



Influence of e-WOM, Brand Image, and Celebrity Endorse on Brand Awareness and Purchase Intention : A Case study of Padang Payakumbuah Restaurant

Roy Poan

Faculty of Business, President University, Kabupaten Bekasi, Indonesia
roy.poan@president.ac.id*

Tri Chellin Salsadella

Faculty of Business, President University, Kabupaten Bekasi, Indonesia
Email

Abstract

Introduction/Main Objectives: Describe the topic your paper examines. Provide a background to your paper, and why is this topic interesting. Avoid unnecessary content. **Background Problems:** State the problem or economic/business phenomena studied in this paper and specify the research question(s) in one sentence. **Novelty:** Summarise the novelty of this paper. Briefly explain why no one else has adequately researched the question yet. **Research Methods:** Provide an outline of the research method(s) and the data used in this paper. Explain how did you go about doing this research. Again, avoid irrelevant content and do not make any speculation(s). **Finding/Results:** List the empirical finding(s) and write a discussion in one or two sentences. **Conclusion:** Provide conclusion(s) and implication(s) of your research. What conclusions did you get and what is the implication(s)? What is the main take-home message?

Keywords: keyword_1, keyword_2, keyword_3, keyword_4, keyword_5

1. Introduction

The culinary industry encompasses a broad range of businesses specializing in food and beverages, including restaurants, cafeterias, cafes, taverns, fast food outlets, catering services, and others (Nevis, 2022). In Indonesia, the culinary sector holds a significant position within the creative economy. According to the Minister of Tourism and Creative Economy, Sandiaga Salahudin Uno (2021), it is the largest contributing subsector to the creative economy's Gross Domestic Product (GDP). Data from the Ministry of Tourism and Creative Economy (2021) revealed that in 2020, the culinary industry contributed IDR 455.44 trillion—around 41% of the total creative economy GDP of IDR 1,134 trillion (Kompas, 2021). As highlighted by Lesmana (2018), the culinary sector is one of the strategic industries supporting Indonesia's economic development. In 2022, the industry experienced a 7.8% growth, marking a 3.49% increase from the previous year.

Supporting this trend, the Mandiri Institute reported that in the second quarter of 2021, public visits to restaurants exceeded the 100% threshold during peak hours for 9,626 restaurants in nine major cities across Indonesia (CNBC Indonesia, 2021). Furthermore, Roy Morgan (2018) found that Padang restaurants attracted 28.4 million visits within six months—surpassing well-known international franchises such as KFC, McDonald's, Pizza Hut, and Solaria. In several regions, the number of Padang restaurants continues to grow, including in Yogyakarta, which recorded 1,198 units in 2021, a notable increase from 1,007 in 2020 (Dataku, 2022). This growth presents promising opportunities for entrepreneurs to enter the culinary market, particularly in the Padang restaurant segment.

One entrepreneur capitalizing on this opportunity is Arief Muhammad, a prominent Indonesian content creator and the appointed “Nasi Padang Ambassador” to promote West Sumatra cuisine (SMcom3, 2022). In July 2022, he launched the Padang Payakumbuah BSD restaurant, which quickly became a social media sensation (Pradana, 2022). The restaurant actively engages in online marketing campaigns and unique promotional events, attracting numerous food vloggers and generating widespread positive reviews (Ubaidillah, 2023; Guo & Wen, 2021). Its rising popularity has led to long queues of visitors, reflecting how perceived popularity can enhance consumer trust in a product's quality, thus increasing purchase intention (Goedegebure, 2019).

Despite this success, Padang restaurants face intense competition, with two to three outlets often operating within the same area (Ralalicom, 2023). Established brands such as Sederhana Restaurant, with over 200 branches across Indonesia and Malaysia (CNBC Indonesia, 2023), and Putra Minang Restaurant, with 65 locations (Haikal, 2022), dominate the market. Conversely, others like Nan Gombang Padang Restaurant have been forced to close due to market pressures (Redaksi, 2022). In such a competitive environment, effective business strategies are essential for long-term survival (Andriyanty et al., 2020).

The rise of celebrity entrepreneurs further shapes the competitive landscape (Yuliani & Dida, 2018). Leveraging their popularity, celebrities can promote their businesses to vast audiences, as demonstrated by Arief Muhammad's Padang Payakumbuah BSD restaurant (Sonali, 2021). In addition to celebrity endorsement, strategic use of social media plays a vital role in influencing consumer behavior, with research showing that it can positively impact purchase intention (Faisal & Ekawanto, 2022). Another key factor is brand awareness, defined as consumers' ability to recognize and recall a brand (Andrea, 2020). Studies confirm that higher brand awareness leads to stronger purchase intentions (Setiari & Ekawati, 2022; Pranata & Pramudana, 2018). Furthermore, elements such as electronic word of mouth (eWOM), brand image, and celebrity endorsement significantly contribute to building brand awareness (Putri, 2022; Mussa, 2022; Setiawan & Aksari, 2020).

Based on this context, this study aims to examine the influence of eWOM, brand image, and celebrity endorsement on brand awareness and, subsequently, purchase intention, with brand awareness acting as a mediating variable. The findings are expected to provide valuable insights for restaurant owners—particularly in the Padang restaurant segment—in developing effective marketing strategies to enhance competitiveness in the dynamic culinary industry.

2. Literature review

2.1 Purchase Intention

According to Al-Qawasmi, Al-Dmour, and Amin (2022), customers' subjective judgment after assessing a service or item determines their purchase intention. Consumers' response to an item sold in the market, including their willingness to use an item or service that suits their interests, is referred to as purchase intention. Purchase intention, according to a different study by Abin, Mandagi, and Pasuhuk (2022), is a consumer's willingness to buy a product or take action related to the purchase, as determined by their likelihood to do so.

Therefore, it can be concluded that purchase intention is the attitude of consumers in making purchasing decisions. It is the result of the customer's subjective judgment and willingness to think about or consider a product or service. Purchase intentions are important to study because they can be used to test the efficacy of a new distribution channel, which can then be utilized by management to identify which customer categories and geographic areas the channel should target.

In line with the explanation above, a study by Shofiya and Fachira (2021) states that customers have a strong intention to buy this product/brand in the future because they consider it more attractive than other available options. When the need for a product arises, customers tend to choose brands that are already known to be purchased. In addition, customers are highly likely to recommend a website to friends because of their positive experience with this brand. Products recommended by this brand have left a strong impression on customers, and they are determined to buy them based on their recommendations (Lebdaoui *et al.*, 2020); Rohman & Indaryadi, 2020).

2.2 Brand Awareness

Brand awareness, according to Ulan, Rivai, and Sari (2022), is the capacity of consumers to identify brands under various conditions, specifically when viewed from the perspective of brand recognition or consumer memory. According to research by Putri (2022), there are different levels of brand awareness, starting with the lowest level, which is not at all recognizing the brand, and moving up to brand recognition, which is the brand that consumers remember the most.

In consideration of these definitions, it may be said that brand awareness is the ability of a brand to appear in the minds of consumers when thinking about a particular product category and how easily the name is raised. It has different levels, starting from not recognizing the brand-to-brand recognition, which is the most remembered by consumers. It is necessary to analyse because brand awareness really helps a business to make its brand stand out in the minds of its target audience or potential customers. Brand awareness refers to people's ability to recall and recognize a company.

Along with the explanation above, a study by Komariah *et al.* (2022) stated that the product brand has a distinct and easily recognizable identity. The brand's logo is so distinctive that it is easy to identify its product at a glance. The brand's frequent presence on social media further reinforces this recognition, as its products are often featured and discussed, strengthening its position in the market.

2.3 Celebrity Endorse

Celebrity endorsements are known as famous people for their achievements in their fields and take advantage of this to support the products they advertise or promote, (Indriana, Sholahuddin, Kuswati, & Sopatini, 2022). Celebrity endorsements, according to research by Felbert and Breuer (2021), are people who are well-known to the public and who use this notoriety to promote consumer goods by partnering with them in an advertisement. According to further research by Rohman and Indaryadi (2020), celebrity endorse are individuals or public figures who are well-known for their accomplishments in particular fields and who then lend their support to a specific product with the intention of promoting it

In view of these statements, it is possible to conclude that celebrity endorsers are individuals who enjoy public recognition and use this recognition to endorse and promote products. They are recognized for their achievements in a particular field and are known to excel in the field used to endorse the advertised or promoted product. Previous research on celebrity endorsements has traditionally focused on the characteristics of the endorser source and on the transfer of meaning between the endorser and the recommended product or brand.

In line with the above explanation, a study by Clara (2023) states that celebrity brands can effectively use their expertise to promote the products they endorse, thus building trust and credibility with their audience. As a result, customers believe in the sincerity of the advertising messages delivered by these endorsers for each product they represent. Another research by Rohman and Indaryadi (2020) also stated that the influence of celebrity endorsers is very strong because their support can inspire customers to encourage others to prefer the products delivered. By using convincing and reputable endorsers, a product can successfully persuade consumers to choose their products over competitors (Ting et al., 2020; Megayani & Marlina, 2018).

2.4. Brand Image

According to research by Abin, Mandagi, and Pasuhuk (2022), brand image refers to consumers' perceptions of a particular brand that are stored in their memories and used to inform their attitudes and preferences. Similarly, Brand Image is defined by Ulan, Rivai, and Sari (2022) as a collection of brand assets and associated costs placed on names, logos, and icons that either raise or lower the quality of goods or services offered by businesses to consumers or clients.

Thus, according to the above definitions, brand image is the vision and beliefs latent in consumers' minds, as a reflection of the associations stored in consumers' memories. It is a collection of brand assets and associated costs that either improve or degrade the quality of the product or service provided. Previous research shows that consumers with a strong brand image are associated with confidence in the purchase intention of a brand. However, these researchers do not provide a clear explanation of the relationship between these two brand constructs. As a result, the authors wanted to dig deeper into this relationship and find a clearer explanation.

In line with the explanation above, a study by Pratisthita et al. (2022) states that customers have a positive impression of the product/brand, especially because it provides the best facilities and services. Besides that, research by Ratasuk & Gajesanand. (2020) states that a product is known for its clear characteristics and a wide variety of styles and appeals to diverse preferences. In addition, the product/brand attracts consumers through attractive promotions that add value to their purchase. On the other hand, a brand can gain a reputation as a reliable and trustworthy brand, which further increases its popularity among customers (Rohman & Indaryadi, 2020).

2.5 Electronic Word of Mouth

Electronic Word of Mouth (eWOM), according to Indriana *et al.*, (2022), refers to positive or negative remarks made by prospective customers, existing customers, or previous customers about specific products or services offered by online businesses. In addition, eWOM is described as statements made by potential customers, current customers, or former customers that are made public on the Internet and are accessible to a wide range of individuals and institutions (Al-Qawasmi, Al-Dmour & Amin, 2022).

According to the above definitions, it is possible to conclude that eWOM is an important source of information that influences human behaviour, defined as positive or negative statements about a product, service, or company shared over the internet by potential, actual, or former customers. Electronic word of mouth (eWOM) is considered one of the most influential informal media among consumers, businesses and society at large. Based on these ideas, this research intends to analyse how eWOM affects brand awareness to provide a better understanding.

In line with the explanation above, a study by Al-Qawasmi *et al.*, (2022) states that when talking about children's food supplement products and brands, customers often seek information from social media followers. Furthermore, the quality of information shared on social media plays an important role in shaping consumers' purchase intention towards the product. In addition, research by Komariah *et al.*, (2022) stated that customers believe that sharing their experiences about purchasing Bittersweet by Najla products on Instagram can be useful for other customers. In addition, customers find that high ratings of children's dietary supplement products by people on social media also have a strong influence on customers' purchasing intention (Ulan *et al.*, 2022; Indriana *et al.*, 2022).

2.6 Hypothesis Development

Relationship between E-WOM and Brand Awareness

Several studies have shown that eWOM is one of the sources that help consumers remember certain brands, which can certainly increase brand awareness (Putri, 2022). In response, customer experience, relative value, confidence, and attachment to the company have a significant and significant impact on eWOM and brand recognition. Another study by Shanmugan and Sulthana (2020) concluded that eWOM becomes a peer-to-peer interaction that affects brand awareness directly on brand trust. Hence, the hypothesis proposed is:

(H1: E-WOM has an influence on Brand Awareness)

Relationship between Brand Image and Brand Awareness

Brand image and brand awareness are essential for affecting customers' perception of the brand, as well as their purchase intention (Mussa, 2022). Furthermore, research by Suryani, Fauzi, and Nurhadi (2021), defined that brand image can be derived from exposure to social media, and such exposure can enhance brand awareness. In recent years due to technological developments, buyers have become much more conscious of a brand's image. As a result, they only buy brands that are well-known and suit their needs (Shabbir, Khan & Khan, 2018). Hence, the hypothesis proposed is:

(H2: Brand Image has an influence on Brand Awareness)

Relationship between Celebrity Endorse and Brand Awareness

Celebrity endorsers have a positive and significant effect on brand awareness and purchase intention (Setiawan & Aksari, 2020). Celebrities can be used to increase brand awareness of a product, the accuracy of choosing an endorser can be based on the attributes inherent in the endorser. The characteristics that exist in endorsers can influence the response to advertisements (Nathania, Tjahjo & Goenawan, 2020). Numerous studies have shown strong support for the use of celebrity endorsements. Among them, claimed that celebrities help brands become more recognizable and create positive attitudes toward the brand (Pham & Bui, 2020). Hence, the hypothesis proposed is:

(H3: Celebrity Endorse has an influence on Brand Awareness)

Relationship between Brand Awareness and Purchase Intention

According to research by Hasan and Elviana (2022), brand awareness has a positive effect on purchase intention. The more familiar consumers are with a brand, the easier it is for the brand to appear in consumers' memories. Therefore, a transaction will not occur if consumers do not have high brand awareness of a product (Shwastika & Keni, 2021). Other research by Susilowati and Sari (2020) also shows a positive relationship between brand awareness and purchase intention. Hence, the hypothesis proposed is:

(H4: Brand Awareness has an influence on Purchase Intention)

2.7 Theoretical Framework

This research study uses the Theory of Planned Behavior (TPB) to understand consumer purchase intention behavior. According to Ajzen (1991), TPB states that purchase intention is essentially determined by attitudes, subjective norms, and perceived behavioral control. Therefore, purchase intention is defined as the probability of consumers buying food at restaurants in this study. Furthermore, Figure 1 displays a literature review using a framework to determine the effect of electronic word of mouth, brand image, and celebrity endorsement on purchase intention with brand awareness as mediation.

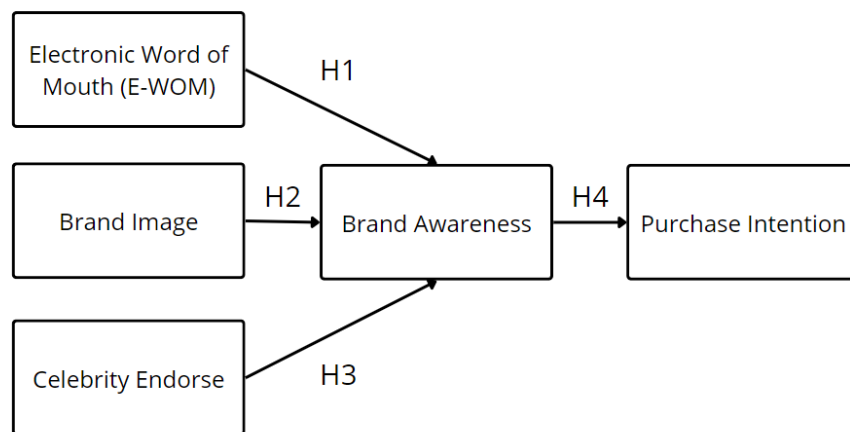


Figure 1. Research Framework

2.8 Research Gap

From previous research investigating the effect of electronic word of mouth, brand image, and celebrity endorsement on purchase intention, it is noted that many researchers study the effect of electronic word of mouth (E-WOM) on purchase intention from different perspectives. One of them studied the factors affecting purchase intention in online shops with E-WOM as mediation (Putra & Andiran, 2021), how consumer attitudes and E-WOM affect online purchase intention in China (Bilal, Akram, Rasool, Rasool & Tanveer, 2021). While others tried to investigate the effect of E-WOM on purchase intention with a meta-analysis (Albayrak & Ceylan, 2021), and the role of E-WOM and marketing mix on women's purchase intention of children's food supplements (Al-Qawasmi, Al-Dmour & Amin, 2022). In addition, many studies aim to determine the effect of several combinations of celebrity endorsers on consumer intention to buy sports-related products (Felbert & Breuer, 2021), the effect of celebrity endorsers, brand image, brand loyalty, and perceived quality on consumer purchase intention (Rohman & Indaryadi, 2021), the effect of celebrity endorse on consumer buying interest in the mediating influence of brand image (Irfanoglu & Alawadhi, 2020). At the same time, others study the role of brand image in mediating the effect of celebrity endorsers on purchase intention in potential consumers of Wardah lipstick products (Roshan & Sudiksa, 2019). In addition, there are also researchers who aim to determine the effect of electronic word of mouth and brand image on purchase intention with brand awareness as intervening (Ulan, Rivai & Sari, 2022).

Indeed, there is no research that combined the effect of electronic word of mouth, brand image, and celebrity endorsement on purchase intention with brand awareness as mediation. This situation is one of the empirical gaps in the existing literature. Therefore, this study tries to bridge this gap by explaining brand awareness as a mediating variable in the effect of electronic word of mouth, brand image, and celebrity endorsement on purchase intention at Padang Payakumbuah BSD Restaurant, which makes this study different from other studies in terms of objectives and field of study

3. Research Method

3.1. Research Design

This research uses quantitative methods, which are research methods that use numerical data collection techniques and the implementation of statistical, mathematical, or computational techniques (Adedoyin, 2020). In this method, data collection is carried out using statistical means, such as t-test correlation, analysis of variance and covariance, factor analysis, linear regression, and other statistical tests.

Partial Least Square - Structural Equation Modeling, or PLS-SEM, was used in this study. Smart-PLS was the application used. To assess parameters (measurement models) and test hypotheses, structural equation modeling was used. To accurately represent the entire population and model, PLS-SEM offers the use of many constructs and a large number of items with a small sample size (Hair et al., 2019). In PLS-SEM, the sample size depends on the number of constructs, the number of indicators per construct, and the number of observations per estimated parameter (Hair et al., 2022). PLS-SEM can also manage complex models with many constructs and indicators. Researchers should pay attention to the minimum sample size which can be used as a rough guide from the 10 times rule (Sarstedt *et al.*, 2022; Hair *et al.*, 2021).

3.2. Sampling Plan

A population is a grouping of people or things with similar characteristics (Etikan & Babatope, 2019). In this research, the population used is those who have consumed food from Padang Payakumbuah BSD Restaurant. This study uses convenience and purposive sampling in determining data samples. Convenience sampling is a sampling approach based on coincidence, individuals of the population that the researcher encounters and who are willing to become a respondent to be sampled. Furthermore, convenience sampling is the method in which samples are selected based on certain qualities that are relevant to the research.

This research will use the 10- times rule to calculate the sample size. According to the 10-times rule, the minimum sample size should be equal to the greater of ten times the largest number of formative indicators used to measure one construct or ten times the largest number of structural paths directed at a specific latent construct in the structural model (Hair *et al.*, 2017). Given that this study contains 25 statement items, the minimum sample size in this study is 250. In addition, this research was distributed to 381 respondents, but only 353 respondents filled in completely.

3.3. Research Instrument

This study uses a six-point Likert scale ranging from 1 (strongly disagree) to 6 (strongly agree). Previous research has also argued that an even number of response points is more advisable than an odd number of response points, this is because social bias can be reduced (Budiaji, 2018). The social bias in question is the desire to please the interviewer or the feeling of being considered helpful by the interviewer for being a respondent. Respondents will tend to answer by choosing neutral (Budiaji, 2018).

3.4. Data Collection Design

This research used the online tool Google Forms to create and customize the questionnaire. For the dissemination of the questionnaire, this research utilized social media such as Instagram, Twitter, and WhatsApp. Data collection was conducted for one month, from March to April 2023. The completed questionnaires are then exported into Microsoft Excel and analyzed using Smart PLS software.

3.5. Data Analysis Design

Descriptive Analysis

Descriptive analysis is a type of data analysis that assists in the constructive description, display, or summarization of data points so that patterns that meet each data condition can emerge (Rawat, 2021). The measurements used in descriptive analysis are average and standard deviation. For statement measurement, this research uses the Likert Scale system.

Inferential Analysis

The inferential analysis is used to draw and assess the reliability of conclusions about a population based on data collected from a sample of the population (Calvello, 2020). Furthermore, A hypothesis can be tested using inferential analysis, and data can be evaluated for generalizability to a larger population (Bhandari, 2023).

Validity Testing

Validity refers to whether a test measures what it is intended to measure. Validity, in the opinion of Kante, Chepken, and Oboko (2018), consists of construct validity and content validity. Convergent and divergent validity are two different types of construct validity (Kante *et al.*, 2018). The average variance extracted (AVE) can be used to evaluate convergent validity, according to Ghasemy *et al.* (2020), which cites Hair *et al.* (2019). According to Hair *et al.* (2017) and Ghasemy *et al.* (2020), the AVE value needs to be greater than 0.5. The model accounts for at least 50% of the item variance when the AVE value is 0.50 or higher (Hair *et al.*, 2019).

According to Hair *et al.* (2019), outer loading describes the association between constructs and lantern variable indicators for reflective constructs. Ghasemy *et al.* (2020), citing Hair *et al.* (2019), state that the outer loading value needs to be greater than 0.7. However, outer loading in the range of 0.4 to 0.7 is acceptable. It must be taken into account when an indicator is removed solely for the purpose of raising AVE (Hair *et al.*, 2019). Additionally, it is preferable to use more than three indicators for each lantern variable in the constructed assessment (Hair *et al.*, 2019). The outer loading above 0.5 as the minimum value can be used as a guide for deciding whether to remove the indicator (Hassan & Shamsudin, 2019). Furthermore, discriminant validity is evaluated using the HTMT (heterotrait-monotrait ratio) (Kante *et al.*, 2018). According to Hair *et al.* (2019), researchers could select a confidence level for HTMT that was lower than 0.90 or 0.85.

Reliability Testing

A reliability test will employ either Cronbach's alpha or composite reliability (CR), in accordance Pal, Arpnikanondt, Funilkul, & Chutimaskul (2020). Hair *et al.* (2019) also advises the researcher to use composite reliability (CR) as an indicator when conducting their study. Therefore, CR will be used in this study to evaluate

the internal consistency of this construct. Meanwhile, according to Ghasemy *et al.* (2020), the value of composite reliability (CR) must fall within the range of 0.7 and 0.95.

Goodness of Fit (GoF)

Along with emphasizing predictive interactions using PLS-SEM, theory testing, and results validation are also necessary (Hair *et al.*, 2019). The goodness of fit (GoF) is a measure of how well a model fits the data as a whole (Yahaya, Oyediran, & Onukuwbe, 2019). According to Hair *et al.* (2019), the root standard square residual (SRMR) can be used to evaluate the goodness of fit (GoF) standards for PLS-SEM. According to Hair *et al.* (2019), the model is suitable if the SRMR value is close to zero. In another model SRMR is deemed to be an ideal value of less than 0.10 or 0.09 (Nazari & Far, 2019).

Hypothesis Testing

To test the assumptions that have been made statistically, a researcher will conduct hypothesis testing (Majaski, 2020). After the data meets the minimal requirements of the validity and reliability test, hypothesis testing is possible (Kante *et al.*, 2018). Researchers use hypothesis testing to estimate a hypothesis' likelihood using sample data (Majaski, 2020). The measurement coefficient (R Square or R²) and statistical significance (t-value) as well as the relevance of the path coefficient (p-value) are standard evaluation parameters that should be observed (Hair *et al.*, 2019). According to Henseler, Hubona & Ray (2016), in order to test a hypothesis, the statistical significance (t-value) must be greater than 1.96 and the path coefficient (p-value) must be less than 0.05. Additionally, the model can be evaluated using the coefficient of determination (R²) (Ghasemy *et al.*, 2020).

The strength of exogenous constructs to directly and indirectly explain the number of variants in the endogenous construct is measured by the coefficient of determination (R²) (Ghasemy *et al.*, 2020). R² typically ranges from 0 to 1, with higher numbers offering excellent predictive rates (Juma & Tjahyanto, 2019). Chin (1998) is cited by Umrani, Kura, and Ahmed (2018), who classify values of 0.60, 0.33, and 0.19 as substantial, moderate, and weak, respectively. According to Ahmad *et al.* (2019), path coefficient analysis assesses the strength and importance of a variable relationship's coefficients. The bootstrapping procedure may produce the path coefficient and P-value (Yahaya *et al.*, 2019). According to Juma & Tjahyanto (2019), the model considers something to be significant if the P-value level is less than 0.05 or at a sizeable level below 5%. In a nutshell, the P-value for this study meets the significant standard of less than 5%.

4. Result and Discussion

4.1. Respondent Profile

The questionnaires were distributed through various social media. Although 381 respondents completed the questionnaire, only 353 met the criteria for this study. The number of respondents passed the minimum sample size suggested.

Gender

Based on Figure 2, the total female gender is 245 or 69.4% while there were 108 male respondents or 30.6%. As a result, the majority of respondents in this case are female.

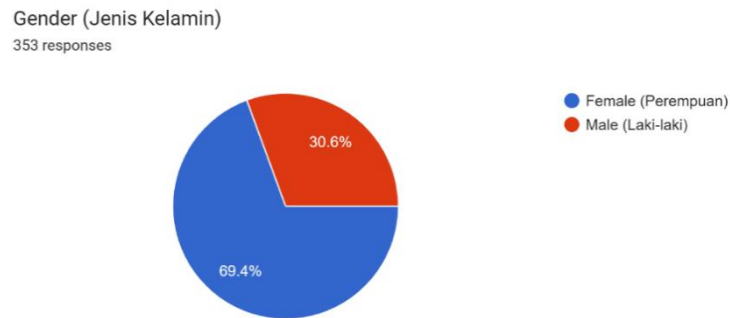


Figure 2. Respondent's Gender
Source : Author own creation

Age

Figure 3 indicated that most respondents are between the ages of 25-34 years old, with a total of 47.3% of the whole sample, or 167 respondents.

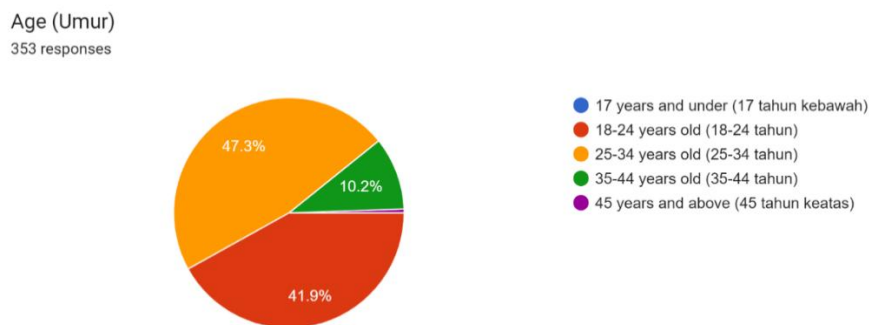


Figure 3. Respondent's Age
Source : Author own creation

Occupation

Figure 4 shows that the majority of the respondents are employees, with 61.5 % of the whole sample or 217 respondents.

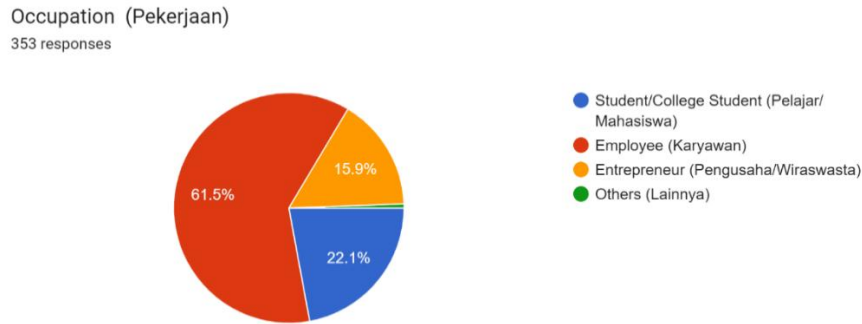


Figure 4. Respondent's Occupation
Source : Author own creation

Monthly Spending for Dining Out

Figure 5 indicates that the majority of monthly spending for dining out is between Rp. 500,000 – Rp. 1,000,000, with 36.3% or 128 total respondents.



Figure 5. Respondent's Occupation
Source : Author own creation

4.2. Descriptive Analysis

Descriptive analysis is a type of data analysis that assists in the constructive description, display, or summarization of data points so that patterns that meet each data condition can emerge (Rawat, 2021). The following results show the descriptive analysis of each variable based on respondents' answers.

Electronic Word of Mouth

Based on Table 2 shows that most respondents in this study agreed with all the statements measured in electronic word of mouth with a mean of more than 4.240. These results indicate that they often get information about Padang Payakumbuah BSD Restaurant from social media users. The quality of information posted on social media also affects their purchase intention towards Padang Payakumbuah BSD Restaurant also believe that sharing experiences about Padang Payakumbuah BSD Restaurant on social media will help them in choosing Padang Payakumbuah BSD Restaurant.

Table 1. Descriptive Analysis of Electronic Word of Mouth

| | N | Mean | Median | Min | Max | Standard Deviation |
|-------|----------|-------------|---------------|------------|------------|---------------------------|
| EWOM1 | 353 | 4.783 | 5.000 | 1.000 | 6.000 | 1.243 |
| EWOM2 | 353 | 4.632 | 5.000 | 1.000 | 6.000 | 1.310 |
| EWOM3 | 353 | 4.730 | 5.000 | 1.000 | 6.000 | 1.232 |
| EWOM4 | 353 | 4.357 | 5.000 | 1.000 | 6.000 | 1.415 |
| EWOM5 | 353 | 4.240 | 5.000 | 1.000 | 6.000 | 1.539 |

Brand Image

Table 2 showed that the majority of the respondents in this study agreed with all statements measured in the brand image with a mean of more than 4.380. They believe that Padang Payakumbuah BSD Restaurant has a modern impression and cares about the desires of today's consumers. They agree that Padang Payakumbuah BSD Restaurant has good promotion/advertising, especially on social media. Respondents also believe that Padang Payakumbuah BSD Restaurant has a good reputation as a restaurant from West Sumatra.

Table 2. Descriptive Analysis of Brand Image

| | N | Mean | Median | Min | Max | Standard Deviation |
|-----|----------|-------------|---------------|------------|------------|---------------------------|
| BI1 | 353 | 4.583 | 5.000 | 1.000 | 6.000 | 1.390 |
| BI2 | 353 | 4.380 | 5.000 | 1.000 | 6.000 | 1.360 |
| BI3 | 353 | 4.860 | 5.000 | 1.000 | 6.000 | 1.221 |
| BI4 | 353 | 4.711 | 5.000 | 1.000 | 6.000 | 1.281 |
| BI5 | 353 | 4.550 | 5.000 | 1.000 | 6.000 | 1.308 |

Celebrity Endorse

Table 3 showed that most respondents in this study agreed with all statements measured in celebrity endorsement with a mean of more than 4.543. Respondents agree that the endorsers of Padang Payakumbuah BSD Restaurant come from well-known celebrities and they can be trusted when conveying the advantages of the restaurant. Respondents also believe that the endorsers of Padang Payakumbuah BSD Restaurant can influence their thinking so that they can convince respondents to try the restaurant's food.

Table 3. Descriptive Analysis of Celebrity Endorse

| | N | Mean | Median | Min | Max | Standard Deviation |
|-----|-----|-------|--------|-------|-------|-----------------------|
| CE1 | 353 | 4.543 | 5.000 | 1.000 | 6.000 | 1.299 |
| CE2 | 353 | 4.566 | 5.000 | 1.000 | 6.000 | 1.273 |
| CE3 | 353 | 4.636 | 5.000 | 1.000 | 6.000 | 1.284 |
| CE4 | 353 | 4.597 | 5.000 | 1.000 | 6.000 | 1.247 |
| CE5 | 353 | 4.702 | 5.000 | 0.000 | 6.000 | 1.221 |

Brand Awareness

Table 4 showed that most respondents in this study agreed with all statements measured in brand awareness with a mean of more than 4.471. These results indicate that respondents can recognize the Padang Payakumbuah BSD Restaurant brand easily. Respondents agree that when thinking of a Padang restaurant, they remember Padang Payakumbuah BSD Restaurant. In addition, respondents also agree that they remember Padang Payakumbuah BSD Restaurant because it is one of the most talked about restaurants today.

Table 4. Descriptive Analysis of Brand Awareness

| | N | Mean | Median | Min | Max | Standard Deviation |
|-----|-----|-------|--------|-------|-------|-----------------------|
| BA1 | 353 | 4.615 | 5.000 | 1.000 | 6.000 | 1.358 |
| BA2 | 353 | 4.517 | 5.000 | 1.000 | 6.000 | 1.275 |
| BA3 | 353 | 4.695 | 5.000 | 1.000 | 6.000 | 1.265 |
| BA4 | 353 | 4.471 | 5.000 | 1.000 | 6.000 | 1.344 |
| BA5 | 353 | 4.685 | 5.000 | 1.000 | 6.000 | 1.265 |

Purchase Intention

Table 5 also showed that the majority of respondents in this study agreed with all statements measured in purchase intention with a mean of more than 4.149. These results indicate that respondents intend to buy menus from Padang Payakumbuah BSD Restaurant in the future and they intend to buy food from the Padang Restaurant rather than elsewhere. Furthermore, respondents have a strong intention to buy food from Padang Payakumbuah BSD Restaurant and they agree to recommend this restaurant to others.

Table 5. Descriptive Analysis of Purchase Intention

| | N | Mean | Median | Min | Max | Standard Deviation |
|-----|-----|-------|--------|-------|-------|-----------------------|
| PI1 | 353 | 4.599 | 5.000 | 1.000 | 6.000 | 1.400 |
| PI2 | 353 | 4.469 | 5.000 | 1.000 | 6.000 | 1.342 |
| PI3 | 353 | 4.149 | 4.000 | 1.000 | 6.000 | 1.490 |
| PI4 | 353 | 4.287 | 5.000 | 1.000 | 6.000 | 1.459 |
| PI5 | 353 | 4.450 | 5.000 | 1.000 | 6.000 | 1.383 |

4.3. Inferential Analysis

Inferential analysis is used to draw and assess the reliability of conclusions about a population based on data collected from a sample of the population (Calvello, 2020).

Validity Testing

Validity refers to whether a test measures what it is intended to measure (Galaczi, 2020). Validity, in the opinion of Kante *et al.* (2018), consists of construct validity and content validity. The average variance extracted (AVE) can be used to evaluate convergent validity, according to Ghasemy *et al.* (2020). According to Hair *et al.* (2019), outer loading describes the association between constructs and lantern variable indicators for reflective constructs. AVE and outer loading tests are used as indicators for convergent validity assessment. Researchers will conduct an outer loading test first, then test validity and reliability. Based on Table 6 Outer Loading presented below, the majority of outer loading in this study has a value above 0.7 and exceeds the recommended minimum level of 0.5. Ghasemy *et al.* (2020), citing Hair *et al.* (2019), state that the outer loading value needs to be greater than 0.7.

According to Hair *et al.* (2017) and Ghasemy *et al.* (2020), the AVE value needs to be greater than 0.5. The same study indicates that the model accounts for at least 50% of the item variance when the AVE value is 0.50 or higher. Based on Table 7, shows that the AVE value for all constructs has a value of above 0.50. Therefore, there is no convergent validity problem in the tested model.

The discriminant test is a technique for confirming the independence of one scale from other scales in order to validate the research. The Heterotrait-Monotrait Ratio (HTMT), which indicates the discriminant test, is shown in Table 8. All results are below 0.85, which makes the HTMT ratios significant which is lower than 0.90 as suggested by Hair *et al.* (2019). Therefore, the result of the discriminant validity test for this construct is passed.

Table 6. Outer Loading

| | Brand Awareness | Brand Image | Celebrity Endorse | Electronic Word of Mouth | Purchase Intention |
|-------|-----------------|-------------|-------------------|--------------------------|--------------------|
| BA1 | 0.813 | | | | |
| BA2 | 0.833 | | | | |
| BA3 | 0.817 | | | | |
| BA4 | 0.767 | | | | |
| BA5 | 0.830 | | | | |
| BI1 | | 0.763 | | | |
| BI2 | | 0.750 | | | |
| BI3 | | 0.748 | | | |
| BI4 | | 0.712 | | | |
| BI5 | | 0.773 | | | |
| CE1 | | | 0.852 | | |
| CE2 | | | 0.851 | | |
| CE3 | | | 0.860 | | |
| CE4 | | | 0.826 | | |
| CE5 | | | 0.845 | | |
| EWOM1 | | | | 0.841 | |
| EWOM2 | | | | 0.861 | |
| EWOM3 | | | | 0.860 | |
| EWOM4 | | | | 0.794 | |
| EWOM5 | | | | 0.701 | |
| PI1 | | | | | 0.794 |
| PI2 | | | | | 0.828 |
| PI3 | | | | | 0.726 |
| PI4 | | | | | 0.722 |
| PI5 | | | | | 0.786 |

Table 7. Average Variance Extracted

| | Average Variance Extracted (AVE) |
|--------------------------|----------------------------------|
| Brand Awareness | 0.660 |
| Brand Image | 0.562 |
| Celebrity Endorse | 0.717 |
| Electronic Word of Mouth | 0.662 |
| Purchase Intention | 0.596 |

Table 8. Heterotrait-Monotrait Ratio (HTMT)

| | Brand Awareness | Brand Image | Celebrity Endorse | Electronic Word of Mouth | Purchase Intention |
|---------------------------------|-----------------|-------------|-------------------|--------------------------|--------------------|
| Brand Awareness | | | | | |
| Brand Image | 0.674 | | | | |
| Celebrity Endorse | 0.765 | 0.670 | | | |
| Electronic Word of Mouth | 0.740 | 0.619 | 0.769 | | |
| Purchase Intention | 0.799 | 0.600 | 0.802 | 0.779 | |

Reliability Testing

In this study, the researchers used composite reliability (CR) as a measure of internal consistency. The CR test results in Table 9 are above 0.7, where the Celebrity endorse value (0.927) is the highest value. The CR result should be between 0.7 and 0.95 to ensure this construct is reliable. Thus, this construct does not face any issues with the reliability test.

Table 9. Composite Reliability

| Composite Reliability (CR) | |
|----------------------------|-------|
| Brand Awareness | 0.906 |
| Brand Image | 0.865 |
| Celebrity Endorse | 0.927 |
| Electronic Word of Mouth | 0.907 |
| Purchase Intention | 0.880 |

Goodness of Fit (GoF)

In this study, model fit (goodness of fit) was assessed to determine whether the model could adequately explain the collected data. According to Hair et al. (2019), the root standard square residual (SRMR) can be used to evaluate the goodness of fit (GoF) standards for PLS-SEM. SRMR is an absolute fit index that is a badness-of-fit statistic that consists of standardizing the Root Mean Square Residual (RMR) (Carreto, Jaimes & Martínez, 2022). SRMR is used by researchers to evaluate constructs. The SRMR test results from this study are shown in Table 10.

Table 10. Model of Fit

| | Saturated Model | Estimated Model |
|------|-----------------|-----------------|
| SRMR | 0.062 | 0.084 |

According to Hair et al. (2019), the model is suitable if the SRMR value is close to zero. Another study mentioned that the model is deemed to be ideal, though, if the SRMR value is less than 0.10 or 0.09 (Nazari & Far, 2019). This model's SRMR test result is 0.062. This indicates that the construct is appropriate and that SRMR is not a problem. As a result, the study's goodness of fit demonstrates that the model adequately accounts for the total set of data.

Hypothesis Testing

Hypothesis testing is carried out after the validity and reliability tests have been passed (Kante *et al.*, 2018). The function of validity and reliability is to measure how reliable the data and model fit in this construct (Majaski, 2020). In this section, hypothesis testing is carried out to accept or reject hypotheses based on variables. Researchers conducted hypothesis testing through bootstrapping on Smart PLS to evaluate the Structural Equation Model (SEM) method. The measurement coefficient (R-Square or R²) and statistical significance (t-value) as well as the relevance of the path coefficient (p-value) are standard evaluation parameters that should be observed (Hair *et al.*, 2019). The hypotheses in this study are Electronic Word of Mouth (EWOM), Brand Image (BI), Celebrity Endorse (CE), Brand Awareness (BA) as a moderating variable, and Purchase Intention (PI) as the dependent variable. In addition, this construct also tests the impact of moderating variables where Brand Awareness (BA) on Purchase Intention (PI). The results of

hypothesis testing are presented in Table 11. As a result, all hypotheses in this study can be accepted.

Table 12 shows the R2 results from this study. The R2 value for Purchase Intention is 0.491, putting it in the moderate category. Furthermore, Brand Awareness, as a mediating variable, has an R2 value of 0.550, which is also considered moderate.

Table 11. Hypothesis Testing

| | T-Values | P-Values | Conclusion |
|--|-----------------|-----------------|-------------------|
| Brand Awareness -> Purchase Intention (H1) | 20.796 | 0.000 | Accepted |
| Brand Image -> Brand Awareness (H2) | 3.675 | 0.000 | Accepted |
| Celebrity Endorse -> Brand Awareness (H3) | 5.991 | 0.000 | Accepted |
| Electronic Word of Mouth -> Brand Awareness (H4) | 4.937 | 0.000 | Accepted |

Table 12. R-Square

| | R-Square |
|--------------------|-----------------|
| Brand Awareness | 0.550 |
| Purchase Intention | 0.491 |

4.4. Discussion

This study explores whether electronic word of mouth, brand image, and celebrity endorsement affect the purchase intention of Padang Payakumbuah BSD Restaurant. This research model involves brand awareness as a mediator between electronic word of mouth, brand image, and celebrity endorsement on the purchase intention of Padang Payakumbuah BSD Restaurant.

The results of the current study show that electronic word of mouth does affect brand awareness, thus hypothesis 1 (H1) is accepted. This result is based on the value of t-value which 4.937 and the p-value is 0.000 which indicates that electronic word of mouth significantly influences brand awareness. Therefore, electronic word of mouth can be an effective and efficient marketing communication tool to consumers in increasing brand awareness. The result is also similar to the study of Putri (2022), that E-WOM is one of the sources that help consumers to remember certain brands, which increases brand awareness in the beauty industry. In response to this, customer experience, relative value, trust, and attachment to the company have a significant impact on E-WOM and brand recognition. In addition, other studies have also shown that trust in E-WOM implicitly affects brand awareness of the purchase behaviour of consumer goods in the retail sector in Vietnam (Cuong, 2020).

Furthermore, the results of the current study show that brand image has a positive relationship with brand awareness, thus hypothesis 2 (H2) is accepted. This result is based on the value of t-value which 3.675 and the p-value is 0.000 which indicates that brand image significantly influences brand awareness. Therefore, a better brand image built by a business will make consumers look at the business more than others. This result is in accordance with research conducted by Mussa (2020), where brand image is considered indispensable in increasing brand awareness among students of higher education institutions in Egypt. Brand image and brand awareness are very important to influence customers' perceptions of the brand, as well as their purchase intentions. Therefore, brand image is included in the determining factors that influence individuals toward brand awareness of a product/brand. This statement is also similar to research by Suryani *et al.*, (2021), that the brand image obtained from social media exposure, such exposure can increase the brand on the website or social media of SMEs.

In addition, the results of the current study also show that celebrity endorsement has a positive relationship with brand awareness, thus hypothesis 3 (H3) is accepted. This result is based on the value of t-value which 5.991 and the p-value is 0.000 which indicates that celebrity endorsement significantly influences brand awareness. Therefore, celebrity endorsers who have good expertise and achievements can help increase brand awareness in the formation of consumer awareness. This result similar to a study done by Nathania *et al.*, (2020), which that celebrities can be a way to increase brand awareness of Neo Coffee products because endorser characteristics can influence the millennial generation of YouTube users towards advertisements. This result is also supported by research by Pham and Bui (2020), that celebrities help increase brand awareness through social media networks and create a positive attitude towards the brand in Vietnam. Celebrities help create a stronger emotional connection with consumers and can build brand appeal with the intended target market. Therefore, celebrity endorsers are assumed to play an important role in shaping brand awareness to support a product/brand. The results of research conducted by Setiawan and Aksari (2020) also state that celebrity endorsers have a positive and significant effect on brand awareness and purchase intention in the clothing sector. Some consumers believe that celebrities play an important role in helping marketing activities run smoothly.

The results of the current study show that brand awareness does affect purchase intention, thus hypothesis 4 (H4) is accepted. This result is based on the value of t-value which 20.796 and the p-value is 0.000 which indicates that brand awareness significantly influences purchase intention. Therefore, brand awareness is very important for a business because it can affect consumers' purchase intention in buying a product or service for the first time. These results are in accordance with research conducted by Foroudi *et al.*, (2018), that the importance of brand perception and brand awareness for the fashion industry in Mexico needs to be more interactive to increase brand loyalty and consumer brand purchase intentions. This means that to increase consumer purchase intention for products or services, a business is expected to be more interactive in creating brand awareness so that it can be recognized by the public. Another study in the sector of fashion by Shwastika and Keni (2021), is also in line with the results of this study that the more familiar consumers are with a brand, the easier the brand appears in consumers' memories. Therefore, a transaction will not occur if consumers do not have high brand awareness of a product.

5. Conclusion and Implications

This study aimed to examine whether electronic word of mouth (eWOM), brand image, and celebrity endorsement influence brand awareness, and whether brand awareness affects purchase intention in the context of Padang Payakumbuah BSD Restaurant. The findings confirm that all four proposed hypotheses are supported. Brand awareness emerged as the most influential factor on purchase intention ($t = 20.796$, $p = 0.000$), followed by celebrity endorsement ($t = 5.991$, $p = 0.000$), electronic word of mouth ($t = 4.937$, $p = 0.000$), and brand image ($t = 3.675$, $p = 0.000$) in their effect on brand awareness.

The results imply that strengthening brand awareness is essential for enhancing purchase intention. In a competitive culinary market, consumers tend to choose brands they recognize and trust, making brand awareness a strategic priority. To achieve this, Padang Payakumbuah BSD should actively leverage eWOM campaigns, as these have a proven positive effect on brand awareness and can amplify customer advocacy.

Moreover, while celebrity endorsement currently delivers the strongest impact on brand awareness, sustained and strategic use of this approach is necessary to maintain its effectiveness. At the same time, brand image—though significant—was found to have the smallest effect among the predictors. Therefore, the restaurant should invest in broader branding strategies beyond the existing influence of Arief Muhammad, ensuring appeal to audiences unfamiliar with the celebrity figure.

Overall, this study emphasizes that an integrated marketing approach—combining eWOM, brand image building, and celebrity endorsement—can effectively enhance brand awareness, which in turn drives purchase intention. These insights provide actionable guidance for Padang Payakumbuah BSD and similar culinary businesses seeking to strengthen market position and customer loyalty.

References

- Abin, D., Mandagi, D., & Pasuhuk, L. (2022). Influence of Brand Image on Customer Attitude, Intention to Purchase and Satisfaction: The Case of Start-up Brand Pomie Bakery. *Enrichment: Journal of Management*. <https://doi.org/10.35335/enrichment.v12i6.960>
- Adedoyin, A. (2020). Quantitative Research Method. *Journal of Near East*. https://www.researchgate.net/publication/340594619_Quantitative_Research_Method
- Afifi, F., & Widodo, A. (2021). Pengaruh Harga dan Kualitas Pelayanan Terhadap Keputusan Pembelian Konsumen pada Restoran Aroma Kitchen Kota Padang. *Journal of Economics and Business*, 5(2). <https://doi.org/10.18174/49896710.33087/ekonomis.v5i2.350>
- Ahmad, A., Hussain, A., Mughal, M. P., Mufti, N. M., & Saleem, M. Q. (2019). Path Analysis of the Antecedents and Occupational Stress Among the Managers of the Textile Industries: A Cross-Sectional Study from Pakistan Using PLS-SEM. In *International Conference on Applied Human Factors and Ergonomics*, 480-490. <https://doi.org/10.1007/978-3-030-20145>
- Akhtar, H. (2020). Semesta Psikometrika: Berapa Ukuran Sampel ideal dalam Penelitian Kuantitatif? *Semesta Psikometrika*. <https://www.semestapsikometrika.com/2020/02/berapa-ukuran-sampel-ideal-dalam.html>
- Albayrak, M., & Ceylan, C. (2021). Effect of eWom on purchase intention: meta-analysis. *Data Technologies and Applications*, 55(5). <https://doi.org/10.1108/DTA-03-2020-0068>
- Al-Qawasmi, H., Al-Dmour, R., & Amin, E. (2022). The role of electronic word of mouth (eWOM) and the marketing mix on women's purchasing intention of children's dietary supplements. *International Journal of Pharmaceutical and Healthcare Marketing*, 16(3). <https://doi.org/10.1108/IJPHM-08-2020-0066>
- Andrea, A. S., & Keni, K. (2021). Pengaruh electronic word of mouth (eWOM), celebrity endorser, Dan online advertising terhadap brand awareness. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 5(5), 464. <https://doi.org/10.24912/jmbk.v5i5.13286>
- Andriyanty, R., Aras, M., Afuani, S. N., & Nurfallah, A. (2020). Strategi Pengembangan Bisnis Rumah Makan padang Di Sekitar Lingkar Kampus IBI Kosgoro 1957. *Mediastima*, 26(1), 18-39. <https://doi.org/10.55122/mediastima.v26i1.1>
- Anita, T., & Ardiansyah, I. (2019). The Effect of Brand Awareness, Brand Image, And Media Communication on Purchase Decision in The Context of Urban Area Restaurant. *Journal of Business and Entrepreneurship*, 7(2):40-50. <https://doi.org/10.46273/job&e.v7i2.70>
- Ardiansyah, M., & Aquinia, A. (2022). Pengaruh Celebrity endorsement, Brand Image, dan Electronic Word of Mouth Terhadap Purchase Intention (Studi Pada Konsumen Marketplace Tokopedia). *Journal of Management & Business*. <https://doi.org/10.37531/sejaman.v5i2.2117>

- Ariyanti, K., & Fachrodji, A. (2021). The Influence of Location, Product Quality, and Service Quality on Customer Loyalty with Purchase Intention as Intervening Variable. *Dinasti International Journal of Digital Business Management (DIJDBM)*, 3(1). <https://doi.org/10.31933/dijdbm.v3i1.1074>
- Ariyanto, M., & Parjono. (2020). Pengaruh kualitas layanan dan varian produk terhadap kepuasan konsumen pada rumah makan juragan sambal surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*. https://www.researchgate.net/publication/369093503_PENGARUH_KUALITAS_LAYANAN_DAN_VARIAN_PRODUK_TERHADAP_KEPUASAN_KONSUMEN_PADA_RUMAH_MAKAN_JURAGAN_SAMBAL_SURABAYA
- Aziz, S., Md Husin, M., Hussin, N., & Afaq, Z. (2019). Factors that influence individuals' intentions to purchase family takaful mediating role of perceived trust. *Asia Pacific Journal of Marketing and Logistics*, 31(1), 81–104. <https://doi.org/10.1108/APJML-12-2017-0311>
- Benhardy, K., Hardiyansyah, Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: mediating brand trust. *Management Science Letters*, 10:3425–3432. <https://doi.org/10.5267/j.msl.2020.5.035>
- Bevans, R. (2020). Understanding P-values | Definition and Examples. Scribbr. <https://www.scribbr.com/statistics/p-value/>
- Bhandari, P. (2023). Inferential statistics | An easy introduction & examples. Scribbr. <https://www.scribbr.co.uk/stats/inferential-statistics-meaning/>
- Bilal, M., Akram, U., Rasool, H., Yang, X., & Tanveer, Y. (2021). Social commerce isn't the cherry on the cake, its the new cake! How consumers' attitudes and eWOM influence online purchase intention in China. *International Journal of Quality and Service Sciences*, 14(2). <https://doi.org/10.1108/IJQSS-01-2021-0016>
- Budiaji, W. (2018). Skala Pengukuran dan Jumlah Respon Skala Likert. *Jurnal Ilmu Pertanian dan Perikanan* Desember, 2(2):127-133. <http://dx.doi.org/10.31227/osf.io/k7bgy>
- Calvello, M. (2020). Come to the right conclusion with inferential analysis. Learn Hub | G2. <https://learn.g2.com/inferential-analysis>
- Clara. (2023). Celebrity Endorsements and Its Brand Love on Purchase Intention at E-Marketplace. *Jurnal Manajemen*. <https://doi.org/10.24912/jm.v27i1.1078>
- Cuong, P. (2020). Factors Influencing E-Wom Online Consumer Goods Purchase Behavior Evidence from Vietnam. *Academy of Entrepreneurship Journal*. <https://www.abacademies.org/articles/factors-influencing-ewom-online-consumer-goods-purchase-behavior-evidence-from-vietnam-9166.html>
- Darmawan, M. D., & Iriani, S. S. (2021). Pengaruh Celebrity Endorsement dan Citra Merek terhadap Niat Beli Kopi Caffino melalui Sikap terhadap Merek. *Jurnal Ilmu Manajemen*, 9(2), 373–385. <https://doi.org/10.26740/jim.v9n2.p373-385>
- Data Industri Research. (2022). Pertumbuhan Industri Restoran, Rumah Makan, dan Sejenisnya 2011 – 2022. DataIndustri Research.

- <https://www.dataindustri.com/produk/tren-data-pertumbuhan-industri-penyediaan-makanan-minuman-restoran-dan-sejenisnya/>
- Dataku. (2022). List master data | Aplikasi Dataku. BAPPEDA DAERAH ISTIMEWA YOGYAKARTA. https://bappeda.jogjaprovo.go.id/dataku/data_dasar/index/218-restoran-dan-rumah-makan?id_skpd=78
- Drew, C. (2023). Discriminant validity examples. Helpful Professor. <https://helpfulprofessor.com/discriminant-validity-examples/>
- Dwi, A. A. (2022). Payakumbuah: Lamak Bana! Ikan Salai Di RM padang Arief Muhammad. detikfood. <https://food.detik.com/rumah-makan/d-6192673/payakumbuah-lamak-bana-ikan-salai-di-rm-padang-arief-muhammad>
- Etikan, I., & Babatope, O. (2019). A Basic Approach in Sampling Methodology and Sample Size Calculation. <http://www.medtextpublications.com/open-access/a-basic-approach-in-sampling-methodology-and-sample-size-calculation-249.pdf>
- Faisal, A., & Ekawanto, I. (2022). The role of social media marketing in increasing brand awareness, brand image and purchase intention. *Indonesian Management and Accounting Research*, 20(2), 185-208. <https://doi.org/10.25105/imar.v20i2.12554>
- Fakhriansyah, M. (2023). Pergi Merantau, Sampai Jakarta Jadi Raja Restoran padang RI. CNBC Indonesia. <https://www.cnbcindonesia.com/entrepreneur/20230210081915-25-412678/pergi-merantau-sampai-jakarta-jadi-raja-restoran-padang-ri>
- Farahdiba, D. (2020). Konsep dan Strategi Komunikasi Pemasaran: Perubahan Perilaku Konsumen Menuju Era Disrupsi. *Jurnal Ilmiah Komunikasi Makna*, 8(1). <http://dx.doi.org/10.30659/jikm.8.1.22-38>
- Felbert, A., & Breuer, C. (2021). The influence of multiple combinations of celebrity endorsers on consumers' intentions to purchase a sports-related product. *Sport, Business and Management: An International Journal*, 12(4). <https://doi.org/10.1108/SBM-03-2021-0030>
- Firdaus, J., Sudarmiatin, & Hermawan, A. (2022). The Effect of Celebrity Endorsements on Purchase Intention through Brand Image and Brand Awareness. *International Journal of Economics, Management, Business, And Social Science (IJEMBIS)*, 2(2). <https://cvodis.com/ijembis/index.php/ijembis/article/view/71>
- Foroudi, P., Jin, Z., Gupta, S., Foroudi, M. M., & Kitchen, P. J. (2018). Perceptual components of brand equity: Configuring the symmetrical and asymmetrical paths to brand loyalty and brand purchase intention. *Journal of Business Research*, 89, 462-474. <https://doi.org/10.1016/j.jbusres.2018.01.031>
- Frimpong, K., Donkor, G., & Frimpong, N. (2019). The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. *The Journal of Marketing Theory and Practice*, 27(1), 103-121. <http://dx.doi.org/10.1080/10696679.2018.1534070>
- Galaczi, E. (2020). What is validity? Cambridge English. <https://www.cambridgeenglish.org/blog/what-is-validity/>

- García, N., Saura, I., Orejuela, A., & Junior, J. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*. <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Ghasemy, M., Teeroovengadum, V., Becker, J.-M., & Ringle, C. M. (2020). This Fast Car Can Move Faster: A Review of PLS-SEM. *Higher Education*. <https://doi.org/10.1007/s10734-020-00534-1>
- Goedegebure, R. (2019). Why we buy what others buy: The role of product popularity in consumer decision making. Wageningen University. <https://doi.org/10.18174/498967>
- Guo, X., & Wen, M. (2021). Research on Competitive Strategy of Coca-Cola Company. *Advances in Economics, Business and Management Research*, 203. <https://doi.org/10.2991/assehr.k.211209.467>
- Haikal, M. (2022). 7 Rumah Makan padang Yang Terkenal Hingga Mancanegara. Kata Sumbar. <https://katasumbar.com/7-rumah-makan-padang-yang-terkenal-hingga-mancanegara/>
- Hair, J. F., Howard, M. C., & Nitzl, C. (2019). Assessing Measurement Model Quality in PLS-SEM Using Confirmatory Composite Analysis. *Journal of Business Research*, CIX, 101-110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to Use and How to Report the Results of PLS-SEM. *European Business Review*, 32(1), 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J. F., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2021). Partial least squares structural equation modeling (PLS-SEM) applications in economics and finance. <https://doi.org/10.3390/books978-3-0365-2621-8>
- Hasan, G., & Elviana. (2022). Effect of Brand Image, Celebrity Endorsement, EWOM, Brand Awareness, and Social Media Communication on Purchase Intention with Brand Trust as a Mediation Variable on Smartphone Users in Batam City. *Conference on Business, Social Sciences and Technology*. <https://journal.uib.ac.id/index.php/conescintech/article/view/6893>
- Hassan, S., & Shamsudin, M. F. (2019). Measuring the Effect of Service Quality and Corporate Image on Student Satisfaction and Loyalty in Higher Learning Institutes of Technical and Vocational Education and Training. *International Journal of Engineering and Advanced Technology*, 8(5), 533-538. <https://doi.org/10.35940/ijeat.E1077.0585C19>
- Sonjaya, A. S. (2019). Pengaruh Perceived Authenticity Terhadap Revisit Intention Konsumen Restoran Etnik Sunda Di Kabupaten Bandung Barat (Survey terhadap Konsumen Restoran Kampung Daun Culture Gallery & Cafe dan Sapulidi Resort, Cafe and Gallery). *UPI Repository*. <http://repository.upi.edu/42529/>
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management and Data Systems*, 116(1), 2–20. <https://doi.org/10.1108/IMDS-09-2015-0382>
- Herjanto, H., Adiwijaya, M., Wijaya, E., & Samuel, H. (2020). The Effect of Celebrity Endorsement on Instagram Fashion Purchase Intention: The

- Evidence from Indonesia. *Organizations and Markets in Emerging Economies*, 11(1):203-221. <https://doi.org/10.15388/omee.2020.11.31>
- Indriana, Kuswati, Sholahuddin, & Soepatini. (2022). The Impact of e-WOM and Celebrity Endorser on Purchase Intention Mediated by Brand Image: A Study on Halal Cosmetic Products. *Journal of Business and Management Studies*. <https://doi.org/10.32996/jbms.2022.4.4.29>
- Juma, M. K., & Tjahyanto, A. (2019). Challenges of Cloud Computing Adoption Model for Higher Education Level in Zanzibar (the Case Study of SUZA and ZU). *Procedia Computer Science*, CLXI, 1046-1054. <https://doi.org/10.1016/j.procs.2019.11.215>
- Kala, D., & Chaubey, D. S. (2018). The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India. *International Journal of Services Economics and Management*, 9(2), 143. <http://dx.doi.org/10.1504/IJSEM.2018.10017351>
- Kante, M., Chepken, C., & Oboko, R. (2018). Partial Least Square Structural Equation Modelling' use In Information Systems: An Updated Guideline of Practices in Exploratory Settings. *Kabarak Journal of Research & Innovation*, 6(1), 49-67.
- Kardani, & Ma'mun, S. (2017). Analisis Persepsi Konsumen Terhadap Bauran Pemasaran Restoran terminal O Bogor Untuk Menentukan Strategi Pemasaran. IPB Repository. <https://repository.ipb.ac.id/handle/123456789/83648>
- Kaur, P., Stoltzfus, J., & Yellapu, V. (2018). Descriptive Statistics. *International Journal of Academic Medicine*. <https://www.ijam-web.org/text.asp?2018/4/1/60/230853>
- Kim, B., & Chao, Y. (2019). Effects of brand experience, brand image, and brand trust on brand building process: The case of Chinese millennial generation consumers. *Journal of International Studies*, 12(3):9-21. <https://doi.org/10.1002/mar.2131510.14254/2071-8330.2019/12-3/1>
- Kompas Cyber Media. (2022). Dinobatkan sebagai Duta Nasi padang, Arief Muhammad Bilang Begini. KOMPAS.com. <https://www.kompas.com/hype/read/2022/08/05/161639166/dinobatkan-sebagai-duta-nasi-padang-arief-muhammad-bilang-begini#>
- Kompasiana.com. (2022). Strategi Kreatif Iklan Rumah Makan padang Payakumbuh. KOMPASIANA. https://www.kompasiana.com/agungfirmansyah1848/62d605aace96e544cd306bf2/strategi-kreatifiklan-rumah-makan-padang-payakumbuh?page=1&page_images=1
- Landa, K. S., Akhyadi, A. S., Saripah, L., & Pratama, F. A. (2022). Pengaruh Produk, Harga Dan Tempat Terhadap Keputusan Konsumen Membeli Makanan Di Rumah Makan Sederhana Padang. *Jurnal Cendekiawan Ilmiah*. <https://doi.org/10.37058/jpls.v7i1.3196>
- LinkUMKM.id. (2022). Yuk Intip Sederet Artis Yang Punya Bisnis Di Usia Muda. linkumkm.id. <https://linkumkm.id/news/detail/12494/yuk-intip-sederet-artis-yang-punya-bisnis-di-usia-muda>

- Majaski, C. (2020, January 2020). Hypothesis Testing. Retrieved June 03, 2020, from Investopedia: <https://www.investopedia.com/terms/h/hypothesistesting.asp>
- Megayani. (2019). The Influence of Celebrity Endorsement on Purchase Intention through Brand Image. *Jurnal Akuntansi dan Manajemen*. <http://repository.stei.ac.id/id/eprint/3985>
- Mike, A. (2018). Intergenerational communication. *Language, Communication, and Intergroup Relations: A Celebration of the Scholarship of Howard Giles*, April 2017, 130–161. <https://doi.org/10.4324/9781315142807-26>
- Ministry of Industry Indonesia. (2022). Kontribusi Industri Makanan dan Minuman Tembus 37,77 Persen. [kemenperin.go.id. https://kemenperin.go.id/artikel/23393/](https://kemenperin.go.id/artikel/23393/)
- Mussa, M. (2022). The Mediating Role of Brand Awareness in the Relationship between Social Media quality and Brand Image: An Applied Study on the Private Higher Education Institutions in Egypt. *Arab Journal of Administration*, 45(4). <http://dx.doi.org/10.21608/aja.2022.154227.1303>
- Nadhiroh, A., & Hukama, L. D. (2019). Pengaruh Electronic Word of Mouth, Credibility Celebrity Endorser, Dan Visibility Celebrity Endorser Dewi Sandra Terhadap Brand Image Wardah Cosmetics (Studi Kasus Mahasiswi Fakultas Ekonomi Dan Bisnis Universitas YARSI). *Research of Management, Accounting, and Economics*, 3(3). <https://doi.org/10.31575/jp.v3i3.186>
- Nathania, L., Tjahjo, J., & Goenawan, F. (2020). Pengaruh Penggunaan Lucas ‘WayV’ sebagai Celebrity Endorser terhadap Brand Awareness Neo Coffee pada Generasi Milenial Pengguna YouTube. *Jurnal E-Komunikasi Program Studi Ilmu Komunikasi Universitas Kristen Petra*. <https://publication.petra.ac.id/index.php/ilmu-komunikasi/article/view/11076>
- Nazari, N., & Far, D. M. (2019). The Relationship between Teaching Skills, Academic Emotion, Academic Stress and Mindset in University Achievement Prediction: A PLS-SEM Approach. *Journal of Intellectual Disability - Diagnosis and Treatment*, 7(3), 119-133. <https://doi.org/10.6000/2292-2598.2019.07.03.9>
- Nevis. (2022). Perkembangan Bisnis food and beverage. *Nata Envinusa Supervisi*. <https://nevis.co.id/perkembangan-bisnis-food-and-beverage/#:~:text=Industri%20food%20and%20beverage%20adalah,dan%20minuman%20sebagai%20bisnis%20utamanya%20%2C>
- Nikolopoulou, K. (2022). What is convenience sampling? | Definition & examples. *Scribbr*. <https://www.scribbr.com/methodology/convenience-sampling/#:~:text=Depending%20on%20your%20research%20design,not%20have%20been%20possible%20otherwise>
- Nurdianna. (2020). Analisis Data Kualitatif dan Kuantitatif. https://www.researchgate.net/publication/340063433_Analisis_Data_Kualitatif_dan_Kuantitatif
- Nurhadi, M., Suryani, T., & Fauzi, A. (2023). The Power of Website and Social Media for Strengthening Brand Image, E-WoM, and Purchase Decision. *Journal of Economics, Business, & Accountancy Ventura*, 25(3), 273-287. <http://dx.doi.org/10.14414/jebav.v25i3.3093>

- Omachinski, O. (2018). Respondents. The SAGE Encyclopedia of Communication Research Methods. <https://doi.org/10.4135/9781483381411>
- Pal, A., Chua, A. Y., & Goh, D. H.-L. (2020). How do Users Respond to Online Rumor Rebuttals? Computers in Human Behavior, CVI. <https://doi.org/10.1016/j.chb.2019.106243>
- Pal, D., Arpnikanondt, C., Funilkul, S., & Chutimaskul, W. (n.d.). The Adoption Analysis of Voice-based Smart IoT Products. IEEE Internet of Things Journal, 7(11). <https://doi.org/10.1109/JIOT.2020.2991791>
- Pham, M., & Bui, A. (2020). The relationship between celebrity endorsement and brand equity: What's happening on the social network?. Journal of Science Ho Chi Minh City Open University, 10(2):164-178. <http://dx.doi.org/10.46223/HCMCOUJS.econ.en.10.1.227.2020>
- Pradana, A. (2022). Menjelajah Rasa di RM Padang Payakumbuah Arief Muhammad. Bintaro & beyond. <https://bintaroandbeyond.com/menjelajah-rasa-di-rumah-makan-padang-payakumbuah-arief-muhammad/>
- Pradhana, G. A. (2018). Consumers and Subcultures. *Medium – Where good ideas find you*. <https://medium.com/@zianpradhana/consumers-and-subcultures-e16924da8f4a>
- Pramudya, A. K., Sudiro, A., & Sunaryo, S. (2018). The Role of Customer Trust in Mediating Influence of Brand Image and Brand Awareness of The Purchase Intention in Airline Tickets Online. Jurnal Aplikasi Manajemen, 16(2). <http://dx.doi.org/10.21776/ub.jam.2018.016.02.05>
- Pratisthita, D., Yudhistira, P., & Agustina, N. (2022). The Effect of Brand Positioning, Brand Image, and Perceived Price on Consumer Repurchase Intention Low-Cost Carrier. Journal of Theoretical and Applied Management, 15(2). <https://doi.org/10.20473/jmtt.v15i2.35715>
- Purwianti, L., & Niawati. (2022). Analysis of e-WOM, Brand Attitude, Brand Image on Purchase Intention. Journal of Management & Business, 5(1). <https://doi.org/10.37531/sejaman.v5i1.1664>
- Putra, E. Y., & Andrian, S. (2021). Analisa Mengenai Faktor yang Mempengaruhi Purchase Intention secara Positif ataupun Negatif pada Online Shop Secara Umum dengan E-WOM sebagai Mediasi. Conference on Management, Business, Innovation, Education, and Social Science. <https://journal.uib.ac.id/index.php/combines/article/view/4757>
- Putri, C. A. (2021). Restoran Mulai Kebanjiran Pengunjung, Kesibukan Naik 117%. CNBC Indonesia. <https://www.cnbcindonesia.com/market/20210504083625-17-242902/restoran-mulai-kebanjiran-pengunjung-kesibukan-naik-117>
- Ralalicom. (2023). Untung Rugi Membuka Bisnis Restoran padang Di Tahun 2023. Ralali.com. <https://news.ralali.com/untung-rugi-membuka-bisnis-restoran-padang/>
- Rawat, A. S. (2021). What is descriptive analysis? Types and advantages. Analytics Steps - A leading source of Technical & Financial content. <https://www.analyticssteps.com/blogs/overview-descriptive-analysis>
- Rawi, M., Wibowo, G., & Dwisaputra, I. (2020). The Influence of Social Media, Brand Image and Celebrity Endorser to Purchase Intention on Tokopedia

- American Journal of Humanities and Social Sciences Research (AJHSSR), 4(7), 96-104. <https://www.ajhssr.com/wp-content/uploads/2020/07/O204796104>
- Redaksi. (2022). Arief Muhammad Buka Rumah Makan padang Di Tangerang, Lokasinya Bekas Restoran Nan Gombang. Langgam.id. <https://langgam.id/arief-muhammad-buka-rumah-makan-padang-di-tangerang-lokasinya-bekas-restoran-nan-gombang/>
- Repi, O. W., Lumanaw, B., & Wenas, R. S. (2020). Pengaruh bauran promosi, kesadaran merek Dan persepsi nilai terhadap minat Beli Di bukalapak pada mahasiswa fakultas ekonomi Dan bisnis universitas Sam ratulangi manado. E-Journal Universitas Sam Ratulangi. <https://doi.org/10.35794/emba.8.4.2020.30583>
- Reyes-Carreto, R., Godinez-Jaimes, F., & Guzmán-Martínez, M. (2022). The Basics of Structural Equations in Medicine and Health Sciences. IntechOpen. doi: 10.5772/intechopen.104957
- Rohman, & Indaryadi. (2020). Pengaruh celebrity endorser, brand image, brand loyalty, dan perceived quality terhadap minat beli konsumen dan dampaknya terhadap intensi rekomendasi. Jurnal Kajian Manajemen Bisnis. <https://doi.org/10.24036/jkmb.10955000>
- Roshan, P., & Sudiksa, I. B. (2019). Peran Brand Image Memediasi Pengaruh Celebrity Endorser Terhadap Purchase Intention. E-Jurnal Manajemen, 8(8). <https://doi.org/10.24843/EJMUNUD.2019.v08.i08.p17>
- Santika Vania Putri. (2022). The Impact of Electronic Word of Mouth (EWOM) Using Influencers on Brand Awareness and Purchase Intention. CoverAge: Journal of Strategic Communication, 13(1), 11-25. <https://doi.org/10.35814/coverage.v13i1.3913>
- Sarstedt, M., & Cheah, J.-H. (2019). Partial Least Squares Structural Equation Modeling Using SmartPLS: A Software Review. Journal of Marketing Analytics, VII (3), 196–202. <https://doi.org/10.1057/s41270-019-00058-3>
- Sarstedt, M., Hair, J. F., Pick, M., Liengaard, B. D., Radomir, L., & Ringle, C. M. (2022). Progress in partial least squares structural equation modeling use in marketing research in the last decade. *Psychology & Marketing*, 39(5), 1035-1064. <https://doi.org/10.1002/mar.21640>
- Schimmelpfennig, C., & Hunt, J. (2019). Fifty years of celebrity endorser research: Support for a comprehensive celebrity endorsement strategy framework. Wiley Online Library. <https://doi.org/10.1002/mar.21315>
- Setiari, D. A., & Ekawati, N. W. (2022). Peran iklan Dan brand awareness terhadap niat Beli pengguna tokopedia pada pasca COVID-19. E-Jurnal Manajemen Universitas Udayana, 11(8), 1550. <https://doi.org/10.24843/ejmunud.2022.v11.i08.p06>
- Setiawan, I., & Aksari, N. (2020). Peran Brand Awareness Dalam Memediasi Pengaruh Celebrity Endorser Terhadap Purchase Intention. E-Jurnal Manajemen, Universitas Udayana 9(6):2352.
- Shabbir, M., Khan, A., & Khan, S. (2018). Brand Loyalty Brand Image and Brand Equity: The Mediating Role of Brand Awareness. International Journal of Innovation and Applied Studies, 19. <http://www.ijias.issr-journals.org/>

- Shahid, Z., Hussain, T., & Azafar, F. (2017). The Impact of Brand Awareness on the consumers' Purchase Intention. *Journal of Marketing and Consumer Research*. <https://api.core.ac.uk/oai/oai:oj.s.localhost:article/36181>
- Shofiya, N., & Fachira, I. (2021). Effects of Social Media Marketing Towards Probiotic Chicken Customers' Purchase Intention: Customer Engagement as a Mediator. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 6(8):518-531. <https://doi.org/10.47405/mjssh.v6i8.943>
- Shwastika, R., & Keni. (2021). The Effect of Brand Awareness, Social Media Marketing, Perceived Quality, Hedonic Motivation, and Sales Promotion Toward Consumers Intention to Purchase in Fashion Industry. *Advances in Social Science, Education and Humanities Research*, 570. <https://doi.org/10.2991/assehr.k.210805.004>
- SMcom3. (2022). Resmi jadi Duta Nasi padang, Arief Muhammad Siap Terima Tantangan Wagub Sumbar, APA ITU? Suara Merdeka. <https://www.suaramerdeka.com/hiburan/pr-043465887/resmi-jadi-duta-nasi-padang-arief-muhammad-siap-terima-tantangan-wagub-sumbar-apa-itu>
- Sonali. (2021). 7 proven ways to attract more customers to your restaurant. *The Restaurant Times*. <https://www.posist.com/restaurant-times/uk/attract-customers-to-your-restaurant.html>
- Sulthana, N., & Vasantha, S. (2019). Influence of Electronic Word of Mouth eWOM on Purchase Intention. *International Journal of Scientific & Technology Research*, 8(10). <http://www.ijstr.org/final-print/oct2019/Influence-Of-Electronic-Word-Of-Mouth-Ewom-On-Purchase-Intention.pdf>
- Susilowati, & Sari. (2020). The influence of brand awareness, brand association, and perceived quality toward consumers' purchase intention: a case of cheese factory, Jakarta. *Independent Journal of Management & Production*. <http://www.ijmp.jor.br/index.php/ijmp/article/view/981>
- Taluke, D., Lakat, R., & Sembel, A. (2019). Analisis preferensi masyarakat dalam pengelolaan ekosistem mangrove di pesisir pantai kecamatan loloda kabupaten halmahera barat. *Jurnal Spasial*, 6(2). <https://doi.org/10.35793/sp.v6i2.25357>
- Ubaidillah, M. (2023). Bisnis Arief Muhammad dan Caranya Menarik Konsumen. *SWA Online*. <https://swa.co.id/swa/trends/bisnis-arief-muhammad-dan-caranya-menarik-konsumen>
- Ulan, K., Ulan, A. K., & Sari, D. A. (2022). Pengaruh Electronic Word of Mouth dan Brand Image terhadap Purchase Intention dengan Brand Awareness sebagai Intervening: Studi Pada Produsen Dessert Box. *Jurnal Bisnis, Manajemen, dan Keuangan*, 3(2). <http://pub.unj.ac.id/index.php/jbmk/article/view/728>
- Umrani, W. A., Kura, K. M., & Ahmed, U. (2018). Corporate Entrepreneurship and Business Performance: The Moderating Role of Organizational Culture in Selected Banks in Pakistan. *PSU Research Review*, II (1), 59-90. <https://doi.org/10.1108/PRR-12-2016-0011>
- Vierrini, V. (2021). Peran Sosial media dalam Meningkatkan brand awareness pada Usaha Kecil. *Binus University*. <https://student->

activity.binus.ac.id/himsisfo/2021/08/peran-sosial-media-dalam-meningkatkan-brand-awareness-pada-usaha-kecil/

- Wisnu Wardhana, H., Wahab, Z., Saggaff Shihab, M., & Yuliani, Y. (2021). Pengaruh electronic word of mouth (E-wom) Dan celebrity endorsement Terhadap Minat Beli Konsumen. *Coopetition: Jurnal Ilmiah Manajemen*, 12(3), 431-446. <https://doi.org/10.32670/coopetition.v12i3.627>
- Yahaya, M. L., Oyediran, O. S., & Onukwbe, H. N. (2019). Evaluating Factors Affecting Transaction Costs of Contractors in Public Procurement in Nigeria: PLS-SEM Approach. *FUTY Journal of the Environment*, 8(1), 46-64.
- Yellapu, V. (2018). Descriptive statistics. *International Journal of Academic Medicine*, 4(1):60. http://dx.doi.org/10.4103/IJAM.IJAM_7_18
- Yuliani, R., & Dida, S. (2018). Personal branding Selebritas Dan Bisnis online shop. Mediator: *Jurnal Komunikasi*, 11(1), 10-19. <https://doi.org/10.29313/mediator.v11i1.3617>
- Zach. (2019). What is a Good R-squared Value? *Statology Study*. <https://www.statology.org/good-r-squared-value/>