

THE INFLUENCE OF CELEBRITY ENDORSEMENT AND CUSTOMER REVIEWS ON PURCHASING DECISIONS FOR SAMSUNG SMARTPHONES IN SIDOARJO DISTRICT

Mukhamad Nuzulul Kiromi¹, Laily Muzdalifah², Cynthia Eka Violita³

¹ Faculty of Economics, Nahdlatul Ulama University Sidoarjo, Indonesia.

² Faculty of Economics, Nahdlatul Ulama University Sidoarjo, Indonesia.

³ Faculty of Economics, Nahdlatul Ulama University Sidoarjo, Indonesia.

*Email:

nuzululkiromi27@gmail.com

Abstract. This study aims to determine the effect of celebrity endorsement and customer reviews on purchasing decisions for Samsung brand smartphones in Sidoarjo Regency. In the current era of digitalization, marketing strategies do not only rely on product features, but are also influenced by celebrity endorsements and customer reviews that are widespread through social media and digital platforms. This research uses a quantitative approach. The population in this study were Samsung smartphone consumers in Sidoarjo Regency, with a sample size of 150 respondents obtained through accidental sampling technique. Data collection was carried out by distributing questionnaires, and data analysis using multiple linear regression with the help of SPSS software version 26. The results showed that both celebrity endorsement and customer review had a positive and significant effect partially on purchasing decisions. Simultaneously, the two variables also have a significant effect on purchasing decisions. These findings indicate that celebrity endorsement and customer review-based marketing strategies can be effective tools in shaping preferences and increasing consumer purchasing decisions for certain brands.

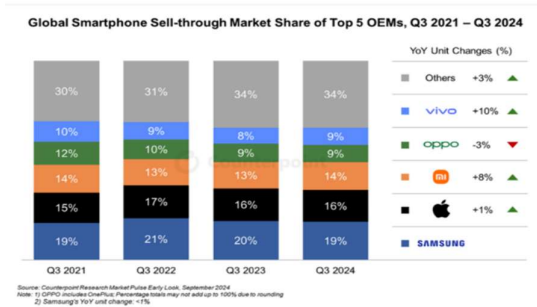
Keywords: celebrity endorsement, customer reviews, purchase decision, smartphone, Samsung.

Introduction

The dynamics of marketing strategies that are increasingly competitive make many companies implement various kinds of marketing strategies, one of which is the use of celebrity endorsement. Celebrity endorsement marketing has increased globally, and many companies allocate budgets for celebrity endorsements each year to improve brands and collaborate with celebrities who are famous or have the desired positive image (Andriani & Yolanda, 2021). Campaign results from the use of celebrities can help increase sales for businesses and influence purchasing perceptions to get revenue surprises. However, not all celebrity endorsement campaigns are that successful, and there are still important questions about what types of celebrity associations, which can be transferred to a brand effectively (Jun et al., 2023).

Apart from celebrity endorsements, customer reviews are an important factor in a product. Where customer reviews can motivate other potential customers to make purchasing decisions (Chatterjee et al., 2022). Customer reviews provide opportunities and reduce misunderstandings and negative thoughts about a product to increase brand value through a platform for exchanging ideas and information between online consumers (Rahayu, Utama, & Novianty, 2021).

Samsung, as one of the leading smartphone brands, has been widely trusted by the Indonesian people as a quality brand.



Gambar 1. Top 5 global smartphone vendors list for Q3-2024, Samsung tops. (Counterpoint Research)

Source : Counterpoint Research

Based on the figure above, in the third quarter of 2024, Samsung still established itself as the ruler of the global smartphone market, followed by Apple, Xiaomi, Oppo, and Vivo. This is indicated by the number of smartphone users which continues to increase. Based on data from research firm Counterpoint Research, the global smartphone market grew in the third quarter (July-September) 2024. In this period, the world's smartphone sell-through volume was 2 percent compared to the third quarter of 2023.

Of the many smartphone brands available, Samsung is a smartphone brand that consumers are interested in. Although Samsung was previously known for product quality and innovation, marketing trends are now showing a change in approach. Therefore, to maintain its position Samsung uses celebrity endorsement and customer review marketing strategies to strengthen their position in an increasingly competitive market. According to (Calvo-Porrall, Rivaroli, & Orosa-González, 2021) celebrity endorsement is any individual who enjoys public recognition and who uses this recognition on behalf of consumer products, by appearing with them in an advertisement. Some previous research on celebrity endorsement, namely (Leonita, 2023) revealed that the better the perception of celebrity endorsement, the purchase intention will increase. Further research by (Nabil et al., 2022) states that celebrity endorsement can be a powerful tool for marketers because it has a significant positive impact on consumer purchase intentions. In addition, (Zahra Putri & Widodo, 2022) also revealed that celebrities who endorse products are considered to have a positive image and have many followers who can promote products so that they can trigger consumer purchasing decisions. These findings indicate that celebrity endorsement contributes positively to marketers to increase consumer purchasing decisions.

Purchasing decisions can also be influenced by customer reviews. According to (Chatterjee et al., 2022) customer review is defined as feedback or evaluation given by consumers on products after making a purchase. In a study conducted by (Macheka et al., 2024) reviews posted online play a major role in determining customer attitudes so that buying intentions and behavior. Because consumer reviews are seen as more reliable and less dangerous than company marketing information by consumers.

Some previous research on celebrity endorsement and customer reviews shows mixed results. According to (Leonita, 2023) celebrity endorsement has a positive and significant influence on purchasing decisions that the better consumer perceptions of celebrities, the buyer's intention will increase. The results of research (Inayati & Wijayanti, 2023) also state that there is a positive and significant effect of customer review variables on purchasing decisions. In contrast to the results of research (Dey et al., 2021) which states that there is no direct effect of celebrity endorsement on purchasing decisions. Celebrities may increase advertising reach, but there is no guarantee that the

celebrity factor alone will convince consumers to try the product. Meanwhile, research by (Abdelwahab & Ahmed, 2022) states that there is no effect of customer reviews on purchasing decisions.

In this case, it shows that even though celebrity endorsement is able to attract consumers at the beginning, it does not make consumers immediately make purchasing decisions caused by celebrities due to customer reviews which are taken into consideration at the end. The differences in findings in previous studies indicate the importance of conducting further studies regarding the extent to which celebrity endorsement and customer reviews influence purchasing decisions. This research is focused on Samsung smartphone users located in Sidoarjo Regency. The purpose of this study is to assess and examine the impact of celebrity endorsements and customer reviews on purchasing decisions in the region. The results of this study are expected to provide useful information for marketers and related parties in the marketing strategy sector, especially in Sidoarjo Regency.

Methods

This research uses quantitative methods with an explanatory approach to analyze social phenomena and explain the relationship between celebrity endorsement and customer reviews on purchasing decisions. The technique used in this research is non-probability sampling with a method using accidental sampling, which is a technique in which respondents are selected based on whoever they happen to meet and are willing to provide data in accordance with the research criteria. This technique was chosen because it is practical and efficient, especially when the population is not known with certainty and the respondents met at the research location meet the predetermined criteria. Primary data was collected through questionnaires distributed to 150 respondents who used Samsung smartphones in Sidoarjo Regency, using a Likert scale of 1-5. Secondary data is obtained from journals and books. Researchers conduct validity tests to ensure research instruments are accurate and reliable. This study uses validity and reliability tests, as well as multiple linear regression analysis which includes normality test, heteroscedasticity, multicollinearity test, and t test. For data processing, this study used IBM SPSS version 26.

Result and Discussion

Test Statement

Validity test

The instrument used in this study consisted of 18 statements distributed to 150 respondents who used Samsung smartphones in the Sidoarjo Regency area. A statement item is declared valid if the correlation value (r-count) is higher than r-table and is significant at the 5% (0.05) or 1% (0.01) confidence level. With 150 respondents, the r-table value at the 5% significance level is 0.159. The test results show that all items have a correlation value that exceeds the r-table and is significant at $p < 0.01$. The test results are displayed as follows :

Variabel	Question Item	R count	R table	Description
Celebrity Endorsement	Item 1	0,705	0,159	Valid
	Item 2	0,704	0,159	Valid
	Item 3	0,679	0,159	Valid
	Item 4	0,682	0,159	Valid
	Item 5	0,511	0,159	Valid

Customer Review	Item 6	0,758	0,159	Valid
	Item 7	0,698	0,159	Valid
	Item 8	0,629	0,159	Valid
	Item 9	0,649	0,159	Valid
	Item 10	0,527	0,159	Valid
Purchase Decision	Item 11	0,593	0,159	Valid
	Item 12	0,711	0,159	Valid
	Item 13	0,679	0,159	Valid
	Item 14	0,534	0,159	Valid
	Item 15	0,554	0,159	Valid
	Item 16	0,521	0,159	Valid
	Item 17	0,545	0,159	Valid
	Item 18	0,405	0,159	Valid

Table 1. Validity test results

Source : Primary data processed by SPSS (2025)

Reliability Test

Variabel	Cronbach's alpha	Description
Celebrity Endorsement	0,675	Reliabel
Customer Review	0,666	Reliabel
Purchase Decision	0,706	Reliabel

Table 2. Reliability test results

Source : Primary data processed by SPSS (2025)

After testing the validity, the next stage is the reliability test which uses the Cronbach's Alpha indicator with a minimum limit of 0.6. A questionnaire is declared reliable if each variable has a Cronbach's alpha value that exceeds this figure. Based on the results displayed in Table 4.6, all variables show a Cronbach's alpha value above 0.6. Therefore, the questionnaire instrument in this study was declared reliable. This test was conducted on 150 respondents and showed that each variable had met the reliability criteria.

Classical Assumption Test

Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	2.63921069
Most Extreme Differences	Absolute	.089
	Positive	.081
	Negative	-.089
Kolmogorov-Smirnov Z		1.096
Asymp. Sig. (2-tailed)		.181
a. Test distribution is Normal.		

Table 3. Normality test results

Source : Primary data processed by SPSS (2025)

From the Kolmogorov-Smirnov test results above, the Asymp. Sig. of 0.181. Because this value is greater than 0.05, it can be concluded that the residual data in this study is normally distributed, thus fulfilling one of the basic assumptions in multiple linear regression. The decision-making criteria in this test are as follows :

- If Asymp. Sig. (2-tailed) > 0.05, then the data is normally distributed.
- If Asymp. Sig. (2-tailed) ≤ 0.05, then the data is not normally distributed.

Heteroscedasticity test

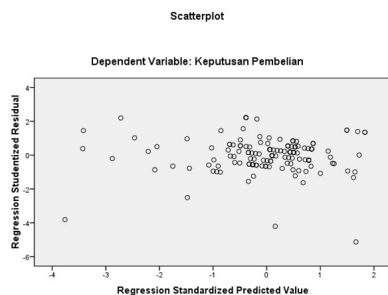


Figure 2. Heteroscedasticity test results

Source : Primary data processed by SPSS (2025)

Based on the scatterplot, there is no particular pattern in the distribution of the dots, which indicates that the residuals spread randomly and evenly around the zero line. This indicates the absence of heteroscedasticity symptoms, so the regression model fulfills the assumption of homoscedasticity and is suitable for further analysis.

Multicollinearity Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	17.463	2.122		8.230	.000		
Celebrity Endorsement	.538	.092	.431	5.859	.000	.879	1.138
Customer Review	.255	.086	.219	2.969	.003	.879	1.138

a. Dependent Variable: Keputusan Pembelian

Table 4. Multicollinearity test results

Source : Primary data processed by SPSS (2025)

Based on table 3, the Tolerance value is 0.879 and VIF is 1.138 for each independent variable. Because all Tolerance values > 0.10 and VIF values < 10, it can be concluded that there is no multicollinearity in this regression model. Thus, the Celebrity Endorsement and Customer Review variables are suitable for use in regression models to test the effect on Purchasing Decisions.

Hypothesis Test

T Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	17.463	2.122		8.230	.000		
Celebrity Endorsement	.538	.092	.431	5.859	.000	.879	1.138
Customer Review	.255	.086	.219	2.969	.003	.879	1.138

a. Dependent Variable: Keputusan Pembelian

Table 5. T test

Source : Primary data processed by SPSS (2025)

The t test aims to measure the extent of the influence of each independent variable individually on the dependent variable.

1. The Effect of Celebrity Endorsement on Purchasing Decisions

Based on SPSS output, it is known that the significance value of the influence of Celebrity Endorsement on Purchasing Decisions is 0.000 < 0.05. Meanwhile, the value of t count > t table (5.859 > 1.976). Thus, it can be concluded that there is a partial influence between the Celebrity Endorsement variable on Purchasing Decisions.

2. The Effect of Customer Review on Purchasing Decisions

Based on SPSS output, it is known that the significance value of Customer Review on Purchasing Decisions is 0.003 < 0.05. Meanwhile, the value of t count > t table (2.969 > 1.976). So it can be concluded that there is a partial influence between the Customer Review variable on Purchasing Decisions.

Result and Discussion

The Effect of Celebrity Endorsement on Purchasing Decisions

Based on the hypothesis testing process, the results show that celebrity endorsement has a positive and significant effect on purchasing decisions. This shows that celebrity endorsement directly influences purchasing decisions in the direction of a positive relationship. This means that the better the perception of celebrity endorsement, the purchase intention will increase. The results show that consumers can easily associate celebrities with product promotions, which will help them remember the messages conveyed and influence purchasing decisions. The results of this study are in line with the findings (Nabil et al., 2022) that celebrity endorsement can be a powerful tool for marketers because it has a significant positive impact on consumer purchase intentions. In addition, the findings of (Zahra Putri & Widodo, 2022) also state that celebrities who endorse products are considered to have a positive image and have many followers who can promote products so that they can trigger consumer purchasing decisions. It can be concluded that celebrity endorsement is an important part of influencing purchasing decisions because it is needed by marketers to sell their products to make them better known to the public. So it can be said that the first hypothesis (H1) is **accepted**.

The Effect of Customer Reviews on Purchasing Decisions

Based on the research results, the effect of customer reviews on purchasing decisions shows a positive and significant relationship. In this study, consumers agree that seeing reviews provided by other consumers tends to be considered more authentic and trustworthy because it comes from real experience. These results are in line with research (Inayati & Wijayanti, 2023) which reveals that the more positive reviews reviewed by customers or consumers about a product, the more confident consumers feel about making a purchase. In addition, (Nurkamiden et al., 2024) considers that customer review is one of the main factors in supporting purchasing decisions through positive reviews from other customers which can influence consumer perceptions and purchase intentions (Chatterjee et al., 2022). So it can be said that the second hypothesis (H2) is **accepted**.

Simultaneous Effect of Celebrity Endorsement and Customer Review on Purchasing Decisions

Based on the results of the study, it is found that celebrity endorsement and customer reviews when used together, both are proven to have a simultaneous and complementary effect in influencing purchasing decisions. Celebrities here act as brand image reinforcers and build initial appeal, while customer reviews contribute to providing references to previous consumer experiences, so that they become important considerations before making a purchase.

This finding supports previous research, as stated (Istiqomah & Octoria, 2024) that celebrity endorsement and customer review are both proven to have a positive and significant effect on purchasing decisions. These findings are also in line with research conducted by (Maulida & Yuana, 2024) that celebrity endorsement and customer reviews can influence consumer purchasing decisions. Because marketing strategies that combine promotions from celebrities and reviews from consumers can make people more interested in buying products. This combination has proven to be more effective in driving purchasing decisions. So it can be said that the third hypothesis (H3) is **accepted**.

Conclusion

This study concluded that celebrity endorsement and customer review have a significant effect on purchasing decisions for Samsung smartphones in Sidoarjo Regency. The results of hypothesis testing show that the two independent variables celebrity endorsement and customer review partially have a positive and significant impact on purchasing decisions. Specifically, marketers who use celebrity endorsements in product promotion trigger consumer attention, build trust, and increase interest in

buying. The better the perception of celebrity endorsement, the more purchase intention will increase. In addition, customer reviews also play an important role in influencing purchasing decisions.

Because consumer reviews are seen as more reliable and less dangerous than company marketing information by consumers. Together, celebrity endorsement and customer reviews contribute to consumer purchasing decisions. Both create an effective marketing strategy, where promotion through celebrities who have a positive image and have many followers can promote products that can trigger consumer purchasing decisions, and reviews from consumers contribute to strengthening consumer perceptions and purchase intentions. Therefore, companies continue to utilize celebrity endorsement by choosing celebrities who have a positive image and are in accordance with the target market, because it is proven to increase purchasing decisions. In addition, companies need to maintain service and product quality so that consumers provide positive reviews, which will influence other potential buyers.

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