
How Celebgram Credibility Influence Muslim Consumer's Atitude Toward Purchase Decision?

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Abstract

The purpose of this study is to investigate the impact of celebgram credibility and social media advertaising to purchase intention and the mediating of consumer muslim behavior at Nadira. The study conducted is quantitative research based on a survey approach. Purposive sampling and ordinary least square regression were used as sampling techniques and data analysis. An online survey was conducted 119 muslim respondents with Nadiraa's active Instagram followers. We analyzed the data using partial least squares structural equation modeling (PLS-SEM). The result show that Social Media Advertising and celebgram credibility has a significant effect on Purchase Decision, while Influencer Marketing has no influence on Purchase Decision The results confirmed the significance of muslim consumer behavior in predicting purchase decision. In determining the number of samples, this study refers to Ferdinand theory, which is a theory for determining the sample by multiplying the number of indicators by the number of parameters estimated 5 to 10 times with a minimum of 5 times, and the size of sample ranges from 100 to 200 with a minimum of 100 sample. In this study there are 2 independent variables, namely social media advertising (X1) consists of 4 indicators and selebgram credibility (X2) consists of 3 indicators, the dependent variable (Y) is purchase decision consists of 4 indicators, and moderating variables (Z) muslim consumer behavior consisting of 5 indicators. the calculation results, the number of samples in this study were 119 respondents.

Keywords: *Celebgram Credibility, Muslim Consumer, Purchase Decision, Brand Awarness*

INTRODUCTION

Recently social media advertising give an important effect in marketing by introducing products to their follower (Karina Sokolova, 2020). In the current market conditions, online marketing is an important thing that must be done by producers, both large, medium and small scale producers (MSMEs). In this research, we investigate the effect cues related to fashion celebgram present on Instagram especially for SMEs Nadira shop.

Online media powered by mobile devices reduces the use of traditional media channels (Chatterjee et al., 2021). Social media has a big impact on people, increasingly becoming one of their daily activities (Marcin & Katrzyan, 2022). Social media influencers can directly influence consumer purchasing decisions. This is in accordance with research by Ario, et al (2016) the title, The Effect of Social Media Advertising on Word Of Mouth and Its effect on Purchases Decisions (Case of Mochimaco Malang Consumers Using Instagram). The results of this study show that social media influencer has a significant impact on consumer purchasing decisions. The social media that will be used as a variable in this research is social media influencer at Instagram. Instagram is a social media that provides online photo and video sharing services. Instagram is one of the most popular applications (Nadya, 2022). Celebrams are celebrities who are famous through social media and they are trusted to bring products sold online via Instagram account, (Ladyba Furi 2022). There are four reasons why social media is used as an advertising tool based on (Wind & Todi, 2008) "Cost Efficiency, Large Reach, Targeted Advertising, and Time Spent Online". Other research has mainly focused on celebgram marketing as a commercial activity designed to attract followers' perceptions and

reactions to the brand being promoted, eliminating the consequences of this promotional action on the credibility of influencers and their relationship with their followers (Daniel Belanche, Sergio Ibañez-Sánchez, 2021)

With celebgram, good influencer brands and products are prominently displayed on Instagram, and cause consumers to decide to buy the same product (i.e., envious consumption, refers to the purchase of enviable material value objects, Milovic, 2014). Based on previous research conducted by Arti and Taris with the title *The Effect of Influencer Marketing on Purchase Decisions (Study on Elzatta Hijab Garut)*, the results of this study indicate that influencer marketing has a positive and significant effect on purchasing decisions at Elzatta Hijab Garut. Influencer marketing is also a choice of online marketing strategy to increase sales and increase brand awareness. Research illustrates that celebrities on Instagram (celebgram) have an influence on the buying behavior of young female users, especially in the Z generation (Elmira, 2022). Celebgram are influential in the purchase decisions of young female, Elmira & chloe, 2016. However, there are few studies that discuss influencer marketing on Instagram (Casalo et al., 2020).

According to Kopp, Brand awareness is a marketing term that describes the level of consumer use of a product with a name. In marketing terms, brand awareness is usually given as the level of consumer awareness of a company or a brand. Brand awareness describes the potential ability of customers to recognize and remember the brand of a particular product group, if the level of brand awareness is high, then the customer will consider buying the product (Melisa, 2021). As research conducted by Melisa and Christian, it is shown that brand awareness has a significant effect on purchase decisions.

Nadiraa shop is one example of SMEs engaged in fashion. Besides clothes, Nadiraa Hijab also sells hijab, sandals, bags, and accessories other. Nadiraa is actively promoting on social media, especially Instagram. However based on the theory This article is to find out how the credibility of celebgrams and social media advertising affects the behavior of Muslim consumers in making purchases at Nadira. Social Media Advertising

Peter (2013), social media advertising is advertising where companies invest money and time to reach audience effectively. Social media is part of the lives of individuals and with business to promote products and company services (Ki et al., 2020; Yu and Hu, 2020; Park et al., 2021) a study (Herhold, 2018) explains that 92% of small companies or SMEs spend more money on marketing on social media, and 46% of SMEs are starting to move from their marketing budget from traditional media to paid social media advertising (SMA). As such, companies as well as SMEs are increasingly prioritizing SMA to reach their customers and to increase brand awareness. Social media advertising also involves audience engagement or providing feedback on the advertisements seen to ensure that the advertising messages conveyed really reach the audience and get the correct data. Social media advertising influence consumers purchase intention. (2004). Measurement of the effectiveness of social network advertising is measured with EPIC models (A.C Nelson 2018). There are four dimensions used in the EPIC model, Empathy, Persuasion, Impact, and Communication.

H1: There is a significant relationship social media advertising and purchase decision

Celebgram Credibility

That important for celebgram is credibility (Stubb et al., 2019; Kefi and Sokolova, 2020). Celebgram have a close connection with their followers, so that celebgram are considered more credible than celebrities, which makes their opinion give effect on their followers (Rushworth and Djafarova, 2017 ; Stubb et al.,2019). Celebgram format their followers' reactions to endorsed products (Casalo et al., 2020), brands collaborate with influencers as an effective way to communicate their products offerings (Sanchez-Fernandez

and Jimenez-Castillo, 2019). Celebgram credibility using the stimulus-organism-response (S-O-R) framework (Donovan and Rossiter, 1982), the research model looks at where influencer promotion messages are perceived by followers as cues that produce cognitive and an emotional state that results in behavioral consequences. specifically, influencers promote products which more or less fits his style influences followers' attitudes toward influencers and their perceptions of influencer credibility which, in turn, leads to varied behavior responses (i.e., intention to continue to follow and/or imitate influencers and recommending them to other users) such as buying advertised products. This study focuses on Instagram because it is the preferred social media of marketers who to conduct influencer-based marketing campaigns (Influencer Marketing hub, 2020). This visual advantage of social media is one of the determining success factors and in its choice by influencers.

SOR theory (Stimulus, Organism, Response) "is a communication process that causes a special reaction, so that someone in this case the consumer can expect and estimate the suitability between the message and the communicant's reaction" in this case SOR to see the credibility of a celebrity. The elements in the SOR theory are the presence of a message (Stimulus), communicant (Organism), and effect (Response) (Effendy, 2003).

H2: There is a significant relationship Celebgram Credibility and purchase decision

Moderating Effect of Muslim Consumer Behavior

This study predicts that muslim consumer behavior mediator the effect of celebgram credibility and purchase decision and also on the effect between social media advertising (SMA) and purchase decision. As mediator muslim consumer behavior significantly affects purchase decision student for use Gojek (Afriadi, 2019). Consumer behavior is direct action in terms of obtaining, utilizing, and spending a product or service, in which there is also a decision process that precedes and follows this action as Kotler's opinion in his book The American Marketing Association states the definition of consumer behavior is an active interaction between several people. in influencing, and understanding, behavior, and others in which humans carry out exchange activities in their lives. Muslim consumer behavior does not mean that humans only think about the hereafter, but humans in this world are not materialistic and hedonistic. Another thing, Muslim consumers will also have an attitude of *zuhud* so that they feel grateful for what Allah SWT has given, even though they are in a state of shortage. By having a *zuhud* attitude, a Muslim will have a sufficient attitude (Muflih, 2006). According to Hoetoro (2018), Islamic consumption behavior is shown by:

1. The goods and services consumed are only halal (thoyyiban).
2. Income as part of the budget is obtained halal
3. Fulfillment of needs based on top priority (dharuriyat) must be prioritized compared to secondary needs (Hajiyat) and pleasure needs (tahsinat).
4. The purpose of consumption is to gain long-term luck, this world and the hereafter so that one's own desires and interests should be socially beneficial without wasting resources.

In Islamic economics, buying decisions have limitations and are born from Islamic teachings. The limitations in the perception of Muslim consumers are consuming halal products, prioritizing dharuriyyat needs, being frugal, and aiming to please Allah SWT. (Muflih, 2006). Islamic consumer behavior must represent the relationship with Allah SWT. daily consumption is a form of *dhikr* to Allah SWT so that consumers carry out every Islamic law by not consuming illicit goods, not being stingy, and not being greedy with the aim of living safe both in this world and in the hereafter (Muflih, 2006).

H3 : Muslim consumer behavior as moderators between celebgram credibility and purchase decision

H4 :Muslim consumer behavior as moderators between social media advertising and purchase decision

H5 : There is a significant relationship Mulim consumer behavior and purchase decision

Purchase Decision

Kotler (2005), "purchase decisions are" a situation in which the consumer has made a decision and willing to make a purchase or process of exchanging money and promise to pay by giving ownership rights or utilizing goods or services. effect of entertainment on purchase decision is insignificant. purchase decision process is a five-phase process that begins far away before the actual purchase and has long term long benefits "Problem Identification, Information Search, Evaluation of Alternatives, Purchase Decision, Post-purchase Decisions". According to Tjiptono (2012), the factors that influence the decision A purchase decision is an emotional relationship that intertwined between the customer and the producer after utilizing the product or services from the company and find that the product or service it adds value.

According to Al-Ghazali consumption (al-hajah) is the use of goods or services for the purpose of fulfilling needs through work (al-iktisab) which is obligatory (fardhu' kifayah) on the basis of ethics (sharia) for the benefit (maslahah) of the hereafter (Chamid, 2010). Consumption cannot be separated from the role of faith. Individuals who have faith in the Qur'an and Hadith and obey the rules that have been set will know which limits are allowed and which are not allowed to be implemented. There are rules in the Qur'an regarding with consumer purchasing decisions, namely QS. Al-Isra' verses 26-27 and 29.

وَأَتَىٰ ذَا الْقُرْبَىٰ حَقَّهُ وَالْمِسْكِينَ وَابْنَ السَّبِيلِ وَلَا يَبْذُرْ نَبْذِيرًا

This verse provides guidance in consuming. There are at least two lessons to be learned. First, we are commanded to fulfill the right of intimate (family), the poor and ibn sabil. Second, this verse also prohibits us to behave wastefully

RESEARCH METHODS

This research is research associative quantitative method. According to Sugiyono, the method Quantitative research is a research method based on empirical principles, and aims to study a particular group or sample, collect data with research instruments, and achieve a test predetermined hypothesis. The population in this study is Nadiraa's active Instagram followers with a total of 417 people, where active followers come from real active accounts. That is, the active followers able to interact by giving a like or comment.

The The sampling technique in this study is to use probability sampling technique, which is a sampling technique by providing opportunities or equal opportunity for each part of the research population to be sampled. One technique that includes probability sampling and used in this research is purposive (Sekaran & Bougie, 2016).

In determining the number of samples, this study refers to Ferdinand theory, which is a theory for determining the sample by multiplying the number of indicators by the number of parameters estimated 5 to 10 times with a minimum of 5 times, and the size of sample ranges from 100 to 200 with a minimum of 100 sample. In this study there are 2 independent variables, namely social media advertising (X1) consists of 4 indicators and selebgram credibility (X2) consists of 3 indicators, the dependent variable (Y) is purchase decision consists of 4 indicators, and moderating variables (Z) muslim consumer behavior consisting of 5 indicators. the calculation results, the number of samples in this study were 119 respondents.

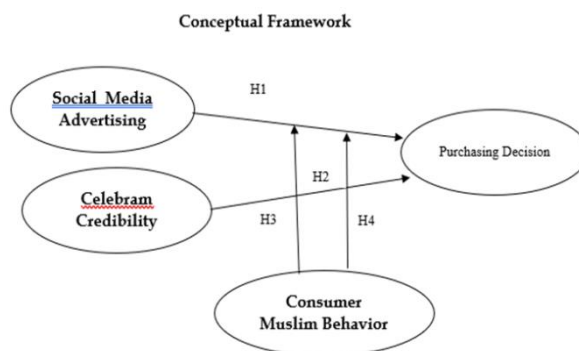
Table 1

No	Variable	Item	Reference
1	social media advertising	4	A.C Nelson 2018
2	selebgram credibility	3	Donovan and Rossiter, 1982
3	purchase decision	4	Kotler 2016
4	muslim consumer behavior	5	Hoetoro (2018)

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This research data collection method uses primary data (Malhotra, 2010). The data analysis in this study is using Structural Equation Modeling (SEM) using Lisrel 8.80. Research objectives are achieved through empirical studies involving self-administered questionnaire distributed to Instagram followers nadira. Of the 150 questionnaires returned by Muslim respondents through easy sampling method 119 responses found usable in data analysis with a valid response rate of 83 percent respondents are purely voluntary.

In addition to structured questionnaires, with closed questions, they Also shown are some Naira ads on Instagram ads by showing celebgrams that display ads and benefit from purchasing the product. The first part of the questionnaire contains general demographic questions, related to gender, age, education level, type of work, religion, number of times purchased products at Nadira etc., while the next part contains questions about celebrity credibility related to attractiveness (consisting of four items, based on Goldsmith and Newell, 2001).), trust (Newwell and Goldsmith, 2001), expertise (five items, based on Goldsmith et al., 1999). and brand alignment (five items, take from Qurat and Mahira, 2012)



RESULTS AND DISCUSSION

Frequency and percentage of respondent characteristics presented in Table 2. Of the 119 respondents, 65 percent are Muslims and 35 percent are non-Muslims. gender, 70 percent are female and 30 percent were men.

Table 2
Characterstics Respenden

	Frequensi	Persentase
<i>Gender</i>		
Male	36	30%
Famale	83	70%

<i>Age</i>		
17 – 25	82	70%
26 – 35	17	14%
36 – 45	16	13%
46 – 55	3	2%
> 56	1	1%
<i>Profession</i>		
Student	78	66%
Business man	6	5%
Civil Servant	9	7%
Private Employee	8	6%
other	18	16%
<i>Religion</i>		
Muslim	77	65%
Non-Muslim	42	35%

Reliability in this study was measured by the Alpha Cronbach technique. A research instrument is said to be reliable if Cronbach's Alpha > 0.600. The following table 3 of reliability test results in this study are:

Table 3
Reliability

Variabel	Number item	Cronbach's alpha
social media advertising	4	0,728
selebgram credibility	3	0,786
purchase decision	4	0,682
muslim consumer behavior	5	0,605

Structural model testing to test the presence or absence of influence between constructs. The structural model was evaluated using R-Square, T-Statistics, and P-Value to determine the magnitude of the influence and significance of the coefficients of the structural path parameters.

Table 4
Output R-Square

Variabel	R-Square
Purchasing Decision	0.325

R-Square serves to determine the magnitude of the impact of exogenous variables on endogenous variables. Based on Table 4 it can be found that the output value of R-Square is 0.325 or 33%, which means that the purchasing decision variable is influenced by endogenous variables and moderating variables and the remaining 67% is the influence of other variables not examined.

Table 5

Output Path Coefficients

	Variabel	Path Coefficients
Path	social media advertising	0.323
	selebgram credibility	0.055
	social media advertising* muslim consumer behavior → Purchase Decision	-0.034
	selebgram credibility *muslim consumer behavior → Purchase Decision	0.044

coefficients to see the direction of a positive or negative relationship on variables with criteria if the value > 0 then it has a positive effect and < 0 has a negative effect. output path coefficients value of each variable > 0 , then the three endogenous variables have a positive effect on the exogenous variables. Based on table 4.6, it can be stated that the purchasing decision variables are 33% influenced by endogenous variables and moderating variables

Table. 6 Output Bootstrapping

Variabel	T Statistics	P Values	
social media advertising → Purchase Decision	3.797	0.001	Accepted
selebgram credibility → Purchase Decision	4.534	0.000	Accepted
social media advertising* muslim consumer behavior → Purchase Decision	0.797	0.767	Rejected
selebgram credibility *muslim consumer behavior → Purchase Decision	8.269	0.000	Accepted

To find out whether the hypothesis is accepted or not, a bootstrapping test is carried out to determine the significance of the effect seen from the T-Statistics value and to draw conclusions through the P-Value value. T-Statistics is if the value is > 1.96 then it is declared to have a significant effect. While the P-Value assessment criteria must be < 0.05 to be declared influential. Based on Table 6. it can be concluded that only one hypothesis is rejected, the T-Statistics is 0.797 and the P-Values is 0.005, which means not significant.

Purchasing decision is significantly affected by social media advertising, These results are in line with research by Ario Prakoso, et al (2016) which states that social media advertising has a significant effect on purchasing decisions. Research Komang Ayu et al. (2017) stated the same thing that advertisements on social media Facebook and Instagram were considered effective in their use as promotional media and in influencing purchasing decisions. In addition, the results of this study also support the opinion of Gurnelius, by using social media, companies not only have the opportunity to build active relationships with consumers, but also can build brands and encourage purchases.

Purchasing decision is significantly affected by celebgram credibility. The results of this study match those of other studies that show the credibility of influencers is seen as increasingly popular on celebrities, so it is important in promotion, and the effective use of influencer marketing can encourage consumers to immediately buy a product (Arti&Tari, 2021). This is reinforced by research conducted by Faturrahman, et al and Arti and Taris who explained that the influencer marketing variable has a significant influence on purchasing decisions. Influencer credibility has an impact on followers' purchase intentions, meaning that followers go through an affective and internalization process when influenced to buy a product.

In this study, it was found that Muslim consumer behavior had no effect as a moderator of the relationship between celebrity credibility and purchasing decisions. It is known from the

data from the results of tests carried out using the Smart PLS application using the bootstrapping method, it is known that the T-statistic value is $0.297 < 1.96$ and the P-value is $0.767 > 0.05$ (Table 6), this means that Muslim consumer behavior is not able to moderate the effect of celebrity credibility on purchasing decisions. The results of this research are not in line with the results of Research Nature, et al. (2001) that consumer muslim behavior is the main intermediary factor that encourage consumer behavior in services Islamic banking in Malaysia to use Islamic banks. The relationship of social media advertising has a significant influence on purchasing decisions, however, consumer behavior cannot strengthen or weaken the relationship of social media advertising to purchasing decisions.

The results of further analysis show that Muslim consumer behavior can moderate the relationship between celebrity credibility and purchasing decisions. This is known from the results of data analysis carried out using the Smart PLS application using the bootstrapping method with a T-statistic value of $8.269 < 1.96$ and a P-Value of $0.00 > 0.05$ (Table 6.).

Related to the explanation of views on Muslim consumer behavior based on a religious perspective where better knowledge and skills about religion possessed by celebrities will have an influence on Muslim consumer's view of a product. Consumers are more confident with testimonials about a product by credible celebrities and consumers are willing to buy advertised products and are supported by celebrities who have relevant knowledge, skills, or experience about products that can increase the credibility of a brand. In particular, the beliefs or beliefs of Muslim consumers may be related to the perception that the product has been endorsed by the celebrity in accordance with sharia principles in accordance with Islamic rules. Halal status is used to reduce the element of risk in consumer behavior (Wilson and Liu, 2011). Celebrity opinions about product testimonials affect consumer purchasing power, this shows that Muslim consumers believe and are interested in product information after seeing celebrity endorsed advertisements.

Thus, different levels of knowledge about the product reflect their attitude in seeking information. shows the credibility of a celebrity This finding is in accordance with previous research research by Goldsmith et al. (2000) Bardia et al. (2011), Chan et al. (2013) The effectiveness of messages in advertisements represented by celebrities depends on the effectiveness of celebrity beliefs in terms of trustworthiness, honesty and ethics (Belch and Belch, 2001; Chan et al., 2013), because celebrities are influential people in the reference group

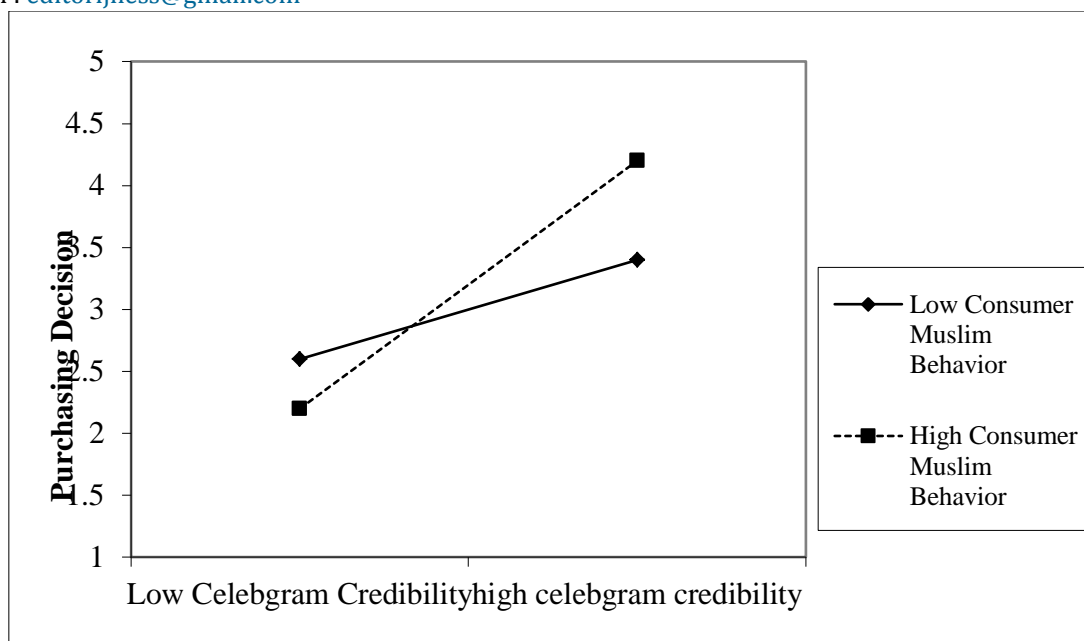


Figure 1. Purchasing Decision predicted by consumer muslim behavior by celebgram credibility
Based on hypothesis 4, the positive relationship between celebgram credibility and purchasing decision is weaker for consumers with high Islamic behavior than for consumers in low-Islamic Behavior. The upper part of Table 4 shows that the interaction between celebgram credibility and purchase decision significantly predicted consumer muslim behavior ($B = .02$, $SE = .01$, $b = .13$, $t = 4.17$, $p < .05$).

CONCLUSION

This study shows that the existence of a program with expertise that is in accordance with the advertised product can influence the behavior of Muslim consumers. Based on this research, it shows that the behavior of Muslim consumers has a significant effect on purchasing decisions. The results of this study have limitations only to answer the research hypothesis. Limitations of further research: first, this study only looks at the effect of variables that exist in only one SME, Nadiraa not compared to other similar stores on instagram. Future research is expected to be able to do a comparison of 2 or more stores by looking at the perspectives of Muslim and non-Muslim consumers. Second, due to time constraints while collecting sample data, the sample may be biased. Third, the measuring instrument used is valid but still needs further refinement to be used in further research.

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