



The role of celebrity endorsers, social media campaigns, and co-branding in shaping brand image: a case study of Es Teh Indonesia

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ABSTRACT

This research purposes to analyze "The Effect of Celebrity Endorser, Social Media Marketing, and Co-Branding on The Brand Image of Es Teh Indonesia in Padang City". The population of this research is the people of Padang City who already know the brand of Es Teh Indonesia drink. This study used samples taken using the technique of purposive sampling with a sample of 170 people in 2023. This research was analyzed using SPSS version 25. With the following research results: (1) Celebrity endorser hasn't significant effect on the brand image. (2) Social media marketing has positive and significant effect on the brand image. (3) Co-Branding has positive and significant effect on the brand image.

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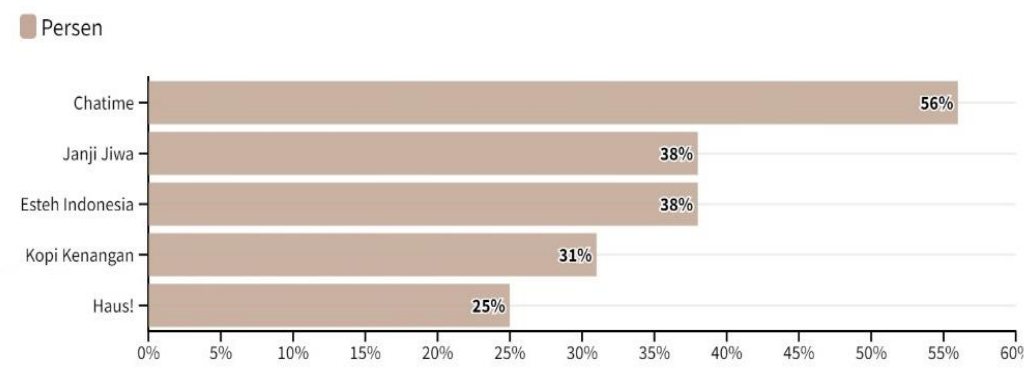


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INTRODUCTION

Over time, brand image has become an important aspect for companies to pay attention to because of the increasing variety of similar product brands that have emerged, thus creating many choices for consumers when they want to buy a product. Therefore, companies are required to be capable to make a more positive brand image in the minds of consumers so that they are fascinated in purchasing the products offered. Brand image itself can be positive or negative depending on one's perception of the brand (Sangaji and Sopiah, 2013). The brand of Es Teh Indonesia is known as one of the most popular F&B businesses among the public in recent times. The abundant availability of raw materials and supported by technological sophistication in marketing products has attracted many entrepreneurs to be involved in this type of business. As a contemporary beverage company, Es Teh Indonesia cannot be separated from competition with other beverage companies. This competition can be seen in the following graph.

Table 1. Five Contemporary Drink Brands Most Consumed by Indonesian People in 2022

Source: goodstats.id

From Table 1, it can be seen that a drink with the Es Teh Indonesia brand will only occupy the third position (by 38%) as the most consumed contemporary drink by Indonesians in 2022. This achievement is of course accompanied by the strategy carried out by Es Teh Indonesia including in terms of brand image. For the brand image of Es Teh Indonesia itself (especially in Padang City) it is not that good and still needs to be improved because based on community assessments quoted from google.com, Es Teh Indonesia has only received a score of 4.7 out of a maximum score of 5 (4.7/5). From this assessment, it can be seen that Es Teh Indonesia still has to maximize the brand image so that it is better and more positive in the brains of consumers.

To build a positive brand image, one of the digital technologies that can be utilized is social media platforms. According to Lipsman et.al (2012), currently many companies use social media platforms as a tool of marketing communication because social media itself is the most influential marketing tool and has evolved in a short time regardless of time, boundaries and region. In addition to social media platforms, celebrity endorsers are also a creative way that companies can use to enhance brand image to generate consumer interest. According to Muthohar and Triatmaja (2013), the use of celebrities as a means of communication is commonly used in branding and advertising where this is done with the assumption that celebrities have a strong effect on the brands they support. Therefore, companies that use celebrity endorsers must choose celebrities who have a good image so that the products they advertise can also have a nice brand image in the brains of consumers later.

In addition to celebrity endorsers and social media marketing, a co-branding strategy, which is a combination of two or more well-known brands, can also be applied by companies to face competition from other brands. Blackett and Boad in Primary et. al (2017) explained that co-branding itself is a unique innovation that is useful for increasing brand influence, entering new markets, minimizing costs through economies of scale and refreshing brand image. For new brands, co-branding will provide positive effects that have been obtained by previous brands. And if the new brand is able to offset the old brand in terms of co-branding, the impact will be even better. Therefore, marketers who decide to use a co-branding strategy must be good at choosing and collaborating with the right co-branding partners so that the product's brand image will get better in the eyes of consumers.

LITERATURE REVIEW

Brand Image

Brand image is the perception from consumer about a brand, as reflected in the brand associations that exist in the mind of consumer. Brand association is a variety of information that is connected in memory and contains brand meaning for consumers because it can reflect product characteristics (Keller, 2013: 72). Sopiah and Sangadji (2013) define that brand image is a bunch of memories that a consumer has about a brand, both positive and negative. A positive brand image can benefit producers because in addition to better known products, consumers will decide to buy products that have a good brand image.

Based on research conducted by Damayanti et.al (2021), it is explained that the brand image indicators according to Kotler include the following.

1. Strength of brand association
The strength of brand associations is how strongly a person thinks about information about a brand, including the logo and brand name, as well as how to process all the information received by consumers and how this information is managed by sensory data in the brain as part of the brand image.
2. Uniqueness of brand association
The essence of brand association is that the brand has a persistent competitive advantage or unique selling proposition that gives consumers a compelling reason why they should buy the brand.
3. Favorability of brand association
The advantage of brand association is that it can make consumers believe that the attributes and benefits of a brand can satisfy consumer needs and desires so that a positive attitude towards the brand will be created.

Celebrity Endorser

Widodo in Susetyono and Megayani (2020) states that celebrity endorsers are television stars, actors or film artists, famous athletes who can affect consumer behavior and attitudes on the products they advertise. Celebrity endorser can as well be defined as the use of sources as attractive or popular figures in advertisements so that they can strengthen the image of a brand in the brains of customers (Kotler and Keller, 2016)

Based on research conducted by Dewa (2018), it is explained that the brand image indicators according to Percy and Rossiter are as follows.

1. Visibility
The purpose of the visibility indicator is that the celebrity who represents a product is someone who has the ability to be noticed by many people (the public). The celebrities chosen are usually famous people and have wide influence in society, thus making people interested in the brand being advertised.
2. Credibility
The credibility indicator is the public's perception of the advantages possessed by a celebrity (endorser), so that it can be accepted and followed by the public. There are two factors that form a person's credibility, namely expertise which shows how much knowledge the endorser has and trust which shows how honest the endorser is in presenting advertisements.
3. Attraction
The attractiveness indicator itself has two characteristics, namely likability (attractiveness) which is a characteristic of the endorser's physical appearance and personality, so that through this attractiveness the endorser can have a positive effect on the brand he represents and similiary (similarity) which is the similarity of the endorser's emotional image in the advertisement. , thus helping people become interested in the communicator (endorser).
4. Power
This indicator is about the magnitude of the endorser's influence on society. The greater the influence, the greater the public's trust in the products they carry.

Social Media Marketing

Social media marketing is the process of creating, communicating, and delivering online marketing by companies through platforms of social media to build and maintain stakeholder relationships that enhance value of stakeholder by sharing informations, facilitating interactions, offering personalized purchase recommendations, and word of mouth among stakeholders about existing and trending products and services (Yadav and Rahaman, 2017).

Based on research conducted by Damayanti (2021), it is explained that the social media marketing indicators according to Gunelius are as follows.

1. Content creation
Interesting content is the basis of strategy in conducting social media marketing. The content created must be interesting and represent the personality of a business so that it is trusted by target consumers.
2. Content sharing
Sharing content with social communities can help expand a business's network and expand its online audience. Sharing content can generate direct and indirect sales depending on the type of content shared.
3. Connecting
Social networks allow someone to meet more people and create relationships between senders and recipients of messages. An extensive network can build relationships that can generate more business.
4. Community building
The social web is a large online community where interactions occur between people living all over the world using technology. Building communities on the internet that have similar interests can occur with social networking.

Co-branding

Co-Branding is defined as two or more well-known brands combined, where one reinforces the other and hopes to get the attention of the audience (Kotler, 2012). Co-branding or brand partnerships is one of strategy of marketing that uses multiple brand names on goods or services as section of a alliance of strategic and includes some type of brand collaboration with at least two company brands. This co-branding activity can be carried out online (activation via social media) or offline, such as webinar activities that can improve consumer experience with these products (Putra and Rohmiati, 2023)

Based on research conducted by Nupriyanti and Ratih (2016), it is explained that brand image indicators according to Kevin A. Keller are as follows.

1. Adequate brand awareness
Adequate brand awareness is the consumer's ability to recognize or remember that a brand is a member of a particular product category.
2. The brand is sufficiently strong
This means that the two brands that carry out co-branding must have a strong enough brand in the minds of consumers.
3. Favorable
Favorable is meant by a feeling of support or partiality in the minds of consumers towards the co-branding carried out.
4. Unique association
Unique association is the extent to which consumers judge the brand in question to be unique and better than other brands.
5. Positive consumer judgement
Positive consumer judgement indicators focus on consumers' personal opinions and brand evaluations based on brand performance and perceived image associations.
6. Positive consumer feelings
Consumers' positive feelings are consumers' emotional responses and reactions to the brand. This kind of reaction can include feelings of warmth, pleasure, comfort, joy, security, closeness to the social environment, and self-esteem.

Research Hypothesis

Celebrity endorser and brand image

Strategic of communication using support from celebrity in promoting a product will have an effect on the brand image of the product itself (Erfgen, 2011). With the support of a celebrity chosen by marketers, this will be capable to increase the brand image of an advertised product (Sulistiyawati and I Ketut, 2015). This is consistent with research conducted by Sabunwala (2013) who found that celebrity endorser has a positive and significant influence on brand image. From the results of the research above, the first hypothesis for this research can be proposed, namely:

H1: Celebrity endorser has positive and significant influence on the brand image of Es Teh Indonesia in Padang City.

Social media marketing and brand image

Social media marketing can be defined as a process that push persons to promote their products, services or websites through the channels of social online and to communicate by utilise a much larger community that has a bigger possibility of marketing than through channels of traditional advertising (Weinberg, 2009). Meanwhile, according to Narayana and Rahanatha (2020), brand image is what about the image of company is inventerate in the brains of consumers. Then the relationship between these two variables according to Anizir and Wahyuni (2017) is that the proper use of social media marketing will increasingly embed the brand in consumers. It is in line with research conducted by Narayana and Rahanatha (2020) which found the results that social media marketing has positive and significant effect on brand image. From the results of the research above, a second hypothesis can be proposed for this study, namely:

H2: Social media marketing has positive and significant influence on the brand image of Es Teh Indonesia in Padang City.

Co-branding and brand image

Successful co-branding can effectively improve brand image from a consumer perspective. Co-branding is welcomed by consumers (Kaer Li Xinyi Wang, 2019). This has been previously proven by Pratama, et al (2017) in his research entitled Co-Branding and Its Influence on Brand Image, where the results of his research state that co-branding as a whole has a significant influence on brand image. From the results of the research above, a third hypothesis can be proposed for this research, namely:

H3: Co-branding has positive and significant influence on the brand image of Es Teh Indonesia in Padang City.

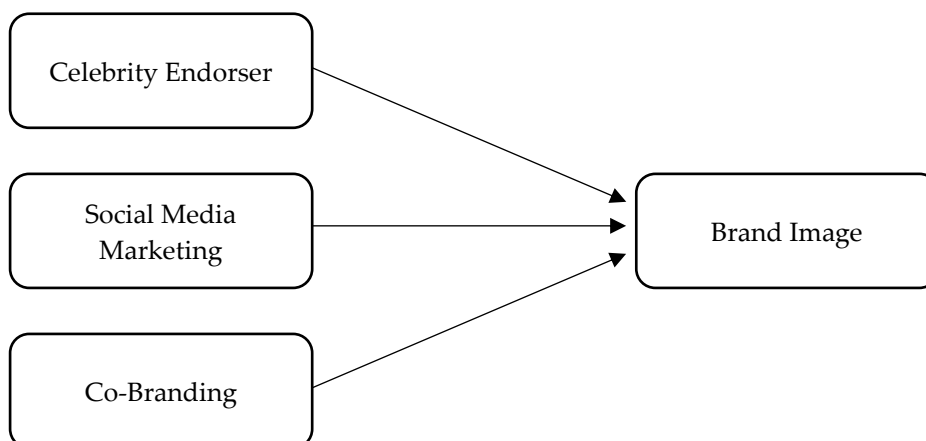


Figure 1. Conseptual Framework

METHOD

The research type applied is research of quantitative. Research of quantitative is research based on concrete data and data have the shape of numbers that will be measured using statistics as a tool of calculation test related to the problem to be research to produce conclusions (Sugiyono, 2019). The sources of data in this research were primary data acquired from questionnaires filled out by research samples from a predetermined population and secondary data obtained from various literature related to brand image, celebrity endorser, social media marketing, and co-branding. The total sample used in this study was 170 samples. This research uses non-probability sampling technique. The style of data collection used in this research was in the form of a questionnaire which was measured using a Likert Scale. The data analysis used in this research was SPSS version 25 software.

There are four variables that will be examined in this study, namely: celebrity endorser as X1 variable, social media marketing as X2 variable, co-branding as X3 variable and brand image as Y variable.

Table 2. Definition Operational

Variabel	Defenition	Indicators
Brand Image (Y)	Brand image is the perception or thought that the seller wants to create for consumers, so that the Indonesian Ice Tea brand is stored in the consumer's memory when they see or remember the brand.	1. Strengh of brand association 2. Uniqueness of brand association 3. Favorability of brand association
Celebrity Endorser (X1)	Celebrity endorser is to make an artist, in this case Brisia Jodie, an attractive advertisement star for Indonesian Ice Tea products so that it can strengthen the brand image in the minds of customers.	1. Visibility 2. Credibility 3. Attraction 4. Power
Social Media Marketing (X2)	Social media marketing can be defined as a process in which individuals and companies (in this case Es Teh Indonesia) are encouraged to carry out promotions through their websites, products or services through social channels (online) as well as to communicate by leveraging the (larger) community that have greater opportunities in doing marketing than through traditional advertising channels.	1. Content creation 2. Content sharing 3. Connecting 4. Community building
Co-Branding (X3)	Co-branding can be interpreted as a collaboration between two or more well-known brands (Indonesian Es Teh and Hydro Coco), where each other reinforces the success of a product together in order to get the attention of the audience.	1. Adequate brand awareness 2. The brand is sufficiently strong 3. Favorable 4. Unique association 5. Positive consumer judgement 6. Positive consumer feelings

RESULT AND DISCUSSION

In analyzing data using SPSS Version 25, several tests were carried out, such as: instrument tests (validity test and reliability test), test of classic assumption (normality test, multicollinearity test, and heteroscedasticity test), and hypothesis testing (t test). The following test results have been carried out:

Table 3. Validity Test

Variable	Validity Statistics		Description
	Item	Corrected Item Total Correlation	
Celebrity Endorser (X1)	X1. 1	0.748	Valid
	X1. 2	0.901	Valid
	X1. 3	0.863	Valid
	X1. 4	0.859	Valid
	X1. 5	0.937	Valid
	X1. 6	0.928	Valid
	X1. 7	0.892	Valid
	X1. 8	0.910	Valid
	X1. 9	0.812	Valid
Social Media Marketing (X2)	X2. 1	0.714	Valid
	X2. 2	0.723	Valid
	X2. 3	0.792	Valid
	X2. 4	0.653	Valid
	X2. 5	0.868	Valid
	X2. 6	0.835	Valid
	X2. 7	0.866	Valid
	X2. 8	0.883	Valid
	X2. 9	0.695	Valid
Co-Branding (X3)	X3. 1	0.824	Valid
	X3. 2	0.637	Valid
	X3. 3	0.790	Valid
	X3. 4	0.771	Valid
	X3. 5	0.876	Valid
	X3. 6	0.833	Valid
	X3. 7	0.804	Valid
	X3. 8	0.894	Valid
	X3. 9	0.843	Valid
	X3. 10	0.855	Valid
	X3. 11	0.864	Valid
	X3. 12	0.690	Valid
Brand Image (Y)	Y. 1	0.853	Valid
	Y. 2	0.750	Valid
	Y. 3	0.773	Valid
	Y. 4	0.854	Valid
	Y. 5	0.800	Valid
	Y. 6	0.651	Valid
	Y. 7	0.648	Valid
	Y. 8	0.737	Valid
	Y. 9	0.858	Valid
	Y. 10	0.848	Valid

Source: SPSS Primary Data, 2023

All statements contained in the celebrity endorser variable (X1) are 9 statements, social media marketing (X2) are 9 statements, co-branding (X3) are 12 statements and brand image (Y) are 10 statements said to be valid, because $r \text{ count} > r \text{ table}$ (0.4438). Be based table 2 it can be known that the value of each item for each variable exceeds 0.4438; it means that each item is declared valid. So that all all of statements contained in the celebrity endorser variable (X1), social media marketing (X2), co-branding (X3), and brand image (Y) can be used in this study.

Table 4. Test of Reliability

Variable	Test of Reliability		Description
	Crobach's Alpha	N of Item	
Celebrity Endorser (X1)	0,958	9	Reliable
Social Media Marketing (X2)	0,916	9	Reliable
Co-Branding (X3)	0,946	12	Reliable
Brand Image (Y)	0,921	10	Reliable

Source: SPSS Primary Data, 2023

The reliability test was carried out by comparing the Cronbach's alpha value with the selected significance level of 0.60. Be based the calculations shown in table 3, it can be known that the Cronbach's alpha value for each variable is above the value of 0.60, which means that each variable has a reliable statement.

Table 5. Test of Kolmogorov-Smirnov

		Unstrandarized Residual
N		170
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.20374424
Most Extreme Differences	Absolute	.088
	Positive	.088
	Negative	-.063
Test Statistic		.088
Exact. Sig. (2-tailed)		.139

Source: SPSS Primary Data, 2023

Based on Table 5 Exact value. Sig. of 0.139 greater than 0.005. This shows that the significance level of the variables used in this research distributed with normal, so it can be concluded that the model of regression is worthy using because it meets the assumptions and is distributed with normal.

Table 6. Test of Multicollinearity

Variabel	Tolerance	VIF
Celebrity Endorser (X1)	0,274	3,648
Social Media Marketing (X2)	0,239	4,191
Co-Branding (X3)	0,157	6,352

Source: SPSS Primary Data, 2023

Based on the numbers listed in Table 6, it can be concluded that multicollinearity does not occur because the tolerance values of the three independent variables are greater than 0.1, namely 0.274 (X1), 0.239 (X2), and 0.157 (X3). Meanwhile, the VIF values for all independent variables were less than 10, namely 3.648 (X1), 4.191 (X2), and 6.352 (X3).

Table 7. Heteroscedasticity Test

Variabel	Sig
Celebrity Endorser (X1)	0,086
Social Media Marketing (X2)	0,310
Co-Branding (X3)	0,374

Source: SPSS Primary Data, 2023

Based on the numbers listed in the Table 7, it can be conclude that there is no heteroscedasticity because the significant number for the celebrity endorser (X1) is greater 0,05, which is 0,086, the significant number for the social media marketing (X2) is greater 0,05, which is 0,310 and the significant number for the co-branding (X3) is greater than 0,05, which is 0,374.

Table 8. Direct Effect

Hypothesis	T Value	Sig
Celebrity Endorser (X1) -> Brand Image (Y)	1,876	0,062
Social Media Marketing (X2) -> Brand Image (Y)	5,530	0,000
Co-Branding (X3) -> Brand Image (Y)	3,418	0,001

Source: SPSS Primary Data, 2023

In conducting the T test, it is known that the conditions for accepting a hypothesis must have a T value greater than 1.97436 (obtained using the DF formula) and a significance value less than 0.05. The following is an explanation of each hypothesis in table 6:

1. Hypothesis 1 (X1->Y)
 - a. Be based table 6, the compute t value is 1.876. When compared with the t table value of 1.97436, the value of t count is smaller than t table which means there is no significant effect of the celebrity endorser on the brand image.
 - b. Be based table 6, the calculated significance value is 0.062. When compared with the specified significance value of 0.05, the significance value of the regression results is bigger than that determined, which means that there is no significant effect of the celebrity endorser variable on brand image.
2. Hypothesis 2 (X2->Y)
 - a. Be based table 6, the compute t value is 5.530. When compared with the t table value of 1.97436, the t calculated value is bigger than t table which means that there is a significant effect of social media marketing on brand image.
 - b. Based on table 6, the calculated significance value is 0.000. When compared with the significance value set at 0.05, the significance value of the regression results is smaller than specified, it means that there is an effect of the social media marketing on brand image.
3. Hypothesis 3 (X3->Z)
 - a. Be based table 6, the compute t value is 3.418. When compared with the t table value of 1.97436, the t calculated value is bigger than the t table it means that there is an effect of the co-branding variable on the brand image.
 - b. Be based table 6, the calculated significance value is 0.001. When compared with the specified significance value of 0.05, the significance value of the regression results is smaller than specified, it means that there is an effect of the co-branding on brand image.

Table 9. Coefficient of Determination Analysis

Variable	R	R Square	Adjusted R Square	Std. Error of the Estimate
X1, X2, X3 -> Y	.866 ^a	.751	.746	3.233

Source: SPSS Primary Data, 2023

Based on Table 9, it can be seen that the R Square value is 0.751, indicating that the coefficient value falls within the range of 0 to 1. This implies that the brand image variable is influenced by celebrity endorsers, social media marketing, and co-branding by 75.1%. The remaining 24.9% is attributed to factors other than celebrity endorsers, social media marketing, and co-branding.

DISCUSSION

The Effect of Celebrity Endorser on Brand Image

Based on the results of the analysis of the celebrity endorser variable, it has no partial effect on the brand image of Indonesian iced tea in the people of Padang City. It can be seen from the results of the t test that the sig value is obtained. $0.062 > \alpha = 0.05$, while from the results of the processed t test it was found that the tcount was smaller than the ttable value ($1.876 < 1.974$). This shows that if the celebrity endorser increases, then this does not have a significant effect on the brand image of Indonesian Es Tea in the people of Padang City. Celebrity endorser is someone who is already known by the wider community and appears as an advertisement star for a product. These results indicate that this study is not in line with previous studies. The results of previous research conducted by Sabunwala (2013) stated that celebrity endorsers have a positive and significant effect on brand image.

The Effect of Celebrity Endorser on Brand Image

Based on the results of the analysis of social media marketing variables, it has a positive and significant influence on the brand image of Indonesian Es Tea in the people of Padang City. It can be seen from the results of the t test that the sig value is obtained. of $0.000 < 0.05$, while from the results of the processed t test the value of tcount is greater than ttable ($5.530 > 1.974$). So, it can be concluded that if social media marketing for Indonesian iced tea increases, the brand image for Indonesian iced tea for the people of Padang City will increase. These results are in line with the results of research from Narayana and Rahanatha (2020) which state that social media marketing has a positive and significant influence on brand image. One of the reasons for this is that respondents felt that content sharing by Indonesian Es Teh (one of which was a photo of a drink) could attract the online audience's attention to Indonesian Iced Tea products. This is in accordance with research by Damayanti, et al. (2021) which states that content sharing poses a good opportunity to get attention and be remembered by online viewers and can lead to indirect and direct sales. Content sharing can help expand a business' network and broaden its online audience.

The Effect of Celebrity Endorser on Brand Image

Based on the results of the analysis of the co-branding variable, it has a positive and significant influence on the brand image of Indonesian Es Teh in the people of Padang City. It can be seen from the results of the t test that the sig value is obtained. of $0.001 < 0.05$, while from the processed test results of the t test it was found that the tcount value is greater than the ttable value ($3.418 > 1.974$). So, it can be concluded that if co-branding increases, this will increase the brand image of Indonesian Es Tea in Padang City. The reason for this is that many respondents feel that the combination of Indonesian Es Teh (tea drink) with Hydro Coco (coconut drink) is unique, which can be proven by the total score obtained by this question item which is greater than the other items, namely 715. According to Xinyiwang (2019), the right partner can provide good results for co-branding and strengthen brand image in the minds of consumers. The results of this study are in line with the results of a study by Primary et al. (2017) who found that co-branding has a significant effect on brand image. Another finding was conveyed by Khalid (2022) who stated that co-branding has a positive effect on brand image. In other words, the better the co-branding is done, the brand image of the product concerned will increase.

CONCLUSIONS

Be based the results research and discussions described above concerning the effect of celebrity endorsers, social media marketing, and co-branding on the brand image of Es Teh Indonesia in Padang City, the authors draw the following conclusions:

1. From the results of the research that the researchers found, the celebrity endorser did not have a partial effect on brand image. Testing this hypothesis shows that the count t value is 1.876 which is smaller than the t table value of 1.97436 and has a significance value of 0.062. Based on testing this hypothesis, it be able concluded that the first hypothesis is rejected. This can be interpreted that Brisia Jodie has no significant influence on the brand image of Es Teh Indonesia in Padang City.
2. From the results of the research that the researchers found, social media marketing variables had a positive and significant effect on brand image. Testing this hypothesis found that the calculated t value of 5.530 is bigger than the t table value of 1.97436 and a significance value of 0.000. Based on testing this hypothesis, it be able concluded that the second hypothesis is accepted. This can be interpreted that if social media marketing increases, the brand image of Es Teh Indonesia in Padang City will also increase.
3. From the results of the research that the researchers found, the variable of co-branding had positive and significant influence on brand image. Testing this hypothesis found that the count t value of 3.418 is bigger than the t table value of 1.97436 and a significance value of 0.001. Based on testing this hypothesis, it be able concluded that the third hypothesis is accepted. It means that if co-branding increases, the brand image of Es Teh Indonesia in Padang City will also increase.

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