

The Impact of product quality and celebrity endorsement on purchase decision: Brand image as mediation

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ABSTRACT

The tea processing industry has experienced rapid development. Tea production in Indonesia ranks among the top five largest tea-producing countries, with a total production of 136.80 tons in 2022. This creates promising business opportunities for tea beverage enterprises, evident in the proliferation of various contemporary tea-based drinks offered by numerous brands and outlets emerging within Indonesian society. One notable example is Es Teh Indonesia. PT Es Teh Indonesia is a local brand specializing in contemporary tea beverages, established in 2018 and currently operating 945 outlets. This research examines the influence of celebrity endorsement and product quality on purchasing decisions, with brand image as an intervening variable in Es Teh Indonesia. The hypotheses formulated in this study will be tested using causal research. Data collection will be carried out by distributing questionnaires to 225 respondents using purposive sampling techniques. Structural Equation Modeling (SEM) will be employed with the assistance of AMOS 24 for data analysis. The research findings reveal that product quality has a positive and significant impact on brand image, celebrity endorsement has a positive and significant effect on brand image, brand image significantly influences purchase decisions, product quality has a positive and significant impact on purchase decisions, and celebrity endorsement positively and significantly affects purchase decisions.

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1. Introduction

Along with technological advances and people's lives, the tea processing industry is developing rapidly. Tea production in Indonesia is among the five largest tea-producing countries. Total tea production in Indonesia will reach 136.80 tons in 2022 (BPS 2022). According to the official Es Teh Indonesia website estehindonesia.com, the amount of packaged tea in Indonesia reaches 2 ml or 0.5 kg of leaves per person per year. In Indonesia, tea can be enjoyed by all groups. This creates an auspicious tea beverage business opportunity. This can be seen from the many shops selling various brands and types of tea-based drinks that continue to appear in Indonesian society, one of which is Es Teh Indonesia.

PT. Es Teh Indonesia is a local tea drink brand with many variants and a new taste image suitable for all target groups. Making its debut in the market in 2018 with an initial capital of only 3 million Indonesian Rupiah, PT Es Teh Indonesia has exhibited remarkable growth. As of February 2023, the company's monthly revenue has soared to Rp50 billion, encompassing all branches nationwide at estehindonesia.com. The average daily sales stand at an impressive 600 cups. The enterprise has established its presence and diversified its business model, incorporating Own Stores, Partnerships, and Franchises. According to the official website of Es Teh Indonesia, by February 2023, the company boasts 945 outlets across various regions in Indonesia. Notably, 68% of these establishments, amounting to 643 outlets, are

situated on Java Island, with the remaining 32% totaling 302 outlets outside Java. Es Teh Indonesia has secured a position in the annals of history, commemorated in the Museum of Records Indonesia (MURI). The company earned this distinction by achieving Indonesia's most extensive branch network in 2022, a feat denoted explicitly by the simultaneous ribbon-cutting ceremonies at multiple locations.

Es Teh Indonesia employs various compelling promotional strategies, one of which is through the Instagram platform, for the products showcased on social media to possess allure for potential consumers the support of renowned figures or celebrity endorsers is deemed essential to convey messages effectively in promotional campaigns. Consequently, this approach is anticipated to influence purchase decisions positively. Celebrity endorsement represents a corporate strategy involving enlisting celebrities or film personalities recognized by the public to feature in product advertisements across various media channels (Ladhari et al., 2020). In its advertising endeavors, Es Teh Indonesia strategically engages celebrities' services to endorse various products. Renowned figures such as Prilly Latuconsina, Brisia Jodie, and Nagita Slavina have prominently featured in promotional campaigns. Notably, Nagita Slavina has transitioned into a pivotal role within the company, assuming the position of Chief Executive Officer at Es Teh Indonesia.

According to research conducted by Oteh et al., (2023), celebrities play a pivotal role as opinion leaders and wield significant influence over the purchase decisions of their followers. This finding is corroborated by another study conducted by Yawar & Ghafar (2021), who stated that the use of celebrities who have many fans can influence the promotion of products to improve positive brand perceptions in society because consumers often assume that these celebrities have good preferences and can represent their needs. This is proven by Luckmizankaria (2020), which states that celebrity endorsements strongly influence brand image. Apart from that, the literature supports that celebrity endorsements significantly influence a company's brand image (Rahayu et al., 2023; Sam & Rajagiri 2019; Jeane Tayl 2021).

The positive image of celebrities in the public eye has the potential to exert influence and capture consumer interest, leading them to make purchases (Algiffary et al., 2020). The importance attributed to brand image positions Es Teh Indonesia as an entrepreneurial entity committed to providing its customers with the finest products and services, safeguarding its positive image in the community. This commitment aligns with prior research by Rosanti et al., (2021), which concludes that maintaining a commendable corporate reputation and introducing products with a positive image positively impact consumer purchasing decisions. A positive brand image enhances consumer confidence in acquiring products from that specific brand, as articulated by Gómez-Rico et al., (2023). Consequently, a brand image significantly impacts the emergence of consumer purchase decisions. Based on research conducted by Mbeté & Tanamal (2020) and Sudaryanto et al., (2021) a store with a robust brand image can heighten consumer inclination to purchase its products. Additionally, Harto et al., (2021) assert that creating a positive brand image for a product or service aids in influencing consumer evaluations of a brand purchase.

In addition to celebrity image, product quality influences purchase decisions. Product quality is a crucial determinant contributing to consumers' choice to consume or use a particular product. The better the product quality, the more motivated consumers become to purchase the product. Rosillo-Díaz et al., (2020) state in their presentation that a product quality refers to its ability to fulfill its intended purpose and function effectively. Thus, a product can be deemed high quality if it performs its intended purposes well. This idea is in line with findings from Wang et al., (2020); Irwany Handayani (2022); Rahayu et al., (2023); Wijayanti & Nainggolan, (2023) which indicate that product quality has a considerable beneficial impact on purchase decisions to a somewhat significant extent. However, according to a Farisi (2018) study, there is no evidence that product quality positively impacts purchase decisions.

Study needs to be implemented because there are insignificant differences in the influence of product quality variables on purchase decisions. Research to find out how much influence celebrity endorsement and product quality have on purchase decisions and brand image a mediating variable in Es Teh Indonesia.

2. Research Method

Product quality is defined as the capacity of a product or service to satisfy the demands of the customer. Made Gita Widiastiti et al., (2020) define product quality as dependability, correctness, ease of use, and other important traits that are usually considered part of product quality. According to (Malini, 2021) Product

Quality includes the general attributes and properties of a good or service that determine the extent to which expected needs are always met.

Celebrity Endorsement is defined as a figure who is well-known to the public and is presented as a consumer in advertising (Macheka et al., 2023). Another opinion states that celebrity endorsement is a form of communication used by celebrities by expressing their words to promote brands based on their popularity and personality (Jun et al., 2023).

According to Khan & Fatma (2023), Understanding customer attitudes towards a product brand is an essential factor influencing their purchasing decisions compared to similar products on the market. According to Chen & Wu, (2022), Brand Image is a form of brand identity for products offered to customers and differentiates these products from competitors' products. Brand Image refers to how a customer views a brand as a representation of the associations they have made with that brand in their minds (Tsai et al., 2020).

Purchase decisions are the desire to buy a product and loyalty aspects such as post-purchase behavior (Pires et al., 2022). The purchase decision is defined as a thought process that is very important in meeting consumer needs and involves considering the advantages and disadvantages of several brands and goods before making a final choice (Nekmahmud & Farkas, 2020).

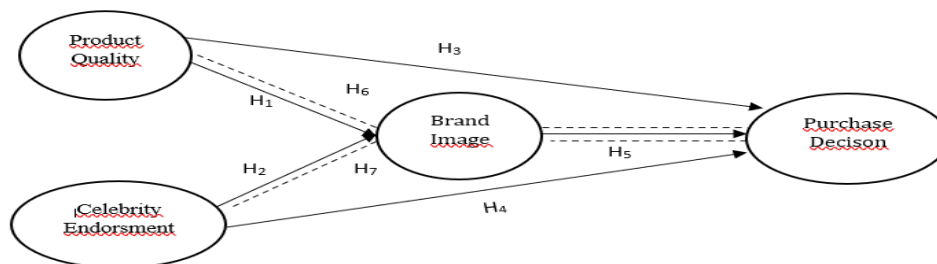


Figure 1. Research framework

Product Quality and Brand Image

A product's quality has an impact on a brand's reputation. Superior quality products may establish a positive brand image and win over customers' confidence. According to Harto et al., (2021) a brand's brand image is influenced by its product quality since improving a brand's product quality also improves its brand image. In addition, research on the connection between product quality and brand image is also provided by Irwany Handayani, (2022) indicating that product quality significantly on purchase decisions. Rybaczevska et al., (2020); Saraswati & Giantari, (2022); Tsai et al., (2020) It also asserts that product quality has a positive impact on brand image. Fitriana Afriza, (2019); Gircela & Wati, (2019); Simbolon et al., (2020) have also noted that brand image is positively impacted by product quality. We may infer that brand image is greatly influence by product quality. H₁: Product quality has a positive and significant effect on brand image.

Celebrity Endorsements and Brand Image

According to Jun et al., (2023) utilizing well-known celebrities with a substantial fan base can exert influence in promoting products to enhance the brand's positive perception within society. Consumers often assume that such celebrities possess favorable preferences and can represent their needs effectively. This assertion is corroborated by Luckmizankaria (2020) who states that there is a strong positive impact of Celebrity Endorsement on brand image. Furthermore, the literature supports the notion that celebrity endorsement has a considerable positive influence on the brand image of a company Rahayu et al., (2023); Sam & Rajagiri., (2019). In conclusion, it can be deduced that celebrity endorsement positively and significantly impacts the brand image. H₂: Celebrity endorsements have a positive and significant effect on brand image.

Brand Image and Purchase Decisions

Brands possessing a positive image or well-liked are deemed capable of mitigating the associated purchasing risks. This phenomenon leads consumers to frequently employ brand image as a reference point in making purchase decisions. This presence is substantiated by research conducted by Soebakir et al., (2018); Nguyen et al., (2020); Rybaczevska et al., (2020); Steven et al., (2021) all of whom affirm that

brand image exerts a positive and significant influence on purchase decisions. According to Harto et al., (2021) establishing a commendable brand image for a product or service can assist in influencing consumer evaluations of a brand's purchase. Besides that Mbete & Tanamal, (2020); Agmeka et al., (2019) In their research, brand image has a significant positive influence on purchase decisions. H₃: Brand image has a positive and significant effect on purchase decisions.

Product Quality and Purchase Decisions

Product quality has an important role in determining consumer choices in consuming or using a product, and the products provided by the company directly impact consumer interest in them. Purchase decisions are influenced by how far the product quality meets the buyer's expectations. The higher the quality of the product, the greater the buyer's motivation to buy the product, and this is in line with the findings in the research Irwany Handayani, (2022); Saraswati & Giantari, (2022); Wijayanti & Nainggolan, (2023); Juniwati, (2021) Individually mentioning that product quality has a significant positive influence on purchase decisions, Next research is carried out Mappesona et al., (2020) and Rahayu et al., (2023) prove individually that product quality has a significant favorable influence on purchase decisions, but the research carried out Farisi, (2018) revealed that there was a positive and insignificant influence on product quality on purchase decisions. H₄: Product quality has a positive and significant effect on purchase decisions.

Celebrity Endorsment and Purchase Decisions.

The study conducted by Misra et al., (2019) demonstrates that celebrities wield significant influence as opinion leaders among their followers and possess the capacity to impact their purchase decisions. Mani et al., (2020) also stated that the use of celebrities as advertisers is an effective way to attract buyers' attention and differentiate the company's product from competitors' products in influence purchase decisions. Lestari (2021) revealed that celebrities as product endorsers significant influence purchase decisions. Misra et al., (2019); Al-Mutairi & Siddiqui (2023); Angelina & Kaban (2022); Gauns et al., (2018); D. Gabucayan et al., (2022) revealed that celebrity endorsment have a positive influence on purchase decisions. H₅: Celebrity endorsment have a positive and significant effect on purchase decisions.

Product Quality in Purchase Decisions mediated by Brand Image

In the business realm, both in terms of product and services, maintaining high quality is a must so that companies are able to survive in the tight competition in terms of quality. In addition, superior quality in the products or services offered will help the company increase its positive reputation, ultimately encouraging consumers to choose the product. This is in accordance with other research carried Irmayanti & Annisa, (2023); Kausuhe et al., (2021); Made Gita Widiastiti et al., (2020); Saraswati & Giantari, (2022) which states that brand image functions as a link between purchase decisions and product quality. Ayuk et al., (2019) and Bagus et al., (2018) also observed similar findings as research results proving that product quality has a significant positive influence on purchase decisions with the brand image as mediation. H₆: Product Quality has a significant positive effect on purchase decisions mediated by brand image.

Celebrity Endorsement in Purchase Decisions mediated by Brand Image

Using celebrities as endorsers has become a common marketing method many companies use. This is done to strengthen the positive image of the brand being promoted. To create this positive image through celebrities as endorsers, companies need to be careful in choosing someone who has wide popularity, attractiveness, and a high level of credibility. The better the brand image, the more impact it will have on customer purchasing decisions. This is in accordance with previous research by Anastania Shafira, (2017) The research results show that celebrity endorsements have a significant positive influence on purchase decisions, with brand image being the mediator. However, the results of the research carried out by Sofi, (2019) and Jeane Tayl, (2021) show that image being a mediating variable does not have a role in helping the influence of the celebrity endorsement variable on purchase decisions. H₇: Celebrity endorsements have a significant positive effect on purchase decisions mediated by brand image.

Based on the research construct built on the theoretical studies that have been submitted, this research paradigm can be described in Figure 1. This research is a type of causal research with a quantitative approach. This research involved the use of a questionnaire with a five-point Likert scale (1=strongly disagree, 5=strongly agree), which was distributed to respondents who were deemed to meet the predetermined criteria. Product quality was measured using 7 items adapted from Hasan & Leon, (2022); Ongkowijoyo, (2022); Rahayu et al., (2023); Wang et al., (2020). Celebrity endorsements were measured using 5 question items put forward by Jun et al., (2023); Macheke et al., (2023); Saini &

Parayitam, (2020) Next, brand image was measured based on 6 items adapted by Gómez-Rico et al., (2023); Wijayanti & Nainggolan, (2023) and purchase decisions are measured using 7 items proposed by Hanaysha, (2018); Hasan and Leon, (2022); Rahayu et al., (2023); Salem, (2018). Information regarding the characteristics of the respondent, namely 17 years old, has bought Es Teh Indonesia for at least the last 2 months and has seen advertisements for Indonesian iced tea starring celebrities such as Reza Rahardian, Brisia Jodie, Prilly Latuconsina and Nagita Slavina.

This research involved 225 respondents. The sampling used was purposive sampling. Sampling was carried out online through questionnaires distributed in various cities in Indonesia, such as Pontianak, Singkawang, DKI Jakarta Yogyakarta, Makasar, Semarang, Lampung, Medan, Bandung, Banjarmasin, Palembang, Surabaya, Samarinda and other regions in Indonesia.

Based on the study, the measurement model and structural model of the constructed research construct will be analyzed and evaluated using SEM with the assistance of AMOS 24. The goodness of fit index parameters, including GFI, CMIN/DF, chi-square (χ^2), RMSEA, RMR, IFI, CFI, TLI and NFI, will be used to evaluate the model's fit. Furthermore, the standardized loading factor (SLF) value which needs to be ≥ 0.50 (Hair, 2014) will be taken into account for evaluating validity, and the CR and AVE values will be used to assess construct dependability. In addition, structural model analysis will be part of the SEM analysis to determine if the created research hypothesis is accepted or rejected. based on each coefficient's computed t value. When the t-value is less than or equal to the t table value of 1.96 within the significance degree α , which is often 0.05, a causal link is deemed significant.

3. Results And Discussions

Results

Respondent Characteristics

Analysis of the profile of respondents in this survey is based on the following demographics:

Table 1. Characteristics of respondents

| Category | Item | F | % |
|--|--------------------|------|------|
| Gender | Man | 89 | 40% |
| | Women | 136 | 60% |
| | Total | 225 | 100% |
| Age | 17- 21 years old | 85 | 38% |
| | 22- 25 years old | 101 | 45% |
| | 26- 29 years old | 32 | 14% |
| | ≥ 30 years | 7 | 3% |
| | Total | 225 | 100% |
| Last Education | Senior High School | 118 | 52% |
| | Diploma | 35 | 16% |
| | Bachelor | 61 | 27% |
| | Masters | 9 | 4% |
| | Doctor | 2 | 1% |
| | Total | 225 | 100% |
| Domicilie | Pontianak | 64 | 28% |
| | Singkawang | 13 | 6% |
| | DKI Jakarta | 24 | 11% |
| | Yogyakarta | 21 | 9% |
| | Makasar | 15 | 7% |
| | Semarang | 16 | 7% |
| | Lampung | 11 | 5% |
| | Medan | 12 | 5% |
| | Bandung | 11 | 5% |
| | Banjarmasin | 10 | 4% |
| | Palembang | 13 | 6% |
| | Surabaya | 10 | 4% |
| | Samarinda | 0 | 0% |
| | Kota Lainnya | 5 | 2% |
| Total | 225 | 100% | |
| Intensity of purchasing Es Teh Indonesia in 2 months | 2 times | 46 | 20% |
| | 5 times | 92 | 41% |
| | 7 times | 41 | 18% |
| | 10 times | 32 | 14% |
| | > 10 times | 14 | 6% |
| | Total | 225 | 100% |

| Category | Item | F | % |
|--|-------------------------------------|-----|------|
| Monthly expenses for foods and beverages | < Rp.300.000,00 | 63 | 28% |
| | Rp. 300.000,00 – Rp. 500.000,00 | 72 | 32% |
| | Rp. 500.000,00 – Rp.1.000.000,00 | 45 | 20% |
| | Rp. 1.000.000,00 – Rp. 2.000.000,00 | 36 | 16% |
| | > Rp.2.000.000,00 | 9 | 4% |
| | Total | 225 | 100% |

Respondent characteristics data is shown in table 1, totaling 225 respondents. Respondents were dominated by women (60%), aged 22-25 years (45%), had a high school education (52%), lived in Pontianak (28%), the intensity of buying Indonesian iced tea in 5 months (41%), The amount of funds spent to buy food and drinks per month is IDR. 300,000.00 – Rp. 500,000.00(32%).

Measurement and Structural Models

Results related to validity and reliability tests and goodness of fit can be presented as follows:

Table 2. Validity and reliability tests

| | Items | SLF | CR | AVE |
|------------------------|---|-------|-------|-------|
| Product Quality | I am satisfied with the quality of Es Teh Indonesia drink products | 0,867 | 0,756 | 0,972 |
| | I feel that Es Teh Indonesia drinks have good quality raw materials. | 0,862 | | |
| | Es Teh Indonesia drink products have a distinctive taste. | 0,880 | | |
| | Es Teh Indonesia Drinks have durable product packaging. | 0,852 | | |
| | The taste quality of Es Teh Indonesia drinks meets consumer expectations. | 0,885 | | |
| | This Es Teh Indonesia product has better quality than competitors. | 0,895 | | |
| Celebrity Endorsements | Es Teh Indonesia Drinks have packaging designs and writing that look attractive and creative. | 0,848 | 0,757 | 0,956 |
| | Es has famous and viral celebrities to promote its brand. | 0,862 | | |
| | I felt interested in buying Es Teh Indonesia drinks after seeing the endorser. (such as Reza Rahardian, Prily Latuconsina, Brisia Jodie, Nagita Slavina.) | 0,886 | | |
| | In my opinion, Celebrity Endorser makes it easier for me to remember brands of Es Teh Indonesia. | 0,867 | | |
| | The content delivered by Es Teh Indonesia endorsers looks interesting and easy to understand | 0,880 | | |
| | The content delivered by Es Teh Indonesia endorsers was able to influence me in making decisions about purchasing Es Teh Indonesia. | 0,857 | | |
| Brand Image | Es Teh Indonesia Drinks have a good brand reputation. | 0,889 | 0,770 | 0,955 |
| | Es Teh Indonesia has high credibility in the manufacture of each product | 0,852 | | |
| | Es Teh Indonesia is a brand that is easy to differentiate from other brands. | 0,894 | | |
| | Es Teh Indonesia is a tea drink brand that has a variety of the best flavors. | 0,893 | | |
| | Es Teh Indonesia Drink is a drink brand that is well known to many people. | 0,853 | | |
| | Es Teh Indonesia has good quality. | 0,883 | | |
| Purchase Decision | I decided to buy an Es Teh Indonesia drink because the price was affordable. | 0,925 | 0,840 | 0,972 |
| | I bought Es Teh Indonesia because there are various different flavors in other beverage products. | 0,895 | | |
| | I often buy Es Teh Indonesia drinks. | 0,923 | | |
| | I would recommend the Es Teh Indonesia drink to family and friends. | 0,908 | | |
| | I intend to buy Es Teh Indonesia again in the future | 0,915 | | |
| | I decided to buy the Es Teh Indonesia drink product again because I was satisfied with the previous purchase. | 0,921 | | |
| | The brand name on the packaging influences my purchase decision. | 0,929 | | |

Table 2 displays the outcomes of the validity and reliability assessments conducted throughout the entirety of the model. In the whole of the model, the standardized loading factor (SLF) values of all indicator variables exceed 0.50. This suggests that each hint is deemed valid and is believed to have the

ability to assess the structure of the overall model being developed. The reliability test presents facts that consistently demonstrate a pattern. Each device was considered reliable and has the capability to consistently measure all aspects of the model's structures. The construct reliability (CR) value, which has been determined to be more than or equal to 0.70, together with the average variance extracted (AVE) value of all indicator instruments, which has been found to be greater than or equal to 0.50, serve as evidence for this assertion.

Table 3. Goodness of fit index

| <i>Goodness of Fit Indeks</i> | <i>Cut off Value</i> | Results |
|-------------------------------|----------------------|-----------------------|
| X2 | Expected to be low | 644,342 |
| Df | | 270 |
| X2- Significance Probability | ≥ 0.05 | 0,000 |
| CMIN/DF | ≤ 3.00 | 2,386 <i>Good Fit</i> |
| RMSEA | ≤ 0.08 | 0,079 <i>Good Fit</i> |
| RMR | < 0.05 | 0,022 <i>Good Fit</i> |
| NFI | ≥ 0.90 | 0,902 <i>Good Fit</i> |
| IFI | ≥ 0.90 | 0,941 <i>Good Fit</i> |
| TLI | ≥ 0.90 | 0,934 <i>Good Fit</i> |
| CFI | ≥ 0.90 | 0,940 <i>Good Fit</i> |

Table 3 shows the results of the model fit test. The results of the model fit test show that the model suitability requirements are acceptable and declared fit. There are four measurements that indicate the degree of good fit. Hair, 2014 states that a research model construct can be declared fit and accepted if there are three to four measurements that obtain a degree of good fit or above the cut-off value.

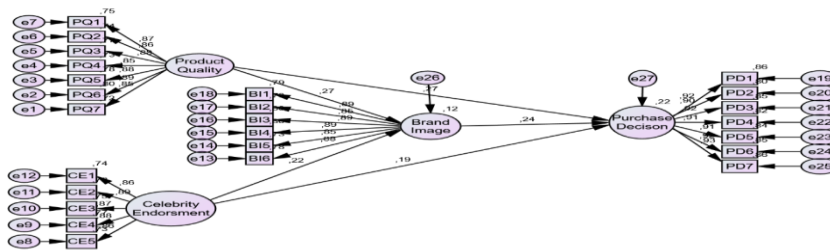


Figure 2. Full model structural test 1

Hypothesis Testing

The results of the causal relationship test between the variables in this research structure are as follows:

Table 4. Hypothesis testing

| Hypothesis | Path | Estimate | S.E. | C.R. | P |
|----------------|--|----------|------|-------|-------|
| H ₁ | <i>Brand Image</i> <-- <i>Product Quality</i> | 0,302 | 0,77 | 3,944 | *** |
| H ₂ | <i>Brand Image</i> <-- <i>Celebrity Endorsment</i> | 0,254 | 0,79 | 3,212 | 0,001 |
| H ₃ | <i>Purchase Decision</i> <-- <i>Product Quality</i> | 0,348 | 0,86 | 4,067 | *** |
| H ₄ | <i>Purchase Decision</i> <-- <i>Celebrity Endorsment</i> | 0,253 | 0,87 | 2,899 | 0,004 |
| H ₅ | <i>Purchase Decision</i> <-- <i>Brand Image</i> | 0,271 | 0,77 | 3,506 | *** |

Based on the results of the AMOS analysis shown in Table 4, the obtained t-value for the variable product quality on brand image is 3,944. Similarly, the p-value is less than 0.001, demonstrating a value below 0,05 ($\alpha = 0.05$). This implies that the first hypothesis regarding the significant positive influence of product quality on brand image is supported. Moving on to the second hypothesis, the t-value for the variable "celebrity endorsement" on brand image is 3,212 with a p-value of 0,001. This evidence confirms the built hypothesis that celebrity endorsement significantly and positively influences brand image. For the third hypothesis, the t-value for the variable product quality on purchase decisions is 4,067 and the p-value is below 0,001. These results align with the hypothesis that product quality has a significant positive impact on purchase decisions. Regarding the fourth hypothesis, the t-value for the variable celebrity endorsement on purchase decisions is 2,899 with a p-value of 0,004, substantiating that celebrity endorsement significantly and positively affects purchase decisions. Moving to the fifth hypothesis, the obtained t-value for the variable

brand image on purchase decisions is 3,506 with a p-value less than 0,001. This provides evidence that brand image significantly and positively influences purchase decisions. Table 5, derived from the Sobel test findings, displays the indirect impact on the mediating variable's influence.

Table 5. Sobel test- significance of mediation

| | Sobel Test Statistics | Two-Tailed Probability |
|---|-----------------------|------------------------|
| Product Quality ---> Brand Image ---> Purchase Decision | 2,619 | 0,008 |
| Celebrity Endorsement ---> Brand Image ---> Purchase Decision | 2,373 | 0,017 |

According to the Sobel test findings presented in Table 5, the Sobel test statistic yielded a value of 2,619, with a corresponding p-value of 0,008. The findings of this study suggest that the Sobel test statistic value surpasses the critical t-table value of 1,96. Similarly, the calculated p-value indicates a significance level below 0,05 ($\alpha = 0,05$). The findings indicate that there exists a statistically significant indirect impact of product quality on purchasing decisions, which is mediated by brand image. Significant findings were seen in the context of celebrity endorsements, as shown by a Sobel test statistic value of 2,373, which above the critical value of 1,96. Additionally, the p-value of 0,017 was below the predetermined significance level of 0,05 ($\alpha = 0,05$). The impact of celebrity endorsement on consumer purchasing decisions is mostly mediated by the perception of the brand image.

Discussion

If an iced tea product is rated as having high quality by consumers, this will create a positive association with the brand. Consistency of quality in products creates consumer trust, which in turn strengthens the brand image as a reliable brand. This shows that Consumers tend to associate product quality with good brands. This statement is proven by opinions from previous research by (Gstngr et al., 2021 and Nawi et al., 2019).

The appearance of a celebrity advertising an iced tea brand can increase the brand's appeal among consumers. Consumers tend to be more attracted to and trust brands represented by celebrities they like or admire. This influences their perception of the quality and value of the advertised product. It means Selecting the right celebrity, consistency with the brand message, and careful monitoring of changes in celebrity reputation are very important to build and strengthen the brand image of Es Teh Indonesia. The results of this study are supported by previous research (Jun et al., 2023; Rahayu et al., 2023; Stefany Jeane Tayl, 2021).

A strong brand image can build consumer trust. Consumers tend to choose iced tea brands that have a consistent and positive image. A positive brand image can also encourage consumer loyalty, making them choose the product consistently over time. It means consumers are more likely to choose and purchase a product when they have a favorable opinion about the brand and the brand is a trusted and high-quality brand. The results of this research are in line with previous research conducted by (Kausuhe et al., 2021; Mbete & Tanamal, 2020; Nguyen et al., 2020).

Consumers' perceptions about the quality of Es Teh Indonesia products greatly influence their purchasing decisions. Consumers in Indonesia often associate product quality with trust in the brand. Therefore, Es Teh Indonesia producers must strive to meet consumer expectations in terms of product quality in order to positively influence purchasing decisions. Proven by previous expert opinions (Ongkowitzojo, 2022; Steven et al., 2021; Wang et al., 2020).

The use of celebrities in endorsements has the potential to influence consumer attitudes towards Es Teh Indonesia. When idolized celebrities endorse certain products, it can create positive associations in consumers' minds towards that brand. In addition, celebrity product adoption can increase consumers' purchase intentions, which directly influences their decision to purchase the iced tea product. Research conducted by Aprilia & Hidayati (2021) and Park & Lin, (2020) is consistent with this statement.

A positive brand image is a bridge between perceived product quality and consumers' tendency to choose or buy iced tea from a particular brand. When the brand image communicates good quality and meets consumer expectations, this strengthens their desire to purchase the product. This is in line with the opinion of previous experts Arifin et al., (2022); Kausuhe et al., (2021); Made Gita Widiastiti et al., (2020) also supports this statement.

When the brand image of Es Teh Indonesia is formed through positive celebrity endorsements, this directly influences consumer preferences for the product. A strong and positive brand image is a key factor in influencing purchasing decisions because it creates a favorable perception in the eyes of consumers. This is in accordance with statements from previous research (Anastasia Shafira 2017).

4. Conclusion

This research will encourage companies to adopt a more comprehensive marketing approach by considering product quality, celebrity endorsement, and brand image simultaneously. This can enhance the effectiveness of marketing efforts. Companies can leverage research findings to make more informed decisions in selecting celebrity endorsement aligned with brand values and consumer preferences. The study also allows Es Teh Indonesia companies to strengthen consumer relationships by focusing on elements that impact purchase decisions the most. The influence of product quality highlighted in the research may prompt companies to concentrate more on research and development of product innovations. This increases consumer satisfaction and serves as a differentiator in the market. The research is academically relevant and directly benefits business practitioners who can apply these findings in their decision-making and strategic planning. The primary contribution of this research lies in enhancing the understanding of the consumer market dynamics in Es Teh Indonesia. This can significantly assist companies and researchers in more profoundly understanding consumer needs and preferences.

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