

The Effect of Celebrity Endorsers and Green Perceived Value on Purchase Behavior Mediated by Green Trust Variables

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Abstract

Celebrity endorsers are an important part of a product's promotional strategy and marketing campaign. The hope is that the image or quality of the celebrity will be transferred to the product and stimulate sales to increase the Purchase Behavior of consumers. The purpose of this study is to determine the effect of celebrity endorsers and green perceived value on purchase behavior mediated by the green trust by consumers at Easy Peasy Salad Bar & Healthy Catering. The method used in this study was causative correlational research involving 175 samples. The questionnaire became an instrument in this study using 19 indicators from each variable. The results of this study show the influence of Celebrity Endorsers and Green Perceived Value positively and significantly; Green trust is directly stated to have an influence and significance in mediating the influence of Celebrity Endorsers and Green Perceived Value on Purchase Behavior, as well as green trust have a positive and significant influence on Purchase Behavior in consumers at Easy Peasy Salad Bar & Healthy Catering.

Keywords: Celebrity endorser, Green perceived value, Purchase behavior, Green trust

JEL Classification: M42, M48

DOI: <https://doi.org/10.20473/sabr.v2i2.56173>

Received: March 20, 2024; Accepted: July 27, 2024

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Published by [Universitas Airlangga](#), Department of Management, Faculty of Economics and Business.

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1. Introduction

The culinary industry has become very promising for food entrepreneurs. However, the development of the food industry in Indonesia raises a challenge that businesspeople must face in capturing and maintaining market share. This encourages culinary entrepreneurs to introduce and promote their products to the public amid fierce competition. Advertising is one of the marketing strategies commonly used by businesspeople.

One advertising strategy that is now widely used by businesspeople is *Celebrity endorsers*. *Celebrity Endorsers* today are becoming one of the marketing strategies with technological advances. The emergence of celebrities on social media platforms such as Instagram, Twitter, and TikTok is undeniable. People are certainly familiar with the terms "Selebgram," or celebrities who are famous for Instagram, "Selebtwit" or celebrities who are famous for Twitter, and "Seleb Tiktok," or celebrities who are famous for TikTok. *Celebrity Endorsers* are an important part of a product's promotional strategy and marketing campaign. The hope is that the image or quality of the celebrity will be transferred to the product and stimulate sales to increase the *Purchase Behaviour* of consumers.

Consumer perception of a credible *Celebrity Endorser* can encourage the formation of purchase behavior. *Consumers' purchase behavior* of a product is strongly influenced by individual psychological factors such as cultural, social, family, role, age, life cycle stages, occupation, economic status, self-concept, personality, and lifestyle. Consumers' purchasing behavior is also influenced by consumer awareness of the purchase risks that are likely to be faced. In addition, the influence of the closest person is undeniable and will affect consumers' purchasing behavior. It indicates that psychology plays a big role in consumer purchasing decisions. *Celebrity Endorsers* have a great influence on stimulating consumers' purchase behavior. Therefore, marketers must be observant when choosing *celebrity endorsers* to suit the intended market segment so that they can attract consumer interest.

Through a survey conducted by Nielsen's New Global Health and Ingredient-Sentiment Survey online, it is known that consumers are now more aware of healthy eating; therefore, they want to adopt a diet that can help them overcome various health problems. Increasing public awareness is also supported by the global trend of healthy lifestyles. Adopting a healthy lifestyle, consumers began to switch to natural products made from nature and free of chemicals. Currently, many consumers are starting to be interested in consuming or buying green products (environmentally friendly products). The probability and encouragement of consumers who care about environmental issues and understand how to use products that do not harm the environment rather than ordinary products today, whose

majority of manufacturers do not care about their effects on the environment. Companies that are environmentally oriented must be able to increase consumer purchase intent using *green marketing strategies* that take into account the reliability of the product for customers, the perceived value of the product, and the dangers that customers may face.

When consumers talk about perceived value, they look at costs and expenses related to their estimated rewards. *The green perceived value* itself is a total consumer evaluation of all profits obtained and exchanges made only because of the environment. *Green perceived value* can not only be an important determinant in maintaining long-term customer relationships but also plays a key role in influencing *purchase behavior*.

In this study, researchers chose Easy Peasy Salad Bar & Healthy Catering as the location of their research. Easy Peasy serves a varied menu ranging from a variety of healthy dishes such as salads, sandwiches, BBQ chicken, shirataki, and smoothie bowls to healthy juice. So far, Easy Peasy has used several digital marketing techniques through Instagram and social media, as well as marketing done through Google Maps, which can show *ratings* from customers who have visited. Easy Peasy also often improves advertising promotion by using *Celebrity Endorsers* to influence *Purchase Behaviour*. Referring to the background and phenomenon of the business, *Celebrity Endorsers* have an important role for consumers by providing a direction in determining their purchase decisions. However, the role of *Celebrity Endorsers* in influencing *Purchase Behaviour* needs to be studied because consumers, in general, will assess the product so that *the Green perceived value* of a product is formed from the use of a technology that affects *Purchase Behaviour* with *Green trust* as the mediation variable.

Based on this background, the purpose of this study is to analyze 1) The Effect of *Celebrity Endorsers* on Consumer *Purchase Behaviour* in Easy Peasy Salad Bar & Healthy Catering, 2) The Effect of *Green perceived value* on Consumer *Purchase Behaviour* in Easy Peasy Salad Bar & Healthy Catering, 3) The Effect of *Green trust* that mediates *Celebrity Endorser* on consumer *Purchase Behaviour* in Easy Peasy Salad Bar & Healthy Catering, 3) The effect of *Green trust* mediating *Green perceived value* on consumer *Purchase Behaviour* in Easy Peasy Salad Bar & Healthy Catering, 4) The effect of *Green trust* on consumer *Purchase Behaviour* in Easy Peasy Salad Bar & Healthy Catering.

2. Literature Review and Hypothesis Development

Celebrity Endorser

A *celebrity endorser* is well-known to the public and uses his fame to promote a product or service (Schimmelpfennig & Hunt, 2020). *Celebrity Endorsers*, according to Frimayasa & Nasution (2022), are

actors or artists, *entertainers* or athletes who are known or publicly known for their success in their respective fields to support an advertised product. In this study, indicators *celebrity endorsers* referring to the research literature conducted by (Sari, 2020) said five special attributes of endorsers are explained by the acronym TEARS, where TEARS consists of 1) Trustworthiness, 2) Expertise, which is the two dimensions of credibility, 3) physical attractiveness, 4) Respect (quality appreciated) and 5) similarity (similarity with Audience Addressed):

Green Perceived Value

According to Chen et al. (2022), green perceived value is defined as a comprehensive assessment of consumers' benefits received and sacrificed based on environmental desires, expectations of sustainability, and the need for green or environmentally friendly products. In this study, indicators Green Perceived Value refers to the research literature conducted by (Mada et al., 2021), namely: 1) Benefits for consumers, namely the benefits obtained by consumers by using an environmentally friendly product, 2) Meeting consumer expectations, namely the environmental performance provided by an organic product in accordance with expectations, 3) Environmental concern is related to the magnitude of environmental concern shown from organic products, 4) Quality standards, namely with good quality standards offered from organic products, and 5) Price is the price offered according to the quality obtained.

Purchase Behaviour

According to (Sari, 2023, p. 109), *Purchase Behaviour* is the actions and activities carried out by individuals, groups and organizations related to selecting, buying and using goods or services to meet needs and wants. In this study, *purchase behavior* indicators refer to the research literature conducted by (Ismaya et al., 2022), namely 1) *Attention*, 2) *Interest*, 3) *Desire*, and 4) *Action*.

Green Trust

According to (Fernanda et al., 2023), *Green trust* is a positive attitude that gives confidence that a product is environmentally friendly. *Green trust* is consumer confidence in green or environmentally friendly products. *Green trust* It can also be defined that a consumer relies on a brand as a result of his belief in environmental credibility, policies, and capabilities. *Green trust* is the willingness to use some trusted goods, services or trusted brands that are believed to have a positive impact on the environment (Amen & Tarun, 2021). In this study, indicators *Green Trust* refers to the research literature conducted by (Chaerunissa, 2020), namely: 1) Brand commitment to the environment is reliable, 2) Brand performance to the environment is generally accountable, 3) Environmental arguments owned by brands can be trusted, 4) Brand environmental concerns meet expectations, and 5) Brands hold promises and commitments to protect the environment.

Hypothesis Development

1. The Effect of Celebrity Endorsers on Purchase Behaviour

Previous research conducted by Asir et al. (2023) found that celebrity endorsement has a positive influence on purchase behavior among users. Trust makes it easy for consumers to choose products that are worth buying and using. The study also shows the same thing about the attractiveness and credibility of celebrity endorsers. It means that if the celebrity is attractive, trustworthy and expert, it will increase consumer buying behavior but in a low trend.

H1: Celebrity Endorsers have a positive and significant effect on Purchase Behaviour

2. The Effect of Green Perceived Value on Purchase Behaviour

Research conducted by Apriliani and Aqmala (2021) shows a positive relationship between Green Perceived Value and Purchase Behaviour. In product buying behavior, the greater the benefits and benefits felt by consumers from consuming a product, the greater the opportunity for consumers to buy products.

H2: Green perceived value has a positive and significant effect on Purchase Behaviour

3. The Influence of Celebrity Endorsers on Purchase Behaviour through Green Trust as Mediation

Pradnyadewi and Warmika (2019) mention that the company needs to improve the Green trust of their customers because there is a significant positive mediating effect on green trust so that companies can build Green trust from their customers to improve the relationship between Green perceived value the perceived and Purchase Behaviour. Green trust Mediating influences Celebrity Endorser towards Purchase Behaviour Significantly. It is in line with the results of the study by Son (2020), where Green trust Mediating influences celebrity endorsers significantly against purchase intent. The test results of the method analysis found that the value of the brand trust variable > 0 , so the influence of the celebrity endorser towards purchase behavior mediated by green trust proved to be true.

H3: Green trust is positive and significant in mediating the influence of Celebrity Endorsers on Purchase Behaviour

4. The Effect of Green Perceived Value on Purchase Behaviour through Green Trsut as Mediation

Afendi (2019) found a positive relationship between green perceived value and green purchase behavior in terms of purchasing environmentally friendly products. The greater the benefits and benefits felt by consumers from using a product, the greater the opportunity for consumers to buy products. Companies that demonstrate eco-friendly activities will improve Green Trust. Building a successful Green Trust will lower worries, which will eventually increase Green Purchase Behaviour. In this study, the high level of Green Purchase Behaviour is caused by green trust. The benefits of Philips LED lamps

as trustworthy eco-friendly products are a strong indicator of Green Trust, And it is able to encourage consumers to always look for information about environmentally friendly products. The higher the Green Trust then, the higher Green Purchase Behaviour, and vice versa

H4: Green trust is positive and significant in mediating the effect of green perceived value on Purchase Behaviour

5. The Effect of Green Trust on Purchase Behaviour

Research testing results by Mahendra (2023) show that Green Trust has a positive and significant effect on green purchase behavior in organic vegetable products. It means the better Green Trust That consumers receive, the more Green Purchase Behaviour on organic vegetable products. Guaranteeing consumer satisfaction and attention and providing the information needed by consumers can influence the behavior of these consumers to trust organic vegetable products so as to make purchases again.

H5: Green trust positively and significantly affects Purchase Behaviour

3. Data and Methodology

The approach used in this study is quantitative. The quantitative approach is a research approach that uses many numbers ranging from data collection and data interpretation to the appearance of the results Mukti and Lestari (2023). The method used in this study *is causal correlational* research, where data collection will be carried out to determine the relationship of a variable with other variables and the influence of mediator variables. The approach used in this study is a survey method, through questionnaires as a data collection tool using a 5-point Likert scale. The type of data studied is quantitative data, and the data source is primary and secondary data. Quantitative data is numerical data that shows the results of variable measurements and is used for research purposes. Quantitative data contains the number, level, comparison, and volume in the form of numbers. The data that has been obtained will be processed using SmartPLS software. The sample consisted of 175 consumers of *Easy Peasy Salad Bar & Healthy Catering*. Data analysis using descriptive analysis techniques and SEM PLS using SMART PLS 3.0 software. Hypothesis testing using bootstrapping and blindfold techniques.

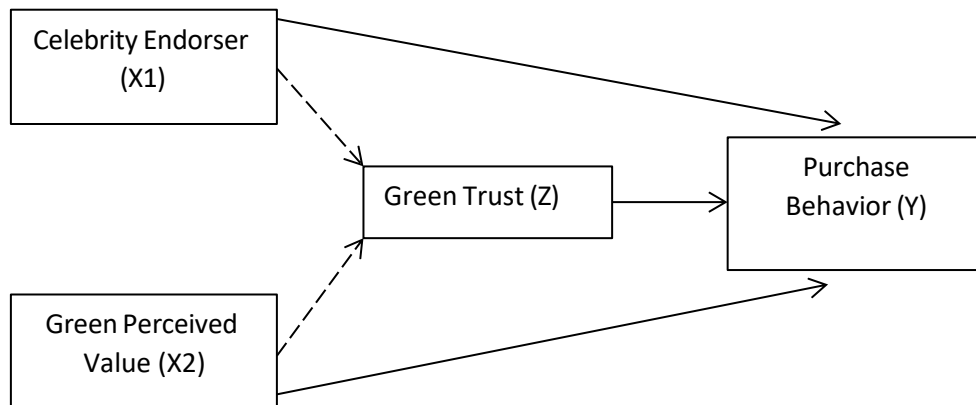


Figure 1. Research Framework

4. Results and Discussion

Validity Test

The analysis is performed by correlating each item's score with the total score. This research is done by analyzing the Outer Model, which is also called measurement model testing. This can show how manifest variables present latent variables to be measured. Evaluation of measurement models is carried out to test the validity and reliability of the model (Ghozali & Latan, 2015). The validity tests conducted in this study are *convergent validity* and *discriminant validity*.

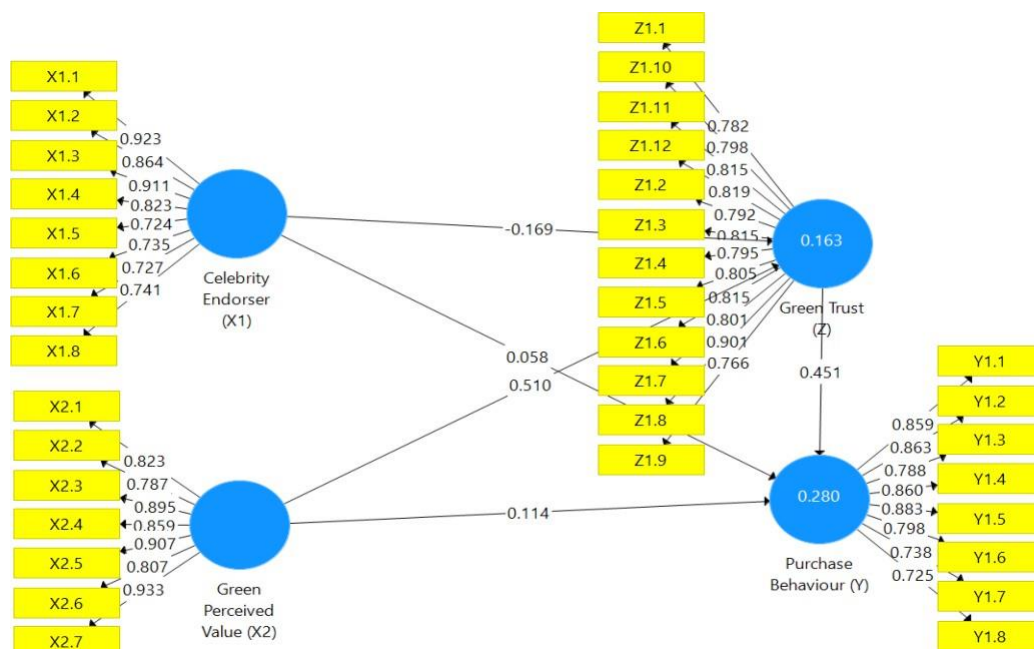


Figure 2. Outer Loading Score

Convergent Validity

Convergent Validity is an indicator that can measure the correlation between *item score*, *component*

score, and construct score. An individual reflective measure is expressed as high if the *loading factor value* is more than 0.7 with the construct to be measured. Meanwhile, according to Chin, for early-stage research, the outer loading value is considered sufficient if the correlation value is 0.5 - 0.6 (Ghozali & Latan, 2015).

Table 1. Outer Loading Results of 30 Respondents

	<i>Celebrity Endorser (X1)</i>	<i>Green perceived value (X2)</i>	<i>Green trust (Z)</i>	<i>Purchase Behaviour (Y)</i>
X1.1	0.923			
X1.2	0.864			
X1.3	0.911			
X1.4	0.823			
X1.5	0.724			
X1.6	0.735			
X1.7	0.727			
X1.8	0.741			
X2.1		0.823		
X2.2		0.787		
X2.3		0.895		
X2.4		0.859		
X2.5		0.907		
X2.6		0.807		
X2.7		0.933		
Y1.1				0.859
Y1.2				0.863
Y1.3				0.788
Y1.4				0.860
Y1.5				0.883
Y1.6				0.798
Y1.7				0.738
Y1.8				0.725
Z1.1			0.782	
Z1.2			0.792	
Z1.3			0.815	
Z1.4			0.795	
Z1.5			0.805	
Z1.6			0.815	

Z1.7	0.801
Z1.8	0.901
Z1.9	0.766
Z1.10	0.798
Z1.11	0.815
Z1.12	0.819

Source: Data output processed from Smart PLS 3.0, 2024

Discriminant Validity

Discriminant Validity is a measurement model with reflective indicators assessed based on cross-loading with constructs. The correlation of constructs with measurement items must be greater than the size of other constructs (Ghozali & Latan, 2015). The testing step can be done by looking at the value of Cross-loading. Each variable must have a value greater than 0.5 (Sarwono & Narimaati, 2015).

Table 2. Cross Loading Results of 30 Respondents

	<i>Celebrity Endorser (X1)</i>	<i>Green perceived value (X2)</i>	<i>Green trust (Z)</i>	<i>Purchase Behavior (Y)</i>
X1.1	0.923	0.709	0.204	0.289
X1.2	0.864	0.631	0.272	0.183
X1.3	0.911	0.576	0.143	0.330
X1.4	0.823	0.555	0.079	0.102
X1.5	0.724	0.515	0.056	0.122
X1.6	0.735	0.653	0.301	-0.058
X1.7	0.727	0.560	-0.012	0.037
X1.8	0.741	0.654	-0.009	0.143
X2.1	0.556	0.823	0.422	0.446
X2.2	0.636	0.787	0.225	0.087
X2.3	0.742	0.895	0.306	0.104
X2.4	0.661	0.859	0.142	0.209
X2.5	0.646	0.907	0.248	0.238
X2.6	0.575	0.807	0.390	0.344
X2.7	0.679	0.933	0.375	0.289
Y1.1	0.150	0.262	0.634	0.859
Y1.2	0.117	0.187	0.511	0.863
Y1.3	0.397	0.437	0.364	0.788
Y1.4	0.052	0.186	0.460	0.860
Y1.5	0.438	0.446	0.364	0.883
Y1.6	-0.016	0.126	0.297	0.798

	<i>Celebrity Endorser (X1)</i>	<i>Green perceived value (X2)</i>	<i>Green trust (Z)</i>	<i>Purchase Behavior (Y)</i>
Y1.7	-0.029	0.121	0.163	0.738
Y1.8	0.301	0.309	0.128	0.725

Average Variance Extracted (AVE)

Validity tests can also be performed using the square root of the average extracted variance (AVE). In accordance with the Rule of thumb by Ghazali & Latan (2015: 75), the recommended average extracted variance (AVE) value must be more than 0.5, which means that 50% or more of the indicator's variance can be explained.

Table 3. Average Variance Extracted (AVE) Results of 30 Respondents

	Average Variance Extracted (AVE)	Information
<i>Celebrity Endorser (X1)</i>	0.656	Valid
<i>Green perceived value (X2)</i>	0.740	Valid
<i>Green trust (Z)</i>	0.655	Valid
<i>Purchase Behaviour (Y)</i>	0.666	Valid

Source: Data output processed from Smart PLS 3.0, 2024.

Reliability Test

Measurement of construct reliability tests with reflective indicators can be performed by analyzing *Cronbach Alpha* and *Composite Reliability*. A commonly used rule is that the value of *Cronbach Alpha* and *Composite Reliability* should show a result greater than 0.7 (Darma, 2021, p. 49).

Table 4. Results of Cronbach Alpha and Composite Reliability 30 Respondents

	Cronbach's Alpha	Composite Reliability	Information
<i>Celebrity Endorser (X1)</i>	0.932	0.938	Reliable
<i>Green perceived value (X2)</i>	0.943	0.952	Reliable
<i>Green trust (Z)</i>	0.952	0.958	Reliable
<i>Purchase Behaviour (Y)</i>	0.932	0.941	Reliable

Source: Data output processed from Smart PLS 3.0, 2024.

Inner Models

Inner Model *Analysis* is a structural model analysis carried out by looking at the relationship between variables. The relationship between variables can be seen through the significant value and *R-squared* value in each independent latent variable, which is the predictive force of the structural model (Ghozali & Latan, 2015).

Descriptive Statistics

Based on the statement on the questionnaire provided, the identity of the respondent includes the respondent's name, respondent's gender, respondent's age, respondent's occupation, and respondent's expenses, as follows:

Table 5. Descriptive Analysis of Respondents

Characteristic	Frequency	Percent
Age		
≤ 17 years old	1	1%
17 – 26 years old	167	95%
27 – 46 years old	3	2%
>46 years old	4	2%
Gender		
Man	43	27%
Woman	128	73%
Work		
Student	141	81%
Civil servants	14	8%
Self-employed	1	1%
private	6	3%
Other	13	7%
Monthly Expenses		
≤ IDR 3,000,000.00	104	59%
IDR 3,000,001.00 – IDR 8,000,000.00	49	28%
IDR 8,000,001.00 – IDR 11,000,000.00	13	7%
> IDR 11,000,000.00	9	5%

Source: Primary Data Processed (2024)

Test the hypothesis

The structural test (*inner model*) is carried out after passing the indicator test (*outer model*). Here is a table of inner model test output results.

Table 6. Inner Model Test

Testing	Test Results	Criterion
<u>Coefficient of Determination (R-Square)</u>		
	0.427	keep
<i>Green trust (R1)</i>	0.658	
<i>Purchase Behaviour (R2)</i>		
<u>Q2 Predictive Relevance</u>		
$Q2 = 1 - ((1 - R12) (1 - R22))$ $= 1 - ((1 - 0.427) (1 - 0.658))$ $= 1 - (0.573) (0.342)$	0,804	Good. Models have predictive relevance.

$$= 1 - 0.195966$$

$$= 0.804034$$

<u>P Value</u>		
<i>Celebrity Endorser (X1) -> Green trust (Z)</i>	0.002	Significant
<i>Celebrity Endorser (X1) -> Purchase Behaviour (Y)</i>	0.046	Significant
<i>Green perceived value (X2) -> Green trust (Z)</i>	0.000	Significant
<i>Green perceived value (X2) -> Purchase Behaviour (Y)</i>	0.020	Significant
<i>Green trust (Z) -> Purchase Behaviour (Y)</i>	0.000	Significant
<i>Celebrity Endorser (X1) -> Green trust (Z) -> Purchase Behaviour (Y)</i>	0.002	Significant
<i>Green perceived value (X2) -> Green trust (Z) -> Purchase Behaviour (Y)</i>	0.000	Significant
<u>Parameter Coefficient (Original Sample)</u>		
<i>Celebrity Endorser (X1) -> Green trust (Z)</i>	0.381	Positive
<i>Celebrity Endorser (X1) -> Purchase Behaviour (Y)</i>	0.123	Positive
<i>Green perceived value (X2) -> Green trust (Z)</i>	0.369	Positive
<i>Green perceived value (X2) -> Purchase Behaviour (Y)</i>	0.137	Positive
<i>Green trust (Z) -> Purchase Behaviour (Y)</i>	0.645	Positive
<u>T-Statistics</u>		
<i>Celebrity Endorser (X1) -> Green trust (Z)</i>	2.853	Significant
<i>Celebrity Endorser (X1) -> Purchase Behaviour (Y)</i>	1.693	Significant
<i>Green perceived value (X2) -> Green trust (Z)</i>	3.884	Significant
<i>Green perceived value (X2) -> Purchase Behaviour (Y)</i>	2.049	Significant
<i>Green trust (Z) -> Purchase Behaviour (Y)</i>	5.813	Significant

5. Conclusion

Based on the results of the study, there are several conclusions.

1. Celebrity Endorsers have a positive influence on Purchase Behaviour of 0.381 and are significant because of t-statistics of $2.853 > 1.64$ and p-value of $0.002 < 0.05$; thus, Celebrity Endorsers are directly stated to have a positive and significant influence on Purchase Behaviour in Easy Peasy Salad Bar & Healthy Catering.
2. Green perceived value has a positive influence on Purchase Behaviour of 0.137. It is significant because of t-statistics of $1.693 > 1.64$ and p-value of $0.020 < 0.05$; thus, Green perceived value is directly stated to have a positive and significant influence on the Purchase Behaviour of customers at Easy Peasy Salad Bar & Healthy Catering.
3. The influence of Green Trust directly mediates the influence of Celebrity Endorsers on Purchase Behaviour with a p-value of 0.002. Thus, Green trust is directly stated to have an influence and significance in mediating the influence of Celebrity Endorsers on Purchase Behaviour in Easy Peasy Salad Bar & Healthy Catering.
4. Green trust is positive and significant in mediating the effect of green perceived value on Purchase Behaviour with a p-value of 0.000. Thus, Green trust is directly stated to have an influence and significance in mediating the influence of green perceived value on Purchase Behaviour in Easy Peasy Salad Bar & Healthy Catering.
5. Purchase Behaviour has a positive influence on Purchase Behaviour of 0.645 and is significant because of t-statistics of $5.813 > 1.64$ and p-value of $0.000 < 0.05$, thus Green trust is directly stated to have a positive and significant influence on Purchase Behaviour in consumers at Easy Peasy Salad Bar & Healthy Catering.

With the limitations in this research, the author suggests conducting further research by increasing the number of research samples and using other objects outside the products that have been used as objects in this study so that it will describe more broadly the products that are included in the green marketing strategy

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