.

Therefore, the results obtained from this study's data can be reliable because the effects of Cronbach Alpha get a coefficient value > 0.6 (Hair et al., 2013).

The results in Table 2 show that the Cronbach alpha value for the three types of research data used has a value > 0.6. Therefore, the data used in the research is reliable and can be used for the next stage of research. Likewise, with the AVE test, the value of test results obtained to get a value > 0.5, so it can be concluded that the data used in this study is valid and can be used in the next test process.

Table 3
Construct Reliability and Validity

Variable	Cronbach Alpha	Rho A	Composite Reliability	AVE
Celebrity Endorsere (X1)	0.863	0.811	0.841	0.790
Expert Endorser (X2)	0.920	0.864	0.902	0.702
Consumer Purchase Intention (Y)	0.708	1.010	0.795	0.738

Source: Analysis Result Using SmartPLS 3.0

Furthermore, the analytical technique used in this research is Partial Least Square (PLS) to test the structural model. The goal is to determine whether or not there is an influence between variables by testing the PLS algorithm and then proceeding with bootstrapping testing. The test is carried out using the t-test. The research hypothesis will be accepted if the t-count value in this study is greater than the t-table value. In the study, the t-table value is 1.98.

Table 4
Path Coefficients

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-Statistics (O/STDEV)	P-Values
Celebrity Endorser	-0.597	-0.619	0.109	5.462	0.000
Expert Endorser	0.083	0.087	0.157	0.531	0.596

Source: Analysis Result Using SmartPLS 3.0

The relationship between variables can be measured using the bootstrapping test on PLS. The influence between variables can be seen from the calculated t-values and the P-values. If t-count is greater than t-table, then that variable affects the Y variable. On the other hand, if the t-value is smaller than t-table, the variable does not affect the Y variable. The variable having a P-value > 0.05 means a positive influence on the Y variable. If the P-values > 0.05, the variable does not affect the Y variable.

Therefore, based on Table 3, the celebrity endorser variable has a positive influence on the Y variable or consumer purchase intention on halal fashion products. It can be seen from the t-count value, which is greater than the t-table value, 1.98. On the other hand, the t-value is greater for the expert endorser variable than the t-table value. Therefore, the expert endorser does not influence the consumer purchase intention of halal fashion products. For the P-values, the result is 0.000 on the celebrity endorser variable, which means that the P-value is below 0.05. It means

that the celebrity endorser positively influences consumer purchase intention towards halal fashion products. On the expert endorser variable indicator, the P-values is 0.648 or more than 0.05, so it can be said that this variable does not influence the consumer purchase intention variable on halal fashion products.
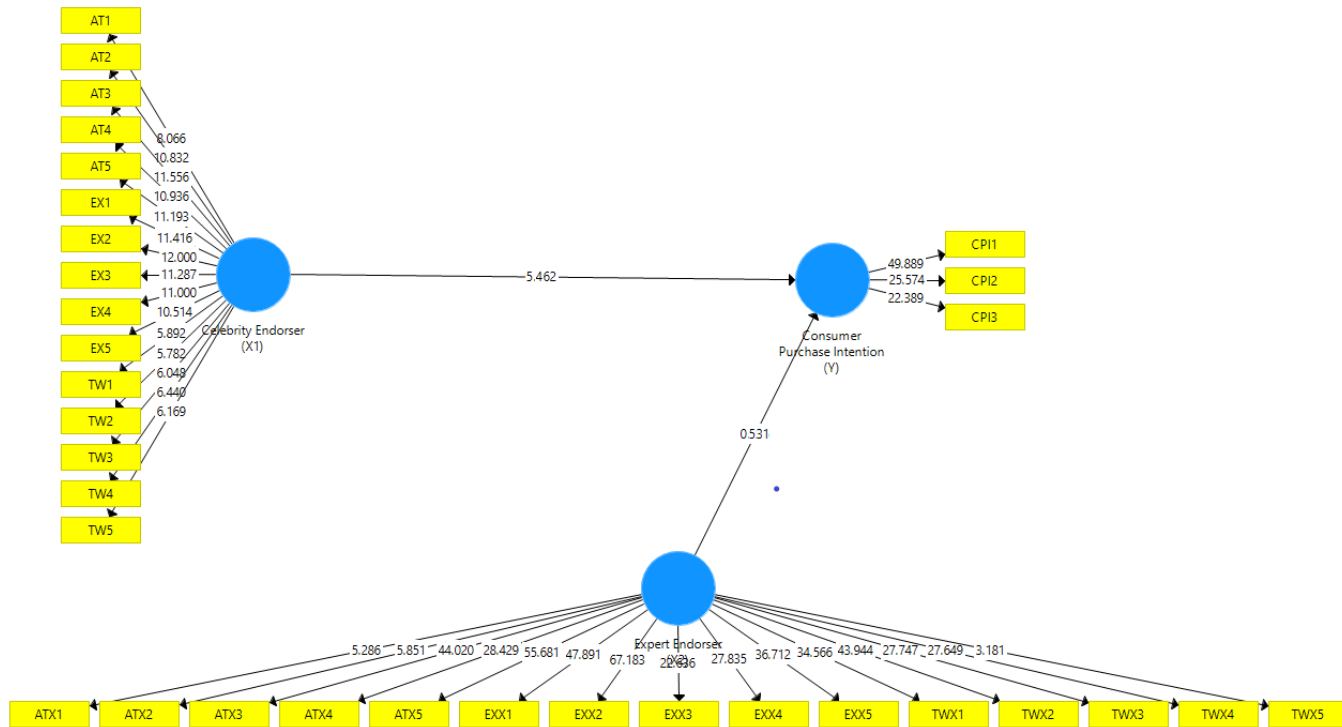

Figure 1. Bootstrapping Test Results with SmartPLS 3.0
Source: Analysis Result Using SmartPLS 3.0

Discussion

Based on the results of the incoming and processed research data, the use of celebrity endorsers in the form of promotion of a halal fashion product has a positive effect on consumers' intentions to buy these goods. On the other hand, the use of expert endorsers in an advertisement for halal fashion products does not positively impact consumers' purchase intentions to provide these halal fashion products. These results indicate that selecting the type of endorser in an advertising and promotion concept is very important.

Previous studies have stated that celebrity endorsers can increase consumer buying interest in a product, especially halal fashion products (Apejoye, 2013; Ilicic & Webster, 2011; Jamil & Hassan, 2014). The Rabbani fashion brand advertisement that uses April Jasmine celebrity as an endorser can convey the advertising message. The positive attributes possessed by April Jasmine can be transferred well so that consumers perceive Rabbani's products as trustworthy and of high quality. In the end, the purpose of advertising with celebrity endorsers is to influence consumer buying interest in Rabbani fashion products directly.

Therefore, companies that produce halal fashion products are advised to use celebrities as endorsers to convey product values to consumers. However, marketers must also be selective in choosing celebrities. The selected celebrities must reflect the product itself and not have negative publicity. In the research of Thwaites and Barnes (2008), it is found that lousy publicity affects the attractiveness and credibility of celebrity endorsers.

CONCLUSION

Based on the results of research data entered and processed, it is found that the use of celebrity endorsers in promoting a halal fashion product positively affected consumer intentions to buy these goods. On the other hand, the use of expert endorsers in advertising halal fashion products does not positively impact consumers' purchase intentions to provide these halal products. The study's results confirm several previous studies, which also obtained the same results where the use of celebrity endorsers can positively affect consumer purchase intentions on halal fashion products. These results also confirm that the image and information brought by celebrity April Jasmine used in this study matched Rabbani's halal fashion products.

This study has several limitations, including the limited number of respondents within the city of Surabaya who have homogeneous population characteristics. Therefore, further research can be developed in terms of the characteristics of respondents in terms of the area that can be expanded and other factors that can be developed to obtain research results that are more general and more representative. In addition, in this study, only two types of endorsers were used to compare. Four different types of endorsers can be used in the following research, for example, CEO or ordinary people.The aim is to examine the influence of the four types of endorsers on consumers' purchase intentions for a product, especially for halal fashion products.

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