

The Influence of Content, Credibility, and Muslim Celebrity Endorsers on Buying Interest with Brand Image as a Mediation Variable

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ABSTRACT. The phenomenon of many entrepreneurs who want to attract consumers through social media by using a celebrity that has credibility and demands to advance their brand. One of the celebrities who are loved today is Aghnia Punjabi with her trademark wearing a hijab. Indonesia is a country where the majority of the population is Muslim. From this phenomenon, researchers want to find out whether there is a relationship between Instagram content, credibility, and Muslim celebrity endorsers on consumer buying interest with brand image as a mediating variable. This study aims to: determine the effect of content; credibility; and Muslim celebrity endorser Aghnia Punjabi on buying interest and brand image. Then to determine the effect of brand image in mediating content, credibility, and celebrity endorser Muslim Aghnia Punjabi on buying interest. This research is a quantitative type using a sample of FEBI IAIN Salatigga students. The type of data used is only primary data and will be analyzed by t test, F test and Path Analysis. The results showed that Instagram content, credibility and celebrity endorser Muslim Aghnia Punjabi had a significant and significant effect on buying interest and brand image. However, Muslim celebrity endorsers have no significant and significant effect on brand image. Then brand image is able to mediate the relationship of content and credibility to buying interest. Then the results obtained that brand image cannot mediate the relationship of Muslim celebrity endorsers to consumer buying interest.

Keyword: Content; Credibility; Celebrity Endorser Muslim, Purchase Intention, Brand Image

JEL Classification: M30; M31

INTRODUCTION

Increasing technology and consumer mindset in choosing products indirectly requires businesses to think about the right way to market their products. As stated by (Sulistianingsih & Trishananto, 2021) advances in technology have increased over the last few decades changing the way people view the development of the internet. The development of the internet and mobile phones has led to a profound transformation of the habits and preferences of consumers, who are starting to use digital media to share information about themselves and communicate with companies, shop online and use new internet services. So business actors are required to have a precise strategy to maintain their business even to compete with other entrepreneurs.

The strategy to offer products that entrepreneurs can choose to compete with is to create interesting content through social media, build credibility, and through endorsements. Loekamto in (Savitri, 2017) stated that web-based shopping activities are a new form of communication that does not require direct face-to-face communication, but can be done separately through notebooks, computers, or mobile phones that are connected to internet access services. The number of smartphone users in today's era is an opportunity for business people to be able to offer their products. The internet makes it easier for sellers to offer their products to consumers. Because, with the internet, business people can reach a wider target at a low cost.

Instagram has turned into a distinct marvel among online media clients, especially young people. Apart from the many other internet-based media that are often used, Instagram is able to compete because Instagram is one of the first electronic media that has existed until now as an ideal opportunity to share photos. Instagram is a web-based medium used for sharing photos and short recordings which can also be shared on Facebook from Instagram. Because, on Instagram consumers can also find several items from several online stores at the same time.

On the other hand, the Company also often uses endorsers or spokespersons as credible sources to influence consumer attitudes and purchase intentions. So, it is natural that it becomes important to make famous figures as distributors of product information. A celebrity endorser can increase or decrease the value of a marketed product. Advertising endorsers are usually well-known celebrities or experts who have expertise, awareness and attractiveness, who can send product messages to attract consumers' attention in a short time and increase consumers' purchase intentions (Chi et al., 2013). The method of using celebrity endorsement is currently being carried out by several organizations, both small, medium, and large. Celebrity endorsements are considered to have a significant impact on product offerings. The main step in choosing a celebrity endorsement is to have a positive reputation.

In addition, many customers, especially women, some of them do not really consider the brand image. If the picture is interesting, the color matches the color you like, the bundling is new, it's natural for buyers, especially women, to want to get it. To avoid and limit the various issues that will come or have appeared in the product to be purchased, online media, for example, Instagram

can provide audited content by clients or creators for this situation which we often refer to as celebrity endorsers (Rachmadi, 2018).

Currently, the reference in fashion, especially for women, is Aghnia Punjabi. The number of followers on Instagram reaches 1.2 million people. This figure is a very large number considering the number of hijab-wearing celebrities today. He received many endorsements from online shops to well-known local brands such as Cotton Ink. His followers make @aghniapunjabi their fashion trend. In addition, 1.2 million @aghniapunjabi followers also have a fanbase or loyal fans on the @aghniapunjabiofficial account who always support it.

One of the influences of @aghniapunjabi on fashion trends can be seen from several garage sales events that he held with Maghribi Organizer on November 4, 2018 at one of the cafes in Surabaya. The garage sale is held from 12 am to 5 pm. Even though the number of people in each kloternya there are dozens of people. If the total participants who took part in the garage sale were hundreds of people. In his own garage sale, Aghniapunjabi admits that profits can reach up to millions of rupiah. The income he gets from selling it can reach tens of millions of rupiah. Not only in the world of Instagram, even Aghnia Punjabi has been present on NET TV television shows. Where is this television which has now skyrocketed since its presence in 2013.

In her Instagram account, she often opens endorsement of hijab products. This means that Aghnia is the first non-artist celebrity to endorse hijab products for the first time in Indonesia. Another advantage that Aghnia has is that she is very good at displaying interesting photos on her Instagram. So it can attract buying interest from consumers. Research by (Pramesti, 2020) the reason for choosing Aghnia Punjabi is that the large number of followers on this Selebgram account has its own reasons for its attractive appearance so that many people follow the account. Then the research that has been done by (Dewi, 2019) it is said that because of Aghnia's achievements not only in carrying out endorsement activities, but also Aghnia was able to successfully make several titles and be included in television shows. From the brief description of Aghnia Punjabi above, it can be concluded that Aghnia Punjabi is one of the mecca for young people in Indonesia in Muslim fashion. Thus the author is also interested in making the owner of the @aghniapunjabi Instagram account the subject of this research.

In research (Afiah & Vera, n.d.) The results of the study stated that Instagram content had a positive and significant influence on buying interest. The results of the study (Perdana, Aditya Halim Putra et al., 2018) state that the credibility of the endorser has a positive influence on buying interest. Previous research conducted by (Ngurah et al., 2018) which states that brand image has a positive and significant influence on consumer buying interest. However, there are also studies that show the opposite result. Research by (Raheni, 2018) it was found that social media content had a negative and insignificant effect on consumer buying interest. Furthermore, previous research conducted by (Shahnaz & Wahyono, 2016) states that reputation has a negative and insignificant effect on buying interest.

Based on the background explanation above, the researcher wants to conduct research on the influence of content, company credibility, and Muslim celebrity endorsers by including a mediating variable, namely brand image is used as a mediating variable, because they want to know how

important content, company credibility, and Muslim celebrity endorsers are. on someone's buying interest in today's modern era. So the researcher will conduct a study entitled "The Influence of Content, Credibility, and Muslim Celebrity Endorsers on Buying Interest with Brand Image as a Mediation Variable ". The aims of this research are: 1) To find out the effect of Aghnia Punjabi's Instagram content on consumer buying interest; 2) To find out the effect of Aghnia Punjabi's credibility on consumer buying interest; 3) To find out the effect of Muslim celebrity endorser Aghnia Punjabi on consumer buying interest; 4) To determine the effect of Aghnia Punjabi's Instagram content on brand image; 5) To determine the effect of Aghnia Punjabi's credibility on brand image; 6) To determine the effect of Muslim celebrity endorser Aghnia Punjabi on brand image; 7) To determine the effect of brand image on consumer buying interest; 8) To determine the effect of brand image in mediating Aghnia Punjabi's Instagram content on consumer buying interest; 9) To determine the effect of brand image in mediating the credibility of Aghnia Punjabi on consumer buying interest; and 10) To determine the effect of brand image in mediating Muslim celebrity endorser Aghnia Punjabi on consumer buying interest.

The following is the framework of thought in this research:

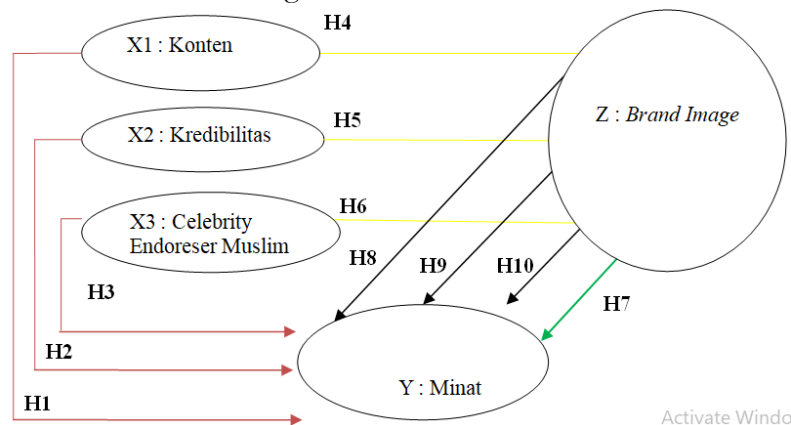


Figure 1. Thinking Framework

The descriptions that have been written and explained from the background to the framework of thought provide instructions for researchers to make hypotheses which can be seen as follows:

- H1: it is suspected that Aghnia Punjabi's Instagram content has an effect on consumer buying interest
- H2: it is suspected that the credibility of Aghnia Punjabi has an effect on consumer buying interest
- H3: It is suspected that Muslim celebrity endorser Aghnia Punjabi has an effect on consumer buying interest
- H4: it is suspected that Aghnia Punjabi's Instagram content has an effect on brand image
- H5: It is suspected that the credibility of Aghnia Punjabi affects the brand image
- H6: it is suspected that Muslim celebrity endorsers have an effect on brand image
- H7: It is suspected that brand image affects consumer buying interest
- H8: It is suspected that brand image can mediate the relationship between Aghnia Punjabi's Instagram content and consumer buying interest
- H9: it is suspected that brand image is able to mediate the relationship between Aghnia Punjabi's Instagram credibility and consumer buying interest
- H10: brand image is able to mediate Muslim celebrity endorser Aghnia Punjabi on consumer buying interest

METHODS

This study uses quantitative exploration, because the information in this study is in the form of numbers and research using measurements (Trishananto & Devi, 2021). This information is obtained from polls tailored to the respondents, which are then prepared and broken down to obtain logical data. This research is located on Campus 1 IAIN Salatiga. The research starts from September 2021 until its completion. In this study, the population in question is all students of FEBI IAIN Salatiga, totaling 3200 students. In this study using purposive sampling technique, which is a technique to determine the research sample with certain considerations in order that the data obtained will be more representative (Sugiyono. 2011). So that the sampling can be calculated correctly and not arbitrarily, the author uses the formula from Slovin in (Bawono, 2006) to count it.

$$S = \frac{P}{(P \cdot e^2) + 1} \dots\dots\dots 1$$

Description: S: Sampel; P: Populasi; e² : within the believed error rate.
 then if the formula is applied in the calculation, the results can be seen as follows:

$$S = \frac{3200}{(3200 \cdot 0,05^2) + 1}$$

$$S = \frac{3200}{8 + 1}$$

$$S = \frac{3200}{9} = 355,56 = 356$$

The results of the calculation, which refers to the Slovin formula above, show that 356 samples have been found. The criteria for the research sample are students who follow Aghnia Punjabi's Instagram account. The study only used primary data obtained through a questionnaire in the form of a google form. The data was then tested by classical assumption test and analyzed by t test, F test and Path Analysis.

RESULT AND DISCUSSION

Based on the results of filling out questionnaires by research respondents, it is known that the majority of respondents are aged 22-24 years with the sex being mostly female and dominated by students of the Sharia Business Management faculty.

Validity and Reliability Test

Validity test aims to decide whether the measuring instrument can be used as a measuring tool according to the parameters that have been determined. The statement items are declared valid if r count > r table. The value of r table is determined by the formula df=N-2 = 356 – 2 = 354. Based on the distribution of r table, the value is 0.104. Based on these results, it is stated that 22 statement items on the instrument are included in the valid criteria. Then from the reliability test, the Conbarch Alpha value was obtained at 0.798. Thus the value is > 0.60 and is declared reliable to be used as a research instrument.

Table 1. Validity Test Results

Variable	Statement	r count	r table	Description
Variable X1	X1.1	0,304	0,104	Valid
	X1.2	0,321	0,104	Valid
	X1.3	0,349	0,104	Valid
	X1.4	0,351	0,104	Valid
	X1.5	0,395	0,104	Valid
	X1.6	0,411	0,104	Valid
Variable X2	X2.1	0,481	0,104	Valid
	X2.2	0,571	0,104	Valid
	X2.3	0,418	0,104	Valid
Variable X3	X3.1	0,428	0,104	Valid
	X3.2	0,416	0,104	Valid
	X3.3	0,392	0,104	Valid
	X3.4	0,341	0,104	Valid
Variable Y	Y1.1	0,518	0,104	Valid
	Y1.2	0,496	0,104	Valid
	Y1.3	0,493	0,104	Valid
	Y1.4	0,475	0,104	Valid
Variable Z	Z1.1	0,458	0,104	Valid
	Z1.2	0,452	0,104	Valid
	Z1.3	0,450	0,104	Valid
	Z1.4	0,560	0,104	Valid
	Z1.5	0,533	0,104	Valid

Source: data processed

Classic assumption test

Multicollinearity Test

Priyanto at (Dirianzani et al., 2014) states that the smaller the Tolerance value and the larger the VIF, the closer to the multicollinearity problem. If the Tolerance value is more than 0.1 and the VIF is less than 10, it can be said that the data is free from multicollinearity.

Table 2. Multicollinearity Test Results

	Collinearity Statistics	
	Tolerance	VIF
X1	0.813	1.230
X2	0.707	1.415
X3	0.812	1.232
Z	0.774	1.291

Source: data processed

Based on the table above, it can be seen that the Tolerance value of all variables is > 0.1 and the VIF value is < 10 . Thus, it is concluded that all variables have a Tolerance value > 0.1 and a VIF value < 10 and it is stated that there are no symptoms of multicollinearity in the data distribution. study.

Heteroscedasticity Test

Heteroscedasticity test in this study was carried out using the Glejser method. According to (Furi et al., 2020) if the sig value > 0.05, it indicates that in the regression model there is no heteroscedasticity problem. On the other hand, if the value of sig < 0.05, it indicates that in the regression model there is a heteroscedasticity problem.

Table 3. Heteroscedasticity Test Results

	t	Sig.
Constant	3.976	0.000
X1	-0.815	0.415
X2	-1.171	0.242
X3	0.401	0.688
Z	-0.986	0.325

Source: data processed

From testing with SPSS software, it is known that the significance value of the content variable (X1) is 0.415, Credibility (X2) is 0.242, Muslimah Endorser (X3) is 0.688, and Brand Image (Z) is 0.325. This means that the significance value of all variables is > 0.05 and it is stated that there is no heteroscedasticity problem.

Normality test

The regression model that is feasible to be used as research data is data that has a residual value with a normal distribution (Purnomo, 2016). The data is declared normal if the Asymp value. Sig. (2-tailed) > 0.05 (Priyatno, 2013).

Table 4. Normality Test Results

		Unstandardized Residual
N		356
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.74923419
Most Extreme Differences	Absolute	.026
	Positive	.026
	Negative	-.018
Test Statistic		.026
Asymp. Sig. (2-tailed)		.200 ^c

Source: data processed

Based on the results of data processing shown in the table above, the Asymp value is obtained. Sig. (2-tailed) of 0.200. Then it is stated that the research data is normally distributed, because the Asymp value. Sig. (2-tailed) > 0.05.

Statistic test

t test

Decision making is done by looking at the significance value of the results of SPSS data processing. If the significance value < 0.05 then the variable has a significant effect.

Table 5. t test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.885	1.881		3.660	0.000
	X1	-0.148	0.034	-0.183	-4.300	0.000
	X2	0.180	0.057	0.144	3.162	0.002
	X3	0.412	0.043	0.405	9.536	0.000
	Z	0.366	0.035	0.450	10.342	0.000

Source: data processed

The test results between the variables X1, X2, X3, and Z on the Y variable can be seen as follows: 1) The significance value for the content variable is 0.000, the value is < 0.05 , so it can be concluded that the content variable (X1) has an effect and is significant on the Purchase Interest variable (Y); 2) The significance value for the credibility variable (X2) is 0.002, the value is > 0.05 , so it can be concluded that the credibility variable (X2) has a significant effect on the Purchase Interest variable (Y); 3) The significance value for the Muslimah endorser variable (X3) is 0.000, the value is < 0.05 , so it can be concluded that the Muslimah endorser variable (X3) has a significant effect on the buying interest variable (Y); 4) The significance value for the Brand Image (Z) variable is 0.000, the value is < 0.05 , so it can be concluded that the Brand Image (Z) variable has a significant effect on the Purchase Interest (Y) variable.

F Test

Decision making in this test is done by looking at the F value obtained from the results of SPSS data processing. If the calculated F value $>$ F table, it is stated that the independent variable has a significant influence on the dependent variable. From the calculation, it is known that the F table value is 1.64915.

Table 6. F Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2523.448	4	630.862	82.526	.000 ^b
	Residual	2683.192	351	7.644		
	Total	5206.640	355			

a. Dependent Variable: Y

Source: data processed

From the table above, the calculated F value is 82.526. This means that the value is $>$ F table (1.64915). It is concluded that simultaneously or together the variables of content (X1), credibility (X2), Muslim endorser (X3) and Brand Image (Z) have a significant effect on the variable of Purchase Interest (Y).

Coefficient of Determination Test

Table 7. Test Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696 ^a	.485	.479	2.76485

Source: data processed

Based on the results of data processing with SPSS, an R Square value of 0.485 was obtained. This means that the content variable (X1), credibility (X2), Muslim endorser (X3) and brand image (Z) have a not too large contribution of 48.50% in influencing the buying interest variable (Y). The remaining 51.50% is influenced by other variables that are not in this study.

Path Analysis

Regression Model I

Table 8. SPSS Output Table (Regression Model I)

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	15.060	2.719		5.539	0.000
	X1	0.291	0.049	0.293	5.895	0.000
	X2	0.432	0.083	0.281	5.234	0.000
	X3	0.028	0.065	0.023	0.436	0.000

a. Dependent Variable: Z

Source: data processed

Based on the output of the SPSS program, it can be seen that of the 3 independent variables tested on the intervening variable, there is 1 variable that has no significant effect. The X1 variable has a significance value of 0.000 and the X2 variable is 0.000. The values for both variables are smaller than 0.05 and are confirmed to have a significant and significant effect on brand image. Meanwhile, the X3 variable has a significance value of 0.663, which is greater than 0.05. Then it is ensured that the X3 variable has no effect on the Z variable.

Table 9. SPSS Output Table (Coefficient of Determination Model I)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.475 ^a	.226	.219	4.16635

Source: data processed

Based on the data in the table above, the R Square value is 0.475. The interpretation of the emergence of this value is that the independent variable is able to explain the Z variable by 47.50%.

The remaining 52.50% was explained by other factors that were not included in the study. This fact means that the variables of Muslimah Content, Credibility, and Endorser only contribute 47.50% to the Brand Image of the goods advertised by Aghnia Punjabi.

$$e1 = \sqrt{1 - R^2}$$

$$e1 = \sqrt{1 - 0,475}$$

$$e1 = 0,724568837309472$$

Regression Model II

Table 10. SPSS Output Table (Regression Model II)

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	6.885	1.881		3.660	0.000
	X1	-0.148	0.034	-0.183	-4.300	0.000
	X2	0.180	0.057	0.144	3.162	0.002
	X3	0.412	0.043	0.405	9.536	0.000
	Z	0.366	0.035	0.450	10.342	0.000

a. Dependent Variable: Y

Source: data processed

Based on the output of the SPSS program, it can be seen that of the 3 independent variables and 1 intervening variable that were tested on the dependent variable, all variables were declared influential and significant to Y. Variable X1 obtained a significance value of 0.000, X2 was 0.002, X3 variable was 0.000, and Z was equal to 0.000. The values for the four variables are smaller than 0.05 and are confirmed to have a significant and significant effect on Y.

Table 11. SPSS Output Table (Coefficient of Determination Model II)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696 ^a	.485	.479	2.76485

Source: data processed

Based on the data in the table above, the R Square value is 0.485. The interpretation of the emergence of this value is that the independent variable and the intervening are able to explain the Y variable by 48.50%. The remaining 51.50% was explained by other factors that were not included in the study. This fact means that the variables of Content, Credibility, Muslimah Endorser, and Brand Image are able to explain the relationship between variables to Purchase Interest of 48.50%.

$$e2 = \sqrt{1 - R^2}$$

$$e2 = \sqrt{1 - 0,485}$$

$$e2 = 0,717635004720366$$

Based on the explanation above, the path method can be seen in the scheme below.

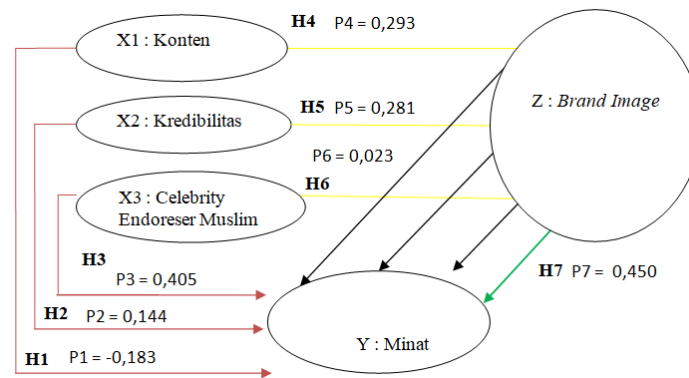


Figure 2. Research Path Analysis

Based on the above scheme, it is known the direct, indirect and total effect.

Variable X1

The direct effect of X1 to Y = 0.183

The direct effect of X1 to Z = 0,293

The indirect effect of X1 to Y is $P8 = 0,293 \times 0,450 = 0,13185$

Total influence of X1 to Y, namely direct influence + indirect effect = $0,365 + -0,05859 = -0,0512$

Variable X2

The direct effect of X2 to Y = 0,144

The direct effect of X2 to Z = 0,281

The indirect effect of X2 to Y is $P9 = 0,281 \times 0,450 = 0,12645$

Total effect of X2 to Y, namely direct influence + indirect effect = $0,144 + 0,12645 = 0,27045$

Variabel X3

The direct effect of X3 to Y = 0,405

The direct effect of X3 to Z = 0,023

The indirect effect of X3 to Y is $P9 = 0,023 \times 0,450 = 0,01035$

Total influence of X3 to Y, namely direct influence + indirect effect = $0,405 + 0,01035 = 0,41535$

Hypothesis testing

The Influence of Aghnia Punjabi's Instagram Content on Consumer Purchase Interest

Information obtained from the SPSS version 24 software data processing, it was found that the content variable (X1) had a significant effect on the Purchase Interest variable (Y). This finding is evidenced by the significance value for the content variable of 0.000, the value is <0.05 . The content shared by Aghnia through social media is very relevant to the advertised product. In addition, Aghnia also provides useful and accurate information for consumers. These findings support research (Afiah & Vera, n.d.) which proves that the Instagram content variable has a significant and significant effect on buying interest.

The facts in the research also support the theory put forward (Girsang et al., 2020) in today's digital era, social media has become an effective tool for promoting a product. However, the researcher believes that the content created must also be thought out carefully so that it is right on target. Interesting, innovative and creative content. Because it is not impossible that Aghnia also competes

with other celebgrams to maintain and develop her position in the world of celebgrams. With some of these descriptions, it is stated that the first hypothesis (H1) which reads that it is suspected that Aghnia Punjabi's Instagram content affects consumers' buying interest is **accepted**.

The Influence of Aghnia Punjabi's Credibility on Consumer Purchase Interest

The effect of X2 on Y refers to the results of SPSS data processing. Based on the output, obtained significance = 0.002. This means that the value is smaller than 0.05, so it is certain that the credibility variable (X2) has a significant and significant influence on Purchase Interest (Y). The facts obtained are in line with research (Perdana, Aditya Halim Putra et al., 2018) with the discovery of the credibility variable has a significant effect on buying interest.

The higher the credibility of a celebgram in offering a product, it will be able to influence the minds of consumers to trust the celebgram. Just as Aghnia does, who always conveys information accurately, the information provided is also useful, not covering up the shortcomings of a product. With these results, the second hypothesis which reads that it is suspected that the credibility of Aghnia Punjabi has an effect on consumer buying interest is **accepted**.

The Influence of Muslim Celebrity Endorser Aghnia Punjabi on Consumer Purchase Interest

The partial test provides information that the X3 variable has a significant and significant effect on Y. The proof of this finding is seen from the significance obtained from SPSS which is 0.000 which is smaller than 0.05. According to the author's opinion, the students of FEBI IAIN Salatiga were inspired by the style of Aghnia Punjabi. With her hijab characteristic, Aghnia became the inspiration for most of the research samples, which were women. They want to keep looking trendy but still according to their genitals by imitating Aghnia. The results found are in line with research (Olivia et al., 2016) that the @zahratuljannah and @joyagh accounts can be concluded that the influence of celebrity endorsers on Instagram accounts @zahratuljannah and @joyagh as celebrity endorsers through Instagram social media has an effect on consumer buying interest in hijab products.

FEBI IAIN Salatiga students are more interested in Aghnia's personality as a Muslim woman. Given this fact, the author argues that although the credibility variable of Aghnia Punjabi does not have a significant and significant effect on buying interest, it does not necessarily mean that Aghnia's credibility is bad. It could be that the students are more concerned with Aghnia's personality as a Muslim woman who is identical to her appearance by using the hijab and clothing that is in accordance with Islamic sharia. Thus, the third hypothesis of the study which reads "It is suspected that Muslim celebrity endorser Aghnia Punjabi has an effect on consumer buying interest" is **accepted**.

The Influence of Aghnia Punjabi's Instagram Content on Brand Image

The content that Aghnia shares on her Instagram account is proven to be able to influence the Brand Image or brand image. Referring to the partial test results between the X1 variable and the Z variable, a significance value of 0.000 is obtained. When compared to 0.05, the value is smaller, which means that there is a positive and significant influence between Aghnia's Instagram content on the Brand Image promoted by Aghnia. The research results are in line with and support

previous research by (Damayanti et al., 2021) which states that Social Media Marketing has a positive and significant effect on Brand Image.

The better a celebrity endorser in packaging a product, it will affect the thinking of consumers. Conversely, if an error occurs in providing information about a product, it will have a bad effect on the image of the product itself. According to (Damayanti et al., 2021) When consumers actively think about and decipher the meaning of information on a product or service, a stronger association will be created in the consumer's memory. FEBI students think that Aghnia is able to create creative and innovative Instagram content so that it can improve the image of a brand. Testing the fourth hypothesis which reads "it is suspected that Aghnia Punjabi's Instagram content has an effect on brand image" is **accepted**.

The Influence of Aghnia Punjabi's Credibility on Brand Image

The significance obtained from the SPSS software through the t test method is 0.000. The significance is smaller than the provision, namely 0.05, which means that there is an influence between the credibility variable on the Brand Image. The results of this study support and are in line with research (Praditya, 2012) that Credibility has a significant effect on Brand Image. If it is associated with testing the second hypothesis, the researcher sees a common thread between the results of testing the second and fifth hypotheses. The results of testing the second hypothesis say that the credibility variable has an effect on buying interest. Likewise with testing the fifth hypothesis which states that there is an influence between the credibility variable Aghnia on Brand Image. With credibility results that can affect buying interest, it means that it will have a good effect on the brand image of the products offered by Aghnia. Based on the results of this study, credibility has something to do with brand image. In other words, the influence of credibility on buying interest will have a good effect on the brand image of the products advertised by Aghnia. With these facts, the fifth hypothesis which reads "it is suspected that the credibility of Aghnia Punjabi affects the brand image" is accepted.

The Influence of Muslim Celebrity Endorser Aghnia Punjabi on Brand Image

The results of the partial test of the X3 variable to Z obtained a significance value of 0.663 and the number is not greater than 0.05. The meaning is that the X3 variable has no effect and is significant on Z. This research fact is contrary to previous research from (Rifadah, 2019) shows the Islamic endorser variable has a significant positive effect on buying interest.

The sample in this study gives the perception that the use of Aghnia as a Celebrity Endorser is less able to improve the Brand Image of a product. Thus, the results of the hypothesis test stating "it is suspected that Muslim celebrity endorsers have an effect on brand image" are **rejected**.

The Influence of Brand Image on Consumer Purchase Interest

The results of testing the partial relationship between variable Z and Y through SPSS found a significance = 0.000 and a significance less than 0.05. This means that there is a significant influence between the Brand Image (Z) variable on Purchase Interest (Y). This finding is in line with the finding (Juhaeri, 2016) states that brand image has a significant effect on consumer buying interest.

The facts of this research are in line with the theory put forward by Kurniawan in (Windyastari & Sulistyawati, 2018) brand image will have a direct effect on the high buying interest in a product because consumers will have reasons to buy or use products with a brand image that is considered by the audience as a good, quality product, and is used by famous people. This means that FEBI IAIN Salatiga students give the perception that the brand image offered by Aghnia can have an influence on buying interest. These results give the researcher to decide that the fourth hypothesis "it is suspected that Aghnia Punjabi's Instagram content has an effect on brand image" is **accepted**.

The Influence of Aghnia Punjabi's Instagram Content on Consumer Purchase Interest Mediated by Brand Image

Based on the direct and indirect effect test, it is known that the direct effect of X1 on Y = -0.183. While the direct effect of X1 on Z is 0.293 and the indirect effect of X1 on P8 = 0, 293 x 0.450 = 0.13185. Then calculated the total effect of -0.0512. Furthermore, to determine whether or not there is an effect of X1 on Y through Z, the Sobel test is carried out.

$$Sp1.P4 = \sqrt{(P4)^2 \cdot (Sp1)^2 + (P1)^2 \cdot (Sp4)^2 + (Sp1)^2 \cdot (Sp4)^2}$$

$$Sp1.P4 = \sqrt{(0,366)^2 \cdot (0,049)^2 + (0,291)^2 \cdot (0,035)^2 + (0,049)^2 \cdot (0,035)^2}$$

$$Sp1.P4 = \sqrt{(0,133956) \cdot (0,002401) + (0,084681) \cdot (0,001225) + (0,002401) \cdot (0,001225)}$$

$$Sp1.P4 = \sqrt{(0,000428304)}$$

$$Sp1.P4 = 0,020695502$$

Based on the results of the standard error coefficient of the indirect effect above, it can be calculated the statistical value of the following mediation effect:

$$t = \frac{P1.P4}{Sp1.P4} = \frac{0,291 \cdot 0,366}{0,020695502} = 5,146335645$$

Based on the results of the calculation using the above formula, the t count is 5.146335645. Then the value for t table is 1.966765. This means that there is an influence of the Instagram Content variable (X1) on Purchase Interest (Y) mediated by Brand Image (Z). This is because the value of t count is greater than t table. The results of this study are in line with research (Narayana & Rahanatha, 2019) brand Image is a mediating influence between social media marketing on consumer purchasing decisions. By providing treats in the form of interesting content and providing useful information, as well as well-known brands will influence consumer buying interest. Keller in (Negarawan, 2018) states that the strength of the brand lies in consumer perception. The meaning of the inherent brand image is the mental configuration and management of the analysis, image formation is influenced by internal and external factors. Therefore, according to researchers, the combination of well-known brands and interesting Instagram content by Aghnia will foster a sense of interest in consumers, so that consumers feel willing to use the products used by Aghnia. Based on this, the eighth hypothesis which reads "It is suspected that brand image is able to mediate the relationship between Aghnia Punjabi's Instagram content and consumer buying interest" is **accepted**.

The Effect of Aghnia Punjabi's Credibility on Consumer Purchase Interest Mediated by Brand Image

Based on the direct and indirect effect test, it is known that the direct effect of X2 on Y = 0.144. While the direct effect of X2 on Z is 0.293 and the indirect effect of X2 is P9 = 0.281 x 0.450 = 0.12645. Then calculated the total effect of 0.27045. Furthermore, to determine whether or not there is an effect of X2 on Y through Z, the Sobel test is carried out.

$$Sp2.P4 = \sqrt{(P4)^2 \cdot (Sp2)^2 + (P2)^2 \cdot (Sp4)^2 + (Sp2)^2 \cdot (Sp4)^2}$$

$$Sp2.P4 = \sqrt{(0,366)^2 \cdot (0,083)^2 + (0,432)^2 \cdot (0,035)^2 + (0,083)^2 \cdot (0,035)^2}$$

$$Sp2.P4 = \sqrt{(0,133956) \cdot (0,006889) + (0,186624) \cdot (0,001225) + (0,006889) \cdot (0,001225)}$$

$$Sp2.P4 = \sqrt{(0,001159876)}$$

$$Sp2.P4 = 0,034056957$$

After knowing the value of Sp2Sp4, the next step is to find the t count to be compared with the t table.

$$t = \frac{P2.P4}{Sp2.P4} = \frac{0,432 \cdot 0,366}{0,034056957} = 4,642575693$$

Based on the results of the calculation using the above formula, the t count is 4.642575693. Then the value for t table is 1.966765. This means that there is an effect of the Credibility variable (X2) on Purchase Interest (Y) mediated by Brand Image (Z). This is because the value of t count is greater than t table. This finding is in line with the previous finding by (Windyastari & Sulistyawati, 2018) brand image mediates the effect of celebrity endorser credibility on purchase intention. A product that has a good brand image is an effective way to attract consumers, because consumers consciously or unconsciously will choose a product that has a positive brand image, so as to create a good perception in the eyes of consumers, and will influence consumers in buying and selling products. the buying decision process that ultimately creates loyalty to a particular product brand. Based on this, the ninth hypothesis which reads "It is suspected that brand image is able to mediate the relationship between Aghnia Punjabi's credibility and consumer buying interest" is **accepted**.

The Influence of Muslim Celebrity Endorser Aghnia Punjabi on Consumer Purchase Interest Mediated by Brand Image

Based on the direct and indirect effect test, it is known that the direct effect of X3 on Y = 0.405. While the direct effect of X3 on Z is 0.023 and the indirect effect of X3 on P10 = 0.023 x 0.450 = 0.01035. Then the total effect is calculated as 0.41535. Furthermore, to determine whether or not there is an effect of X3 on Y through Z, the Sobel test is carried out.

$$Sp3.P4 = \sqrt{(P4)^2 \cdot (Sp3)^2 + (P3)^2 \cdot (Sp4)^2 + (Sp3)^2 \cdot (Sp4)^2}$$

$$Sp3.P4 = \sqrt{(0,366)^2 \cdot (0,065)^2 + (0,028)^2 \cdot (0,035)^2 + (0,065)^2 \cdot (0,035)^2}$$

$$Sp3.P4 = \sqrt{(0,133956) \cdot (0,004225) + (0,000784) \cdot (0,001225) + (0,004225) \cdot (0,001225)}$$

$$Sp3.P4 = \sqrt{(0,0005721)}$$

$$Sp3.P4 = 0,023918615$$

After knowing the value of Sp3Sp4, the next step is to find the t count to be compared with the t table.

$$t = \frac{P3.P4}{Sp3.P4} = \frac{0,028.0,366}{0,023918615} = 0,428452909$$

Based on the results of the calculation using the above formula, the t count is 0.428452909. Then the value for t table is 1.966765. This means that there is no influence of the Credibility variable (X3) on Purchase Interest (Y) mediated by Brand Image (Z). The results of this study are in line with research (Wardhana et al., 2021) the celebrity endorser variable has no effect on buying interest through brand image as an intervening variable. The selection of celebrities who use Aghnia's services as endorsers may be inaccurate, so that there is no positive impression, consumers do not see who the celebrity is offering a product, but only sees the products offered by Aghnia. Within the scope of FEBI IAIN Salatiga students, the brand image variable may not mediate. But maybe it can have an effect if a sample with a wider scope is used, not only in the scope of FEBI students. However, based on the data from the questionnaires from the respondents, out of 4 items, the X3 variable obtained a score of 8. This means that the respondents still gave Aghnia a high score as a Celebrity Endorser. Based on this, the tenth hypothesis which reads "It is suspected that brand image is able to mediate the relationship of Muslim Celebrity Endorser with consumer buying interest" is **rejected**.

A series of hypothesis testing has been carried out from the first to the last hypothesis, so a summary of the results of hypothesis testing is visualized in tabular form.

Table 12. Hypothesis Test Results

No	Hypothesis	Description
1	It is suspected that Aghnia Punjabi's Instagram content has an effect on consumer buying interest	Accepted
2	It is suspected that the credibility of Aghnia Punjabi has an effect on consumer buying interest	Accepted
3	It is suspected that Muslim celebrity endorser Aghnia Punjabi has an effect on consumer buying interest	Accepted
4	It is suspected that Aghnia Punjabi's Instagram content affects brand image	Accepted
5	It is suspected that the credibility of Aghnia Punjabi affects the brand image	Accepted
6	It is suspected that Muslim celebrity endorsers have an effect on brand image	Rejected
7	It is suspected that brand image affects consumer buying interest	Accepted
8	It is suspected that brand image is able to mediate the relationship between Aghnia Punjabi's Instagram content and consumer buying interest	Accepted
9	It is suspected that brand image can mediate the relationship between Aghnia Punjabi's credibility and consumer buying interest	Accepted
10	It is suspected that brand image can mediate the relationship between Muslim Celebrity Endorser and consumer buying interest	Rejected

CONCLUSION

Based on the description of the results of the analysis and discussion, conclusions have been made as to the answers to the formulation of the problem: 1) Aghnia Punjabi's Instagram content has a significant and significant effect on buying interest. This finding is evidenced by the significance value for the content variable of 0.000, the value is <0.05 ; 2) The credibility of Aghnia Punjabi has a significant effect on buying interest. Based on the SPSS output, the obtained significance = 0.002, meaning that the value is smaller than 0.05; 3) Muslim Celebrity Endorser Aghnia Punjabi has a significant and significant effect on consumer buying interest. The proof of the invention is seen from the significance obtained from SPSS which is 0.000 which is less than 0.05; 4) Aghnia Punjabi's Instagram content has a significant and significant impact on brand image. This is evidenced by the partial test results between the X1 variable and the Z variable, a significance value of 0.000 is obtained; 5) The credibility of Aghnia Punjabi affects the brand image. Based on the results of the t test, obtained a significance of 0.000; 6) Muslim celebrity endorser Aghnia Punjabi has no and no significant effect on brand image. The results of the partial test of the X3 variable to Z obtained a significance value of 0.663 and the number is not greater than 0.05; 7) Brand image has an effect on consumer buying interest. The results of testing the partial relationship between variable Z and Y through SPSS found a significance = 0.000 and a significance less than 0.05; 8) Brand image is able to mediate the relationship between Aghnia Punjabi's Instagram content and consumer buying interest. Based on the Sobel test, obtained t count of 5.146335645 and greater than t table 1.966765; 9) Brand image is able to mediate the relationship between Aghnia Punjabi's Instagram credibility and consumer buying interest. Based on the results of the Sobel test calculation, the t count is 4.642575693 and is greater than the t table, which is 1.966765; AND 10) Brand image cannot mediate Muslim celebrity endorser Aghnia Punjabi on consumer buying interest. Based on the results of the Sobel test, the t-count is 0.428452909 and this value is smaller than the t-table, which is 1.966765.

Suggestion for Aghnia Punjabi: 1) It is recommended for Aghnia to maintain consistency in sharing useful information related to the fashion style of today's young age group; and 2) In order to better show the religious side because based on the data, there is no influence of Muslim celebrity endorsers on consumer buying interest even though it has been mediated by brand image variables. Suggestion for further researchers: 1) In order to research with other variables outside the variables in this study but with the same research subject, namely the Aghnia Punjabi program; and 2) In order to conduct research with a wider sample coverage and not be limited to FEBI IAIN Salatiga students. In order to find and correct the shortcomings that still exist in this research.

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