The Influence of Celebrity Endorser and Brand Image on Purchase Decision of Vans Shoes
(Case Study on Vans Shoe Consumers in Depok City)

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Article Information	**ABSTRACT**
  Corresponding Author: Hayu Putri Julia Lestari Jakarta Global University Depok,Indonesia. Email: hayuputri180@gmail.com	This study aims to analyze the influence of celebrity endorsers and brand image on purchasing decisions of Vans shoes, with a case study on Vans shoe consumers in Depok City. The background of this research is based on the intense competition in the Indonesian footwear industry and the fluctuating sales of Vans products, highlighting the need for more effective marketing strategies. This research employs a quantitative approach using a survey method through questionnaires. The sample consists of Vans shoe consumers in Depok City. The results indicate that both the celebrity endorser and brand image variables have a significant partial effect on purchasing decisions. Furthermore, the variables also show a significant simultaneous effect on purchasing decisions. The independent variables collectively explain 41.6% of the variance in the dependent variable. These findings suggest that the presence of public figures can attract consumer attention, and a strong brand image plays a crucial role in influencing purchasing decisions. Therefore, it is recommended that companies place greater emphasis on marketing strategies, particularly concerning celebrity endorsers and brand image. **Keywords:** Celebrity Endorser, Brand Image, Purchase Decision, Vans Shoes, Marketing.

INTRODUCTION

In line with the current development of business, particularly in Indonesia, companies are competing to earn the title of the best-performing company due to the intense industrial competition and large population (Dewi & Fatimah, 2020). With the rapid advancement of technology and information, companies must be more innovative in creating new products and discoveries, as well as in determining the right business strategies to attract consumers (Sudari & Tarofder et al., 2019). Therefore, companies are required to compete strategically by understanding market conditions, as well as consumer needs and desires. This implies that it is essential for companies to comprehend consumer behavior, which constantly evolves over time (Rachmawati & Akbar et al., 2022).

This also applies to the competitive landscape of the footwear industry in Indonesia, which continues to grow steadily. In this context, competition in the footwear industry is becoming increasingly intense (Nida & Mafatikhun et al., 2024). In Indonesia,

the development of the footwear industry has shown significant progress. This is evidenced by the World Footwear Yearbook (2023) report, which stated that in 2023, Indonesia ranked as the fifth-largest consumer of footwear products in the world, with a total consumption of 702 million pairs of shoes. This condition has undoubtedly intensified brand competition within the Indonesian footwear market. According to Databoks (2023), there are ten footwear brands most favored by Indonesian consumers. However, consumer interest in the Vans brand remains relatively low compared to other brands such as Adidas, Nike, Converse, and Puma. Based on a report published by VF Corporation in 2024, Vans shoe sales in the Asia-Pacific region over the past five years have shown a fluctuating trend, with a tendency to decline. This can be seen from the following sales data:

Table 1.1 Vans Sales in the Asia-Pacific Region from 2020 to 2024

| Tahun	Penjualan
2020	566 USD
2021	627 USD
2022	603 USD
2023	464 USD
2024	351 USD

Source: CF Corporation, 2024

The data presented above indicate that Vans has experienced fluctuating and generally declining sales from 2020 to 2024. This trend should be a concern for Vans in conducting its marketing activities to attract consumer interest and increase future sales. According to Rachmawati & Udriyah et al. (2024), marketing strategy plays a crucial role in determining the success of a product in the market. In its marketing efforts, Vans has implemented a celebrity endorser strategy, where in 2024, the brand collaborated with Hindia as one of its celebrity endorsers. However, as shown in the sales data table above, Vans' footwear sales in the Asia-Pacific region reached USD 464 in 2023 and declined to USD 351 in 2024, indicating a 24.35% decrease in sales compared to the previous year.

As a well-known brand in Indonesia, in addition to adopting a celebrity endorsement strategy, Vans has also made efforts to build a positive brand image in the eyes of consumers. One of the values reflected in Vans' brand image is the spirit of freedom of expression. Nevertheless, the increasing popularity of Vans shoes in Indonesia has, in fact, led to irresponsible actions by certain parties who counterfeit Vans products and sell them at lower prices (Margaret & Esa, 2022). According to Fathurrahman & Saputri (2019), Vans is one of the most counterfeited footwear brands in Indonesia. This situation potentially damages the brand image that Vans has built, as it may lead to the perception that fake products are widely circulating in the market. Maintaining a strong brand image is crucial for a company, as a positive brand image directly influences consumers' purchase intentions (Nugroho & Udriyah, 2024).

According to data from Google Trends, consumer interest in Vans shoes in Indonesia, by subregion, is dominated only by certain cities, as shown below:

Table 1.2 Interest in Vans Shoes by Subregion
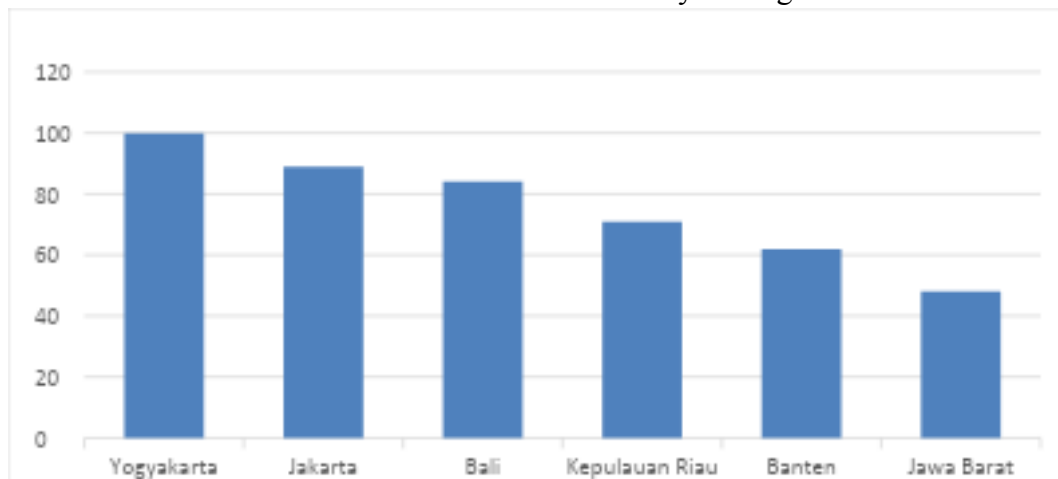
Sumber: https://google.trends.com, 2024

From the data above, it can be seen that interest in Vans shoes in West Java is the lowest compared to other cities. Therefore, the researcher is interested in further investigating consumer interest in Vans shoes, particularly in West Java, with a focus on Depok City. According to the 2023 report from the Central Bureau of Statistics of West Java Province, Depok City has a higher percentage of expenditure on non-food categories compared to food, with non-food expenditure at 52.64% and food expenditure at 47.36%. Despite the high expenditure on non-food categories, expenditure on footwear only contributes 2.51% of the total 52.64%, which indicates that interest in footwear remains relatively low and should be given more attention, particularly in Depok City..

The purchasing decision for Vans shoes is still relatively low, as evidenced by the fluctuating and declining sales data of Vans shoes in the Asia-Pacific region over the past five years, as shown in Table 1.1. According to Rachmawati & Shukri et al. (2019), appropriate marketing is key to increasing sales. Therefore, the researcher is interested in conducting a study entitled: **"The Influence of Celebrity Endorser and Brand Image on Purchase Decision of Vans Shoes (Case Study on Vans Shoe Consumers in Depok City)".**

LITERATURE REVIEW
Celebrity endorser

According to Kertamukti (2015), a celebrity endorser is an individual who is publicly recognized for achievements other than the product being endorsed. The popularity level of a celebrity endorser can be measured by the number of followers or fans they have.

According to Syahrie (2021), the indicators of a celebrity endorser are as follows:
1. *Visibility*
   Visibility refers to individuals who possess characteristics that attract the audience's attention. Endorsers are usually selected from well-known individuals with significant influence in society so that the celebrity can capture public attention.

2. *Credibility*

At its core, credibility fosters trust and confidence. Once a source is deemed credible, it can influence attitudes through a psychological process known as internalization.

3. *Attraction*

Generally, people tend to be attracted to individuals who are likable, physically attractive, and share similarities. Advertisements featuring attractive endorsers are more enjoyable to evaluate than those featuring less appealing communicators.

4. *Power*

Power refers to the extent to which a celebrity has the ability to persuade consumers to purchase the advertised product. A powerful endorser can influence consumers' thoughts and create a strong and positive brand image.

Brand Image

According to Wardhana (2024), brand image is the perception consumers hold of a brand, shaped by beliefs formed through prior information and experiences.

The indicators of brand image according to Wardhana (2024) are as follows:

1. *Brand identity*

This includes brand characteristics such as product logos, corporate logos, color combinations, shapes, packaging labels, mottos, and slogans.

2. *Brand personality*

This refers to the distinctive characteristics of a brand, such as assertiveness, friendliness, warmth, affection, sociability, dynamism, creativity, and independence.

3. B*rand association*

This involves characteristics such as unique offerings, sponsorship activities, corporate social responsibility, and symbols associated with the brand.

4. *Brand attitude and behavior*

This refers to the interaction between the brand and its customers in delivering product value or benefits

Purchase Decision

According to Kotler & Armstrong (2016), purchase decision is part of consumer behavior, which studies how individuals, groups, and organizations select, purchase, and use goods and services, as well as how experiences are formed to satisfy consumer needs and wants.

According to Syafitri (2019), the indicators of the purchase decision process are:

1. *Product Choice*

Consumers select products based on perceived value. Thus, companies must understand the types of products desired by consumers.

2. *Brand Choice*

Consumers choose brands that offer characteristics or advantages aligned with their preferences. Companies need to understand how consumers determine trusted brand choices.

3. *Dealer Choice*

Consumers decide through which channels or retailers they will purchase a product. Strategic location, competitive pricing, product availability, convenience, and shopping facilities are key considerations.

4. *Purchase Timing*
   Consumers determine the appropriate time to make a purchase, which varies based on individual needs and situations.
5. *Purchase Quantity*
   Consumers decide how much of a product to buy in a single transaction. Companies must ensure product availability in quantities that meet consumer demand.

RESEARCH METHOD
Type and Method of Research
This research adopts a deductive approach using a quantitative research method.
Population and Sample
The population in this study comprises all Vans shoe consumers residing in Depok City. The sample size was determined using the Cochran formula (Sugiyono, 2022). Based on the calculation, the required sample size is 96.04 respondents, which was then rounded to 100 respondents. Therefore, this study used a sample of 100 respondents.
Data Collection Method
The data for this study were collected through the distribution of questionnaires to 100 respondents.
Descriptive Statistical Analysis
The data analysis method in this study was conducted using the **SPSS** (*Statistical Package for the Social Sciences*) software application.
Instrument Testing
1. Validity Test
   The decision rule for the validity test is: if the significance level is < 0.05, then the questionnaire is considered valid. if the significance level is > 0.05, it is considered not valid.
2. Reliability Test
   The decision rule for the reliability test is: if the Cronbach's Alpha value is > 0.6, the questionnaire is considered reliable. if it is < 0.6, it is considered not reliable.
Classical Assumption Testing
1. Normality Test
   The decision rule based on the Kolmogorov–Smirnov test: if the significance value is > 0.05, the data are normally distributed. if < 0.05, the data are not normally distributed.
2. Multicollinearity Test
   The decision rule is: if the VIF (Variance Inflation Factor) value is < 10 or the tolerance value is > 0.10, then no multicollinearity is present. if the VIF is > 10 or tolerance is < 0.10, then multicollinearity exists.
3. Heteroscedasticity Test
   The decision rule is: if the scatterplot points are randomly distributed without forming a specific pattern around the value of 0 on the Y-axis, it can be concluded that the regression model meets the homoscedasticity assumption and does not experience heteroscedasticity. However, if the points form a particular pattern such as systematically narrowing or widening around 0 this indicates the presence of heteroscedasticity.

Multiple Linear Regression Analysis
      In this study, multiple linear regression is used to test the hypothesis regarding the influence of Celebrity Endorser (X1) and Brand Image (X2) on Purchase Decision (Y). The regression equation is as follows:

$$Y = α + β1\ X1 + β2\ X2 + e$$

Hypothesis Testing
1. T-Test (Partial Test)
   The decision rule is: if the significance value **< 0.05** or t-count > t-table, then the independent variable has a partial influence on the dependent variable. Conversely, if the significance value > 0.05 or t-count < t-table, then the independent variable does not have a partial influence on the dependent variable.
2. F-Test (Simultaneous Test)
   The decision rule is: if the significance value **< 0.05** or F-count > F-table, then the independent variables have a simultaneous influence on the dependent variable. Otherwise, if the significance value > 0.05 or F-count < F-table, then the independent variables do not have a simultaneous influence.

Coefficient of Determination (R^2)
      The coefficient of determination (R^2) indicates the extent to which the independent variables contribute to the dependent variable. A higher R^2 value suggests a stronger ability of the independent variables (X) to explain the variance in the dependent variable (Y).

RESULTS AND ANALYSIS
A. Descriptive Analysis Test
Celebrity Endorser **(X1)g**

Table 4.1 Respondents' Responses to the Celebrity Endorser Variable

Descriptive Statistics

	N	Minimum	Maximum	Mean	Mean Indikator
Visibility (Kepopuleran)					
X1.1	100	2	5	3,42	
X1.2	100	2	5	3,45	3,43
Credibility (Kredibilitas)					
X1.3	100	2	5	3,39	
X1.4	100	2	5	3,51	3,45
Attractiveness (Daya tarik)					
X1.5	100	2	5	3,47	
X1.6	100	2	5	3,44	3,45
Power (Kekuatan)					
X1.7	100	2	5	3,46	
X1.8	100	2	5	3,53	3,49

Source: SPSS Output, (2025).

      Based on the table above, it is known that the celebrity endorser variable (X1) consists of four indicators, namely Visibility, Credibility, Attractiveness, and Power. The

indicator with the highest mean value in the celebrity endorser variable is Attractiveness, with a mean score of 3.45, and Power, with a mean score of 3.49. Meanwhile, the indicator with the lowest mean score is Visibility, with a mean score of 3.43. These findings indicate that respondents gave higher ratings to the aspects of power and attractiveness of the celebrity endorser, while the popularity aspect still needs improvement to enhance the effectiveness of the celebrity endorser's role in marketing activities. The following section presents the respondents' responses to the Brand Image variable.

Brand Image (X2)

Table 4.2 Respondents' Responses to the Brand Image Variable

Descriptive Statistics

	N	Minimum	Maximum	Mean	Mean Indikator
Brand identity					
X2.1	100	2	5	3,19	3,18
X2.2	100	2	5	3,17	
Brand personality					
X2.3	100	2	5	3,26	3,22
X2.4	100	2	5	3,19	
Brand association					
X2.5	100	2	5	3,19	3,18
X2.6	100	2	5	3,17	
Brand attitude and behavior					
X2.7	100	2	5	3,22	3,20
X2.8	100	2	5	3,19	

Source: SPSS Output, (2025).

Based on the table above, it is known that the brand image variable consists of four indicators, namely brand identity, brand personality, brand association, and brand attitude and behavior. The indicators with the highest mean values are brand personality, with a mean score of 3.22, and brand attitude and behavior, with a mean score of 3.20. Meanwhile, the indicators with the lowest mean values are brand identity and brand association, both with the same mean score of 3.18. These findings indicate that respondents' perceptions of brand image are more strongly influenced by the personality and behavior of the brand, while the aspects of brand identity and brand association still need to be improved to strengthen the overall perception of brand image consistently within the marketing strategy. The following section presents the respondents' responses to the purchase decision variable.

Purchase decision (Y)

Table 4.3 Respondents' Responses to the Purchase Decision Variable

Descriptive Statistics

	N	Minimum	Maximum	Mean	Mean Indikator
pemilihan produk					
Y1	100	2	4	3,03	
Y2	100	2	4	2,99	3,01
pemilihan merek					
Y3	100	2	5	2,94	
Y4	100	2	4	3,02	3,05
pemilihan saluran pembelian					
Y5	100	2	5	3,08	
Y6	100	1	4	3,00	3,04
Penentuan Waktu Pembelian					
Y7	100	2	4	2,97	
Y8	100	2	5	3,07	3,02
jumlah pembelian					
Y9	100	2	4	2,94	
Y10	100	2	5	2,99	2,96

Source: SPSS Output, (2025).

Based on the table above, it is known that the purchase decision variable consists of five indicators, namely product selection, brand selection, purchase channel selection, purchase timing determination, and finally, purchase quantity. The indicators with the highest mean scores are brand selection, with a mean value of 3.05, and purchase channel selection, with a mean value of 3.04. Meanwhile, the indicator with the lowest mean score is purchase quantity, with a mean value of 2.96. These findings indicate that consumer decisions are more influenced by brand selection and purchase channels, while the aspect of purchase quantity has a lower influence and requires further attention in marketing strategies.

B. Validity and Reliability Test
Validity Test

Table 3.4 Validity Test

Variabel	item	Sig.(2-tailed)	Hasil
Celebrity Endorser (X1)	X1.1	.000	Valid
	X1.2	.000	Valid
	X1.3	.000	Valid
	X1.4	.000	Valid
	X1.5	.000	Valid
	X1.6	.000	Valid
	X1.7	.000	Valid
	X1.8	.000	Valid
Brand Image (X2)	X2.1	.000	Valid
	X2.2	.000	Valid

	X2.3	.000	Valid
	X2.4	.000	Valid
	X2.5	.000	Valid
	X2.6	.000	Valid
	X2.7	.000	Valid
	X2.8	.000	Valid
Keputusan Pembelian (Y)	Y.1	.000	Valid
	Y.2	.000	Valid
	Y.3	.000	Valid
	Y.4	.000	Valid
	Y.5	.000	Valid
	Y.6	.000	Valid
	Y.7	.000	Valid
	Y.8	.000	Valid
	Y.9	.000	Valid
	Y.10	.000	Valid

Source: SPSS Output, (2025).

The data from the table above shows that the validity test for the variables Celebrity Endorser, Brand Image, and Purchase Decision indicates that all instruments used in this study have a significance value of < 0.05. Therefore, it can be concluded that all statement items are considered valid.

Reliability Test

Table 4.5 Reliability Test

Variabel	Cronbach's Alpha	Hasil
Celebrity endorser (X1)	.938	Reliabel
Brand image (X2)	.924	Reliabel
Keputusan Pembelian (Y)	.955	Reliabel

Source: SPSS Output, (2025).

Based on the reliability test results above, it is stated that the variables have a Cronbach's Alpha value higher than 0.6. Therefore, it can be concluded that the variables Celebrity Endorser, Brand Image, and Purchase Decision are reliable or dependable.

C. Multiple Linear Regression Test

Table 4.6 Results of Multiple Linear Regression Analysis

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,620	3,555		0,175	0,862
	Celebrity Endorser	0,517	0,091	0,441	5,671	0,000
	Brand Image	0,590	0,082	0,561	7,201	0,000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Output, (2025).

Based on the table above, the multiple linear regression equation derived from this study is as follows:

$$Y = 0{,}620 + 0{,}517X1 + 0{,}590X2 + e$$

Based on the regression model above, the interpretation is as follows:
1. The constant value (α) of 0.620 indicates that if the independent variables, namely Celebrity Endorser and Brand Image, are assumed to be zero (0) or remain unchanged, then the Purchase Decision will be equal to the constant value of 0.620.
2. When the coefficient of the Celebrity Endorser variable increases by one unit, the purchase decision of Vans shoes will increase by 0.517.
3. When the coefficient of the Brand Image variable increases by one unit, the purchase decision of Vans shoes will increase by 0.590.
4. The symbol e represents the error term, referring to other factors not included in this study that also influence purchase decisions, such as price, product quality, and promotion.

D. Hypothesis Testing
T-Test (Partial Test)

The t-test can be interpreted if the value of t-count > t-table, where the t-table is calculated using the formula (df) = n − k − 1 (n = number of respondents, k = number of independent variables). With df = 100 − 2 − 1 = 97 and a significance level (α) of 0.05, the t-table value is 1.984. Furthermore, if the significance value < 0.05, it can be concluded that the variable has a partial effect.

Table 4.6 Results of T-Test (Partial Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	0,620	3,555		0,175	0,862
	Celebrity Endorser	0,517	0,091	0,441	5,671	0,000
	Brand Image	0,590	0,082	0,561	7,201	0,000

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Output, (2025).

Based on the table above, the calculated t-table value is 1.984 with a significance level of 0.05. It can be concluded that the Celebrity Endorser variable obtained a t-count value of 5.671 > 1.984 with a significance level of 0.000 < 0.05, while the t-count value for the Brand Image variable is 7.201 > 1.984, also with a significance level of 0.000 < 0.05. This indicates that both the Celebrity Endorser and Brand Image variables have a partial effect on the Purchase Decision variable).
Therefore, it can be concluded that the hypotheses are accepted:
H_1: Celebrity Endorser has a significant effect on the Purchase Decision of Vans shoes (Case Study: Vans Shoe Consumers in Depok City).
H_2: Brand Image has a significant effect on the Purchase Decision of Vans shoes (Case Study: Vans Shoe Consumers in Depok City).

F-Test (Simultaneous Test)

The F-test is interpreted by comparing the F-count value to the F-table value. The degrees of freedom are calculated as follows: $df1 = k - 1 = 3 - 1 = 2$, and $df2 = n - k = 100 - 3 = 97$, resulting in an F-table value of 3.09. If the F-count > F-table or the significance value < 0.05, it indicates that the independent variables have a simultaneous influence on the dependent variable.

Table 4.7 Results of F-Test (Simultaneous Test)

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1009,494	2	504,747	36,283	.000ᵇ
	Residual	1349,416	97	13,912		
	Total	2358,910	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Image, Celebrity Endorser

Source: SPSS Output, (2025).

Based on the table above, the results of the simultaneous F-test analysis show a value of 36.283 > 3.09 with a significance value of 0.000 < 0.05. Therefore, it can be concluded that the variables Celebrity Endorser and Brand Image have a simultaneous effect on the Purchase Decision variable. This supports the following hypothesis:

H₃: Celebrity Endorser and Brand Image simultaneously influence the Purchase Decision of Vans shoes (Case Study: Vans Shoe Consumers in Depok City).

E. Coefficient of Determination R Square (R²)

The coefficient of determination (R²) is used to measure the extent to which the dependent variable can be explained by the independent variables. The higher the R² value, the better the independent variables (X) explain the variation in the dependent variable (Y).

Table 4.8 Results of R Square Determination Test (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654ᵃ	0,428	0,416	3,72981
a. Predictors: (Constant), Brand Image, Celebrity Endorser				

Source: SPSS Output, (2025).

Based on the table above, the R Square value is 0.416 or 41.6%. This indicates that the regression model formed by the independent variables in this study is able to explain 41.6% of the variation in the dependent variable. The remaining 58.4% is explained by other factors that are not included in this research model.

CONCLUSION

Based on the research that has been conducted, the following conclusions can be drawn:

1. Celebrity Endorser has a significant influence on the purchase decision of Vans shoes (Case Study on Vans Shoe Consumers in Depok City) partially. The greater the influence of the celebrity endorser, the higher the consumer's motivation to purchase the product. In other words, the presence of a celebrity endorser can be an important factor in the product selection process and can provide confidence to consumers to make a purchase.
2. Brand Image has a significant influence on the purchase decision of Vans shoes (Case Study on Vans Shoe Consumers in Depok City) partially. Brand image has a stronger influence compared to celebrity endorser, indicating that the company should focus more on building a strong brand image in order to influence consumer purchase decisions. The stronger the brand image in the minds of consumers, the greater the likelihood that consumers will make a purchase.
3. Celebrity Endorser and Brand Image have a significant influence on the purchase decision of Vans shoes (Case Study on Vans Shoe Consumers in Depok City) simultaneously. This influence shows that consumers consider both who the celebrity endorser is and how the brand image is perceived. Celebrity endorsers play a role in increasing attractiveness and trust through their popularity and reputation, while brand image tends to be trusted more and is considered to reflect the consumer's lifestyle. Therefore, selecting the right celebrity endorser and strengthening the brand image are proven to increase purchase decisions simultaneously.

Managerial Implications

The management of Vans should be more selective in choosing public figures to act as endorsers, ensuring alignment with the brand image and the characteristics of the youth consumer segment in Depok City. In addition, the brand image must be consistently strengthened through social media and community-involved activities. Local-based marketing strategies also need to be optimized, such as through events or campaigns that are relevant to the lifestyle of consumers in Depok. Regular evaluation of the effectiveness of celebrity endorsers is also essential to ensure their impact on increasing purchase decisions. On the other hand, product innovation must continue to be directed toward strengthening the brand's positive perception, thereby encouraging consumers' purchase interest.

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