



## BTS celebrity endorser and consumer purchase intentions: the mediating impact of attitudes toward ads in Padang City

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### ABSTRACT

This research was conducted with the aim of analyzing and knowing the influence of BTS as a celebrity endorser on consumer buying interest in Tokopedia by mediating attitudes towards advertisements in the city of Padang. This type of research is done is quantitative research. The population of this study is the people of Padang who know BTS and have seen BTS advertisements on Tokopedia with a sample size of 225 people or respondents. In this study, an analysis was carried out using SEM PLS with SmartPLS 4.0 Software. the results of this research show that (1) Celebrity endorsers have a positive and significant effect on Purchase Intentions, (2) Celebrity Endorsers have a positive and significant effect on attitudes towards advertising, (3) attitudes towards advertising have a positive and significant effect on consumer purchase intentions ,(4)celebrity Endorser has a positive and significant effect on purchase intention with attitudes toward advertising as a mediating variable.

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## INTRODUCTION

In running a business and selling business products, promotion and marketing are needed for the products to be sold, after carrying out the production process and a series of other processes, when promoting and marketing products, a strategy is needed to plan the business to run smoothly, promote Products are one way to attract consumers to become customers of business products that are owned by a company.

The current rapid development of information and communication technology has caused most companies to compete fiercely and must innovate in order to compete in the Indonesian market as well as in the global market. There is no exception to E-commerce in Indonesia, the many online shopping sites or applications in Indonesia require that each E-commerce company has a strong competitive strategy. most Indonesian people always like things that are practical and don't make it difficult for them to buy products. Based on this, online shopping sites are the right thing for those who like online shopping, especially for the younger generation who are enthusiastic about this.

For companies and business people, financial success is very dependent on marketing capabilities, other business functions will have no effect if there is not much market demand or consumer buying interest, with a lot of product demand it will generate profits for companies that sell products.

In terms of communication, companies will definitely create new ideas and a positive reputation or image by using brand communication so that a product or service can expand the characteristics of the

company or site and have more advantages than other sites, thereby generating trust in the sites they have. , this can be done by having a party that can be trusted to bring the name of the company or product as a celebrity endorser who can convey messages to consumers, many of today's businesses use local and even world-famous certificates to be able to promote businesses or businesses both in the form of products or services that they are currently running, namely with the term celebrity endorser.

Celebrity endorser is an endorser figure who is defined as someone who recommends the advertised product or service. Endorsers are divided into five groups, namely celebrities, professionals, spokespersons, consumer types, and celebrity similarities. Celebrities from the fields of athletics, stage, and film and television screens are often used to endorse products, either explicitly or implicitly (Ha & Lam, 2016). Of the many online shops in Indonesia, one of them, Tokopedia, uses a celebrity endorser to help carry out promotions and advertise.

PT. Tokopedia was founded by William Tanuwijaya and Leontinus Alpha Edison on February 6 2009, Tokopedia is an internet company that can be accessed by the general public for free or without having to be charged, in Indonesia Tokopedia is an online shopping center that is available and made as a shopping center. an online shop for Indonesian people, where the pedia store is one of the largest online shop companies in Indonesia, from the start of the launch, Tokopedia has managed to grow very quickly as one of the first online shops in Indonesia. Where Tokopedia provides a great opportunity or platform for small businesses and traders to be able to open and manage their business through Tokopedia, to increase consumer buying interest in Tokopedia, the company uses a promotional strategy by using BTS as a celebrity endorser, BTS is a band group originating from South Korea who has a myriad of achievements, famous and loved by many people.

Selection of a celebrity endorser to be able to promote services owned by the company, the company must have consideration and knowledge of the artist or celebrity who will be made a celebrity endorser or brand ambassador of its product, by looking at how popular the endorser will be working with, seeing how the quality of celebrities who will be made celebrity endorsers, and how the attitude and expertise of the artist in conveying advertising messages individually or in groups of them. the good and classy quality and attitude possessed by the artist in conveying the advertising message of the company's products will greatly determine how the cooperation that is established will later be in the success of promotion and endorsement of the product, because it is from the advertisement or promotion later that it will affect the attitude and intention of buying consumers to the point of make purchasing decisions (Jiménez & San-Martín, 2017), from the start they were not interested and thought they would buy a product or use a service owned by the company, with advertisements by influential artists or celebrities, with advertising messages that could reach well to other people or consumers so they want to see service products in more detail and there is an intention to purchase the product or service that the artist is promoting.

As the most popular artist enjoyed by many groups, from teenagers to adults, both men and women like BTS, Tokopedia chose BTS to become a trusted celebrity to be able to work with their company in convincing people to use Tokopedia as an online shopping place in Indonesia, Tokopedia uses BTS as a celebrity endorser from October 2019 for one year to 2020, then in January 2021 Tokopedia is working again with BTS to promote Tokopedia to the public until now Tokopedia is still using BTS advertisements as their celebrity endorser, and August 2022-2023 Tokopedia is still using BTS as Tokopedia's endorser and advertisement to the public. Tokopedia considers that BTS has the same vision and mission as them and represents Tokopedia's passion for work. This will be an attraction for the services that they will endorse, which will become an attraction by the public or the public, because BTS fans are not only in Korea, but are widely spread in large numbers. which is not small in various countries.

This fact can be seen from their many fans both directly and on their social media accounts, such as on Twitter BTS has followers that reach 34.5 million followers, on Instagram BTS has 70.5 million followers, on Tiktok BTS has 56 .2 million followers, and Youtube subscribers as many as 73 million subscribers. besides having a very large number of followers on their social media, BTS is also very total in collaborating with companies that believe in them, both in advertising and interviews for each

of them. With this popularity, whatever is promoted and advertised will attract a lot of consumer attention which will make consumers have the intention to buy the product, as evidenced by whatever food or product they use when they do live streaming on social media and at that time the fans they will invade and buy the product until it is sold out.

The problem that usually occurs when selecting a celebrity endorser is that most consumers will not be interested if the celebrity endorser selection is not right or they don't like it, especially at a relatively expensive price for a food product they have no interest in buying so they choose not to make a purchase. With this phenomenon, information and background on trusted celebrity endorsers are really needed to help distribute food products so that consumers can easily attract buying interest.

Attitudes towards advertising from consumers also greatly influence buying interest in the product being advertised, right? A consumer's good impression of advertising will be a support for the consumer intending to buy up to the stage where the consumer makes a purchase decision. As an endorser, you must be able to deliver the best and most attractive advertisement because when consumers see the ad there will be an assessment and their attitude towards the ad, if the quality of the ad served is good, attractive both in terms of the endorser's physique, their expertise in delivering the advertising message will attract the attention of consumers and have the intention to buy the advertised product or even on the contrary, it means that the positive attitude of consumers shown to a product can be based on the advertisements they see, so these consumers have the desire or intention to buy the product, and it could be the other way around (Sallam & Algamash, 2016)

In the research of (von Felbert & Breuer, 2020) it also discusses the influence of celebrity endorsers on consumer buying interest which is mediated by 4 types of consumers, namely attitude toward the endorser, attitude toward the advertisement, attitude toward the brand, and consumer's purchase intention. Based on the background above, namely the influence of celebrity endorsers on consumer buying interest which is mediated by attitudes towards advertising, researchers are interested in conducting more in-depth research with the research title "The Effect of BTS as a Celebrity Endorser on Consumer Purchase Interest in Tokopedia with Mediation of attitudes towards advertisements in Padang city.

## LITERATURE REVIEW

In this theoretical study, it will be explained about the variables studied to identify, know the character by determining the relationship between the variables studied, namely celebrity endorser (X) celebrity endorser theory, buying interest (Y) and attitudes towards advertising (Z). The theory used in this study is how the type endorser influences consumers' purchase intention developed explain how Celebrity Endorsers influence consumer buying interest. Consumer buying interest is increasing with the existence of celebrity endorsers with various types of each celebrity endorser which is indirectly influenced by variable attitudes towards advertising (von Felbert & Breuer, 2020).

### Purchase intention

Purchase intention is consumer behavior that arises in response to an object that describes the consumer's desire to make a purchase of a product (Peña-García et al., 2020). Buying interest is something related to consumers, where the consumer has a plan to purchase a product and the number of product units needed at a certain time (Lee, 2021). Buying interest is also interpreted as a stage for consumers who evaluate the product information they receive. Buying interest is the behavior of consumers who have the willingness to choose and consume a product (Aziz et al., 2019). This buying interest will arise if a consumer already has value, quality, and information related to the product (von Felbert & Breuer, 2020).

Here are the indicators of buying interest according to (Ha & Lam, 2016):

1. Exploratory intention
2. Transactional intention
3. Referensial intention
4. Preferential intention

## 5. Celebrity appearances in advertisements.

### **Celebrity endorser**

Celebrity Endorser can be interpreted as a person, group or group who is a public figure, and plays himself as a consumer in advertisements. Both celebrities from among actors, sports stars, singers and other influencers. celebrity endorser is a person or group of celebrities to support a product, and has a role in conveying messages to strengthen the image of a brand or brand (von Felbert & Breuer, 2020). Celebrity endorser is the use of a person and or group of sources as an attractive or well-known figure in advertisements so as to strengthen the image of a brand so as to attract consumer buying interest (Ha & Lam, 2016). Celebrity endorsement is the use or use of celebrities to star in advertisements in various media, they are used because of the popularity, talent and attractiveness that the artist has to attract consumer buying interest in the advertised product (Ha & Lam, 2016).

According to (Ha & Lam, 2016) Celebrity Endorsers have the following dimensions and indicators:

1. Celebrity trustworthiness
2. Celebrity expertise
3. Celebrity attractiveness
4. Similarity
5. Celebrity liking
6. Familiarity
7. Celebrity endorser's suitability with the brand.

### **Attitude toward the ads**

Attitude towards advertising is a fundamental concept and is a foundation of a factor that can determine attitudes towards certain advertisements (Jiménez & San-Martín, 2017)

Attitudes towards mobile advertising and what approach is applied to the delivery of these ads (Bhatt et al., 2008). attitude towards advertising is the dominant attitude to respond in a profitable or unfavorable way to the advertising stimulus published during the specified time (Sallam & Algamash, 2016). Consumers are the most important aspect in marketing companies, where attitudes will influence purchasing decisions that will be made by consumers. The positive attitude of consumers shown on a product could be that the consumer has the desire to buy the product, and it could be the other way around.

Here are indicators of attitudes towards advertising (Jiménez & San-Martín, 2017) :

1. Fondness for ads
2. Advertising provides information
3. Like when you see or receive ads.

### **Hypothesis**

#### **The effect of celebrity endorser on purchase intention**

Celebrity Endorser is a person or group of celebrities to support a product, and has a role in conveying messages to strengthen the image of a brand or brand(von Felbert & Breuer, 2020). In this study, it was found that there was a positive and significant influence on consumer buying interest, meaning that the better and quality of a celebrity endorser or group, the higher the demand to buy from consumers. In research (Ha & Lam, 2016) also found a positive influence on consumer buying interest, celebrity endorsers have a large effect on consumer buying interest for products or services promoted by celebrity endorsers.

#### **The effect of attitude toward the advertising on purchase intention**

Consumer attitudes towards advertising greatly influence how consumers buy interest in the products in advertisements, the views of consumers who see advertisements with good quality and can convey messages clearly to consumers will increase buying interest from these consumers (von Felbert & Breuer, 2020). Purchase intention is the behavior of consumers who have a willingness to choose and

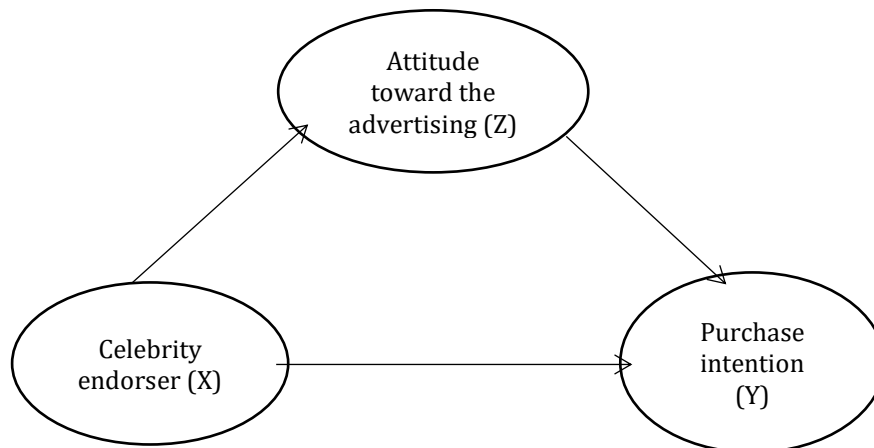
consume a product (Sriram et al., 2021), so their views and opinions on advertisements affect their buying interest in a product they see in the advertisement.

**The effect celebrity endorser on attitude toward the advertising**

Celebrity Endorser is a person who plays an important role in determining the sale and demand of a product they are promoting, from the celebrity endorser a consumer attitude will appear towards the advertisement that the consumer sees. Attitude towards advertising is the dominant attitude to respond in a profitable or unfavorable way to advertising stimuli that are published during a specified time (Sallam & Algamash, 2016). So the role of the celebrity endorser is very important in determining consumer attitudes that can generate buying interest from these consumers.

**The effect of celebrity endorser on purchase intention with attitudes toward advertising as a mediating variable**

Characters who become celebrity endorsers with the talent and popularity they have as celebrity endorsers will influence consumer buying interest (Ha & Lam, 2016). This can also be seen from the attitude of consumers towards advertisements played by the celebrity endorser (von Felbert & Breuer, 2020), found how a celebrity endorser affects consumer buying interest which is mediated by consumer attitudes towards advertising, has a positive influence between exogenous, endogenous and mediating variables.



**Figure 1. Conceptual framework**

**METHOD**

The type of research that researchers will conduct is causative research where this research is research that compares variables between the differences that exist in the subject and finds a causal relationship without giving special treatment to that subject (Firmansyah & Dede, 2022) Causative research is research with the aim of knowing how far the independent variables affect the dependent variable. This study describes the relationship of exogenous variables (celebrity endorse) to endogenous variables (purchase intention) which is mediated by attitudes toward advertising, meaning that this research examines the extent to which the influence of BTS as a celebrity endorse has on consumer buying interest in Tokopedia which is mediated by attitudes toward advertising in the city of Padang.

**Operational defenition**

The following is an operational definition of the variables used in this research:

**Tabel.1 Operational Defenition**

Variable	Dimention	Indicators	Reference
<b>Purchase Intention (Y)</b>	Purchase intention is a consumer behavior that arises as a response to an object that describes the consumer's desire to make a purchase of a product	1. explorative interest 2. transactional interest 3. preferential interests 4. referential interest 5. Celebrity appearance in the advertisement	
<b>Celebrity Endorser (X)</b>	Celebrity endorser is the use of a person and or group of sources as an attractive or well-known figure in advertisements so as to strengthen the image of a brand so as to attract consumer buying interest	Celebrity trustworthiness  Celebrity expertise  Celebrity attractiveness  Celebrity liking  Celebrity familiarity	1. The selected celebrity can be trusted for the brand 2. Honest celebrity endorser 3. Relevant information from celebrity endorsers 4. Sincerity as a celebrity endorser 5. Belief in personal/celebrity Y  1. Celebrity endorser expertise 2. Experience in the brand 3. Knowledge of the brand 4. Have high professional qualifications 5. Skilled with brands  1. Have physical attractiveness 2. High quality or high class 3. Have an attractive face 4. Have an elegant fashion 5. Has an attractive appearance

		<ul style="list-style-type: none"> <li>6. Have a voice that can attract consumers</li> <li>7. Celebrity endorsers professional</li> </ul>
	Celebrity match-up congruence with the brand	<ul style="list-style-type: none"> <li>1. Like the behavior or attitude of a celebrity</li> <li>2. Like celebrity appearance</li> <li>3. Having the idea that celebrity is a very popular artist</li> <li>4. Like fashion / style owned by a celebrity</li> <li>5. Overall likes celebrity</li> </ul>
		<ul style="list-style-type: none"> <li>1. Often see celebrity on TV</li> <li>2. Often see celebrities on stage, events / festivals</li> <li>3. Often see celebrity on billboards</li> <li>4. Often see celebrity in the newspaper</li> <li>5. Often see celebrity on the internet</li> </ul>
		<ul style="list-style-type: none"> <li>1. Often see celebrities advertising their brands</li> <li>2. The suitability of the celebrity's image with the brand</li> <li>3. Compatibility celebrity with the brand</li> <li>4. Belief in celebrity brings brand.</li> </ul>
<b>Attitude toward the advertising</b>	Based on this, marketers must be able to change consumer attitudes to a positive attitude towards the product because the	<ul style="list-style-type: none"> <li>1. Love for advertising</li> <li>2. Advertising provides information</li> <li>3. Like when viewing or receiving ads</li> </ul>

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impact is on  
the sales  
prospects of  
the products  
being  
marketed.

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## RESULT AND DISCUSSION

The characteristics of the respondents needed in this study are based on gender, age, occupation, income, and domicile in Padang.

**Table 2. Characteristic Respondent**

Characteristics	Category	Amount	Percentage
Gender	Male	44	20 %
	Female	181	80%
Age	< 20 year	56	25%
	21 – 30 year	165	73%
	30 – 40 year	4	2%
	>40 year	0	0%
Profession	Student	151	67%
	Government employees	6	3%
	Police	14	6%
	Self-employed	3	1%
	Housewife	2	1%
	BUMN	49	22%
	Other		
Income per mounth	< Dari Rp. 1000.000	117	52%
	Rp. 1.000.000-2.500.000	63	28%
	Rp.2.500.000-5.000.000	37	16%
	> Dari Rp. 5.000.000	8	4%
Domicile	Padang	225	100%

Source: Primary Data, 2023

### Validity Test

Testing the validity of reflexive convergent indicators can be seen from the value of the loading factor for each construct indicator. To assess convergent validity, the rule of thumb is generally used with the provision that the loading factor value must exceed 0.7.

**Table 3. Validity Test**

No	Variabel	Indicator	Outer Loading >0,7	Validity
1	Purchase Intention	Y1	0,805	Valid
2		Y2	0,729	Valid
3		Y3	0,739	Valid
4		Y4	0,756	Valid
5		Y5	0,761	Valid
6	Celebrity Endorser	X 10	0,734	Valid
7		X 11	0,746	Valid
8		X 12	0,787	Valid



9		X 13	0,785	Valid
10		X 14	0,813	Valid
11		X 15	0,814	Valid
12		X 16	0,768	Valid
13		X 17	0,771	Valid
14		X 2	0,771	Valid
15		X 23	0,795	Valid
16		X 24	0,788	Valid
17		X 26	0,769	Valid
18		X 27	0,813	Valid
19		X 28	0,793	Valid
20		X 29	0,706	Valid
21		X 3	0,726	Valid
22		X 31	0,706	Valid
23		X 33	0,777	Valid
24		X 34	0,729	Valid
25		X 35	0,738	Valid
26		X 36	0,766	Valid
27		X 37	0,753	Valid
28		X 4	0,765	Valid
29		X 5	0,732	Valid
30		X 6	0,769	Valid
31		X 7	0,743	Valid
32		X1	0,814	Valid
33		X9	0,717	Valid
34	Attitude Toward the Ads	Z1	0,853	Valid
35		Z2	0,866	Valid
36		Z3	0,888	Valid

Source: Primary Data, 2023

In measuring convergent validity, the value of AVE is also seen, the AVE value describes the size of the indicators contained in the construct. The value of AVE can be seen in the following table:

**Table. 4 Average variance extracted (AVE)**

Variabel	Average variance extracted (AVE)
Celebrity endorser (x)	0,584
Purchase Intention (y)	0,575
Attitude Toward the Ads (z)	0,756

Source: Primary Data, 2023

Based on table 4 above, it can be seen that the AVE value of each variable has met the validity value > 0.50, so each variable used in this study can be declared to meet the convergent validity test criteria

### Reability Test

The reliability test aims to determine that the instrument has reliable and reliable results. In carrying out the reliability test there are two reliability measures that must be measured, namely composite reliability and Cronbach's alpha, which can be seen from the following table:

**Table 5. Reability Test**

	Cronbach's alpha	Composite reliability
Celebrity endorser (X)	0,974	0,974
Purchase intention (Y)	0,819	0,837
Attitude toward the ads (Z)	0,838	0,839

Source: Primary Data, 2023

Based on the table above, it can be seen that the Cronbach's alpha and Composite Reliability values for each variable are >0.7. If you look at the rule of thumb, the Cronbach's alpha and Composite Reliability values each value exceeds 0.7, so all variables in this study are declared reliable (Hair et al., 2018).

### R-Square

testing of this structural model aims to see the relationship between variables, the significant value along with the R-square of the research model. Following are the results of the R-Square test in this study using PLS:

**Tabel 6. R-Square**

	R-square	R-square adjusted
Purchase intention (Y)	0,439	0,434
Attitude toward the ads (Z)	0,754	0,753

Source: Primary Data, 2023

Based on the table of R-Square test results above, it can be seen that the R-Square value of the variable Interest in buying (Y) is 0.439, this indicates the magnitude of the influence of the exogenous variable celebrity endorser and attitudes towards advertising moderately explaining that 43.9% of the variable interest in buying, while the remaining 56.1% is influenced by other factors which are meant to explain the variable of buying interest which is not included in this study.

The attitude towards advertising variable in table 16 can be seen for the R-Square value of 0.754, it can be concluded that attitudes towards advertising get a contribution of 75.4% from the celebrity endorser variable, and 24.6% from other variables outside this study.

### Hypotesist test

Hypothesis testing, the final process of this test is to ensure the answer or unanswered hypothesis is found by using an alpha value of 5% and the statistical value used is 1.96, it can be seen whether the hypothesis is accepted or rejected is H1 accepted and H0 rejected if the t-statistic value is greater than 1.96, and to be able to determine the level of significance, probability is used so that H1 is significant if the p-value is greater than 0.05.

**Tabel 7. Path Coefficients Metode PLS Direct Effect and Indirect Effect**

	Sample mean (M)	Original sample (O)	T statistics ( O/STDEV )	P values	Explanation
Celebrity endorser (X) -> purchase intention (Y)	0.421	0.417	3.106	0.002	H1 Accepted
Celebrity endorser (X) -> attitude toward ads (Z)	0.867	0.868	34.089	0.000	H2 Accepted
Attitude toward ads (Z) -> purchase intention (Y)	0.263	0.267	2.004	0.045	H3 Accepted
Celebrity endorser (X) -> attitude toward ads (Z) -> minat Beli (Y)	0.228	0.232	2.016	0.044	H4 Accepted

Source: Primary data, 2023

Based on the table above, it can be seen, all variable in this research has valid and significant value of less than 0.05. it can be conclude all variable in this research are accepted.

## DISCUSSION

This study aims to examine the influence of BTS as a celebrity endorser on consumer purchase intention in Tokopedia by mediating attitudes towards advertising in the city of Padang. The discussion below aims to explain the results of hypothesis testing:

### **The influence of BTS as a celebrity endorser on purchase intention at Tokopedia**

Based on this study, the results obtained from testing the hypothesis that BTS as a celebrity endorser have a positive and significant effect on consumer buying interest at Tokopedia. This proves that BTS as a celebrity endorser who advertises Tokopedia on social media, the internet and television has an influence on the buying interest of consumers or people in the city of Padang.

This research shows that people in the city of Padang who know BTS as a Tokopedia celebrity endorser have an interest in buying at Tokopedia. This buying interest was influenced by BTS, who is a well-known figure and has many fans, especially among teenagers and adults, by promoting their pedia store they were able to attract consumers' buying interest. The implication is that people in Padang have an interest in buying at Tokopedia after seeing an advertisement for BTS as Tokopedia's celebrity endorser. This statement is strengthened based on the average score and the percentage obtained based on the indicator of buying interest which is equal to 3.82 with a percentage of 76% in the sufficient category.

Based on research on the results of statement indicators from celebrity endorsers, namely BTS as a celebrity endorser of Tokopedia with an average and the percentage obtained based on the celebrity endorser indicator is equal to 3.98 with a percentage of 83% in the high category, meaning that BTS as a celebrity endorser is able to attract consumer buying interest where companies must can or continue to work with endorsers to continue to attract buying interest from their intended consumers.

these results are proven by research conducted by (von Felbert & Breuer, 2020) which says that celebrity endorsers have a positive and significant relationship with purchase intention, in research (Ha & Lam, 2016) also explains that there is a positive relationship with celebrity endorsers towards consumer buying interest, meaning that celebrity endorsers have a positive influence on buying interest. In research (South, 2015) it is explained that there is a positive influence of celebrity endorsement on consumer buying interest. In research (Ahmad et al., 2019) explains that celebrity endorsers have a positive influence on consumer buying interest.

### **The influence of BTS as a celebrity endorser on attitudes towards the advertising**

Based on the hypothesis testing carried out by researchers, the result is that celebrity endorsers have a positive and significant effect on attitudes towards advertising. This statement proves that BTS as a celebrity endorser who advertises Tokopedia has an effect on consumer views, namely consumer attitudes towards published advertisements.

People in the city of Padang when they see BTS advertisements as Tokopedia celebrity endorsers can influence how they view the advertisements that are presented, by liking the advertisements that are published. BTS as a celebrity endorser is able to attract consumers' attention through advertisements with an average and percentage obtained based on the celebrity endorser indicator of 3.98 with a percentage of 83% with high criteria, meaning that they as endorsers can be trusted in bringing the name Tokopedia to the public. This is also proven by research conducted by (von Felbert & Breuer, 2020) which shows a positive influence between celebrity endorser variables on attitudes towards advertising which states that who the celebrity endorser character is will influence consumer perceptions in viewing advertisements. In research (Bhatt et al., 2008) there is a positive influence of celebrity endorsers on attitudes towards advertising. In research (Zipporah & Mberia, 2014) explains that the positive influence of who becomes an endorser on consumer attitudes towards the advertisement.

### **The influence of attitudes towards advertising on purchase intention**

Based on the hypothesis testing conducted by researchers, it can be seen that attitudes towards advertising have a positive and significant influence on consumer buying interest at Tokopedia. Which means that when consumers or the public see advertisements that BTS presents about Tokopedia, they are able to impress them with the advertisements published so that they are able to create buying interest in Tokopedia.

The involvement of consumers or people who see BTS advertisements related to Tokopedia is able to get an interesting impression that makes them have an interest in buying Tokopedia, measured through an attitude indicator towards advertisements which has an average score and the percentage obtained is based on an attitude indicator towards advertisements with a value of 4.06 with a percentage of 81% high criteria. In research conducted by (Jiménez & San-Martín, 2017) in advertisements seen by consumers on mobile phones will influence or have a positive effect on purchase intention, based on research (Sallam & Algamash, 2016) which explains that there is a positive influence between attitudes towards advertising on consumer buying interest. In research (Darmawan et al., 2019) explains that attitudes towards advertising have a positive influence on purchase intention. In research (von Felbert & Breuer, 2020) explains that there is a positive influence on consumer attitudes toward advertising on purchase intention.

### **The influence of BTS as a celebrity endorser on consumer purchase intention in Tokopedia, by mediating attitudes towards advertisements in the city of Padang.**

Based on the hypothesis testing that has been done by researchers, it is found that celebrity endorsers have a positive and significant effect on purchase intention through attitudes towards advertising as mediation at research of (von Felbert & Breuer, 2020) . This means that BTS as a celebrity endorser is able to attract consumer buying interest towards Tokopedia through the attitude of these consumers towards the advertisements they see, the value of the attitude indicator towards advertisements where consumers or the public like to receive BTS advertisements about Tokopedia with an average value obtained is 4.13 with a percentage 83 %. Obtaining the value of the variable variable indicators used in the study, it can be concluded that BTS as a Tokopedia celebrity endorser is able to attract consumer buying interest through advertisements that are seen by people in the city of Padang.

The results of this study are also supported based on research results from (Sallam & Algamash, 2016) how consumers' attitudes towards the advertisements they see will affect these consumers' buying interest in the products or services they see. In research conducted by ((von Felbert & Breuer, 2020) also explained that there is a positive relationship between celebrity endorsers and purchase intention which is mediated by attitudes toward advertising. (Ahmad et al., 2019) explains that the influence of celebrity endorsers on purchase intention which is mediated by attitudes toward advertising has a positive relationship. in research (Sriram et al., 2021) explains the positive relationship between influencers and advertising on consumer buying interest in a product.

## **CONCLUSION**

The purpose of this study was to determine the factors that influence the buying interest of Tokopedia by consumers in the city of Padang, and to analyze the influence of BTS as a celebrity endorser on consumer buying interest in Tokopedia by mediating attitudes towards advertisements in the city of Padang. This research uses SmartPLS 4 software. Based on the analysis and discussion that has been done, the following conclusions are obtained from the analysis between variables:

1. There is a positive and significant influence of BTS as a celebrity endorser on consumer buying interest in Tokopedia in the city of Padang, showing that with BTS as a Celebrity Endorser, consumer buying interest in Tokopedia has also increased. Based on the result of the research There is a positive and significant influence of BTS as a celebrity endorser in Tokopedia on attitudes towards advertising, the attitude of consumers who see advertisements is influenced

by BTS as a celebrity endorser in Tokopedia with consumers liking BTS advertisements related to Tokopedia

2. There is a positive and significant influence of BTS as a celebrity endorser on Tokopedia on attitudes towards advertising, showing that with BTS as a celebrity endorser, consumer attitudes towards advertisements become more positive and interested in seeing advertisements. Based on the result of the research There is a positive and significant influence from BTS as a celebrity endorser on consumer Purchase intention in Tokopedia which is mediated by attitudes towards advertising in the city of Padang.
3. Attitude towards advertising has a positive and significant influence on consumer purchase intention in Tokopedia in the city of Padang, showing that the attitude towards advertising increases or is positive, then purchase intention increases
4. There is a mediating effect of attitudes towards advertising between Celebrity Endorsers and purchase intention. Shows that the direct influence of celebrity endorsers felt by consumers in the city of Padang will be better with attitudes towards advertising to increase purchase intention.

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