

## THE EFFECT OF CO-BRANDING, CELEBRITY ENDORSERS, AND ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION WITH BRAND IMAGE AS THE INTERVENING VARIABLE IN THE QUOTA OF JKT48 TELKOMSEL PACKAGE

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### ABSTRACT

*The telecommunications industry in Indonesia has undergone significant changes with the shift from legacy services to data-based services, influencing consumer behavior in accessing digital content and social media. Currently, four major operators are competing fiercely in the market, with Telkomsel leading in terms of the number of subscribers. To maintain its position, Telkomsel utilizes digital marketing strategies through social media. The objective of this study is to determine whether Co-Branding, Celebrity Endorsers, and Electronic Word of Mouth directly affect Purchase Intention and indirectly affect Purchase Intention through Brand Image. The analysis method in this research employs quantitative primary data. The data used in this study were collected using a questionnaire instrument, with valid data gathered from 200 respondents. The testing stages include the measurement model (outer model) with convergent validity, discriminant validity, and reliability tests, as well as the structural model (inner model) with R-square tests, Q-square tests, SRMR tests, and hypothesis testing using path coefficients and specific indirect effects. The sampling method used in this study is non-probability sampling with purposive sampling technique. The testing tool utilized is SmartPLS 4. The results of this study indicate that Co-Branding has a positive and significant effect on Brand Image. However, Celebrity Endorser and Electronic Word of Mouth do not have a positive and significant effect on Brand Image. Co-Branding, Electronic Word of Mouth, and Brand Image have a positive and significant effect on Purchase Intention, whereas Celebrity Endorser does not have a positive and significant effect on Purchase Intention. Furthermore, Brand Image mediates the effect of Co-Branding on Purchase Intention, but does not mediate the effects of Celebrity Endorsers and Electronic Word of Mouth on Purchase Intention for the KuWOTAJKT48 package by Telkomsel.*

### KEYWORDS

Brand Image, Celebrity Endorser, Co-Branding, Electronic Word of Mouth, Purchase Intention.



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## INTRODUCTION

In Indonesia, there are currently four telecommunications operators: Telkomsel, Indosat Ooredoo Hutchison, XL Axiata, and Smartfren. Over the last 10 years, there has been a proliferation of acquisitions (taking over ownership) and *mergers* (coming together) between two existing providers. In 2014, XL acquired Axis to become XL Axiata. Furthermore, in 2022, Indosat and Tri merged into Indosat Ooredoo Hutchison. This shows the company's strategy to survive in the Indonesian telecommunications industry. According to the Indonesian Internet Service Providers Association Survey (2023), Telkomsel is the most widely used mobile operator. The results show that 40.27% of respondents use Telkomsel mobile operator, followed by 33.4% by Indosat, 21% XL Axiata and Smartfren 5.32%. According to Goodstats (2023), Telkomsel is also the operator with the highest number of subscribers at 158 million, followed by Indosat Ooredoo with 98.5 million, then XL Axiata with 57.9 million, and Smartfren with 38 million subscribers. This indicates that the telecommunications industry in Indonesia is experiencing growth and intense competition because people can choose the operators available for subscription. As a result, operator companies are trying to retain existing customers in addition to carrying out strategies to attract new customers (Elegbe & Oluwafemi, 2018).

Telkomsel uses social media to carry out its digital marketing strategy using Instagram, Tiktok, Facebook, Youtube, X, and LinkedIn. Furthermore, Telkomsel also tries to meet the needs of customers with various internet services offered, ranging from *streaming* packages, daily packages, *gamer* packages, to study packages. On February 29, 2024, Telkomsel launched the "KuWOTA JKT48" collaboration package which presents internet packages and *photocard vouchers/digital content* together with JKT 48. By presenting 10 selected members, namely Shani, Zee, Freya, Marsha, Katrina, Gracia, Flora, Christy, Indah, and Adel, it is an attraction for fans to get closer to their idols.

As an *idol group* whose fans are generation Z in the age range of 13 years to 25 years (Mulya & Tomohardjo, 2020), this is a concern for companies to determine the right social media as a gathering place for these potential customers. According to the Invinyx and Jakpat (2024) report, Instagram is the most popular social media and is often used by generation Z, namely 94%, followed by Youtube 91%, and Tiktok 81%. This shows the preference of generation Z in accessing social media, namely with audio-visual content. In line with consumer behavior on social media, JKT 48 also has members with visual appeal. JKT 48 is the right *partner* for companies to collaborate with the members' expertise in dancing, music and the popularity of its members which makes JKT 48 has fans spread throughout Indonesia. Throughout 2023-2024, many companies collaborated with JKT48 in their marketing strategy, the following are the collaborations that have been carried out with JKT48:

**Table 1. JKT 48's collaboration with various companies**

Time	Collaboration	Campaign
April, 2024	JKT 48 x Tango	#HundredOfHappiness
March, 2024	JKT48 x Nasida Ria by Google	#IniRamadanKita
February, 2024	JKT48 x Free Fire	#Boocin
November, 2023	JKT48 x Erigo by Shopee	#Shopee11.11
November, 2023	JKT 48 x Japota	#EnakGakCukupSatu
September, 2023	JKT48 x JtrustBank	#TabunganTora

Source: processed by the author, 2024

*Co-Branding* is a marketing strategy that brings together brands or goods from two or more companies to utilize the advantages of each brand and increase customer added value. *Co-Branding* can be done in various forms, such as joint product launches, use of a common logo or visual identity, or joint marketing efforts (Setiawan & Rubiyanti, 2023). *Co-Branding* strategies are not only carried out between two brands but can also be carried out between product *brands* and *personal brands* (celebrities or famous experts) who carry advertisements for a product (Hardiyanti, 2024). Telkomsel as a telecommunication *brand* makes JKT 48 *idol group* as its *Co-Branding partner* to produce an internet package product and run the Kuwota JKT48 *campaign* through social media. *Co-Branding* with a *cross-industry* model is starting to be in demand by companies because it produces unexpected collaborations and unique product results that are interesting to talk about (Lee & Rim, 2017). In addition to increasing the purchasing interest of potential consumers who see, *Co-Branding* can also improve the company's brand image. This is evidenced by research conducted by Ragil Restu Setiawan and Nurafni Rubiyanti which states that *Co-Branding* has a positive and significant effect on consumer buying interest (2023). Furthermore, Fataras Larasti and Susi Evanita stated that *Co-Branding* has a positive and significant effect on the company's *brand image* (2023).

Apart from using the *Co-Branding* strategy, Telkomsel also uses JKT48 members as *celebrity endorsers* to market JKT48's KuWOTA package on social media. This is an effort to increase the purchasing interest of Telkomsel's social media followers and also the brand image it wants to create. In research (Tamonsang et al., 2023) states that *Celebrity Endoser* has a positive and significant effect on Purchase Intention and *Celebrity Endorser* has a positive and significant effect on *Brand Image* (Adinda Mukti & Budi Santosa, 2023).

In carrying out a digital marketing strategy, *Electronic World of Mouth* is also an important concern. *Electronic word of mouth* is a form of communication, both positive and negative, made by potential consumers, actual consumers and former consumers of products or services related to a good or service sold by a company via the internet (Kotler & Keller, 2016). Information about the Kuwota JKT48 package can be found on Telkomsel's social media, especially on Instagram, which is the most popular social media for generation Z. Followers of Telkomsel's Instagram social media and followers of ten Kuwota JKT48 *campaign* members

can write their opinions in the comments column, such as whether or not they are interested in the product, recommend it to friends who are fans of JKT48, or provide input or descriptions of the product to other potential consumers. *Electronic Word of Mouth* is also a means for potential consumers to find information about these products to convince their actions. This is in line with research conducted by Anggellista Permata Sari and Seprianti Eka Putri which states that *Electronic Word of Mouth* affects consumer buying interest (Sari & Putri, 2023) and *Electronic Word of Mouth* affects the company's *brand image* (Hidayatullah et al., 2018).

This study aims to analyze the effect of *Co-Branding*, *Celebrity Endorser*, and *Electronic Word of Mouth* on *Brand Image* and Purchase Intention, either directly or through Brand Image as an intervening variable. This research is expected to provide benefits for various parties. Theoretically, this research can add insight for students and academics regarding digital marketing strategies and provide an understanding of the effect of *Co-Branding*, *Celebrity Endorsers*, and *Electronic Word of Mouth* on Purchase Intention with *Brand Image* as an intervening variable. For companies, especially Telkomsel, the results of this study can be taken into consideration in making decisions, both for the short and long term, so that digital marketing strategies can be optimized and increase product purchase interest. In addition, this research is also useful for future researchers as a reference or comparison in similar studies, which can be refined by adding other variables and research objects. This research is expected to provide benefits for various parties. Theoretically, this research aims to enrich knowledge for students and academics regarding digital marketing strategies, especially regarding the influence of *Co-Branding*, *Celebrity Endorser*, and *Electronic Word of Mouth* variables on Purchase Intention with Brand Image as an intervening variable. For companies, especially Telkomsel, the results of this study can be taken into consideration in making strategic decisions, both in the short and long term, in order to increase the effectiveness of digital marketing and increase consumer buying interest. Meanwhile, for future researchers, the results of this study can be used as a reference and comparison material for similar studies so that they can be refined by adding other variables or research objects.

The implications of this study support the theory used, especially in several key variables. First, the *Co-Branding* variable shows a significant effect on Brand Image, so Telkomsel is advised to collaborate with artists or idol groups who have a large fan base to improve their brand image. Second, the *Electronic Word of Mouth* variable is shown to have a significant effect on Purchase Intention, so Telkomsel needs to encourage satisfied customers to share their positive experiences on social media and actively respond to reviews, comments, and mentions to increase product attractiveness. Third, the *Brand Image* variable has an effect on Purchase Intention, although not as great as expected. Therefore, Telkomsel needs to continue to improve programs or activities that can strengthen brand image to make it more attractive to consumers.

## RESEARCH METHOD

This research uses a quantitative approach to examine the relationships between co-branding, celebrity endorsers, electronic word of mouth (e-WOM),

brand image, and purchase intention. Data was collected through an online questionnaire (Google Form) distributed between May 29 and June 2, 2024, targeting Instagram users who are familiar with Telkomsel's Instagram account. The sample criteria included Instagram users over 13 years old, who knew Telkomsel's Instagram account and had never purchased JKT48's KuWOTA Package. The study focuses on three types of variables: dependent (purchase intention), independent (co-branding, celebrity endorser, e-WOM), and mediating (brand image).

Data were gathered from 200 respondents, and the responses were processed using Smart-PLS 4. The analysis employed Partial Least Squares Structural Equation Modeling (PLS-SEM), a method that does not require correlations between indicators or latent constructs, making it suitable for this study's objectives. This approach allows for variance-based modeling, facilitating the analysis of complex relationships between the study's variables.

## RESULT AND DISCUSSION

### Research Results

#### *Company Profile*

Telkomsel, established on May 26, 1995, has been dedicated to connecting Indonesia by providing equal access to communication, even in remote areas. Operating over 233,000 Base Transceiver Stations (BTS) and serving more than 170 million customers, Telkomsel has pioneered cellular technology in the country, being the first to offer 2G, 3G, and 4G LTE networks. Now, the company is preparing for the 5G era, having tested 5G services in line with Indonesia's Industry 4.0 initiative. As a leading choice for digital services, Telkomsel continues to innovate with accessible service channels such as the MyTelkomsel app, Telkomsel Virtual Assistant, 24-hour Call Center, and GraPARI locations across the country. With a strong social media presence, especially on Instagram with over 2.4 million followers, Telkomsel engages in digital literacy campaigns, sharing product updates, tutorials, and promoting new technologies. Through these efforts, Telkomsel maintains its commitment to improving service quality and contributing to Indonesia's digital transformation.

### Data Analysis

Respondents in this study are Instagram users and who know Telkomsel's Instagram account. 200 people. There are 7 characteristics of respondents included in the study, namely based on gender, age, domicile, occupation, provider, spending on buying packages per month and income. To clarify the characteristics of the respondents in question, a diagram and table of respondent data are presented as described below.

**Table 2. Characteristics of Respondents Based on Gender**

No.	Gender	Frequency	Percentage
1.	Male	124	62%
2.	Female	76	38%
<b>Total</b>		<b>200</b>	<b>100%</b>

Source: Data from questionnaire 2024

**Table 3. Characteristics of Respondents Based on Age**

No.	Age	Frequency	Percentage
1.	< 17 years old	19	9,5%
2.	18 - 22 years	125	62,5%
3.	23 - 27 years old	26	13%
4.	28 - 32 years old	22	11%
5.	> 33 years	8	4%
<b>Total</b>		<b>200</b>	<b>100%</b>

Source: Data from questionnaire 2024

**Table 4. Characteristics of Respondents Based on Domicile**

No.	Domicile	Frequency	Percentage
1.	Jakarta	33	16,5%
2.	Bogor	36	18%
3.	Depok	80	40%
4.	Tangerang	6	3%
5.	Bekasi	12	6%
6.	More	33	16,5%
<b>Total</b>		<b>200</b>	<b>100%</b>

Source: Data from questionnaire 2024

**Table 5. Characteristics of Respondents Based on Occupation**

No.	Jobs	Frequency	Percentage
1.	Junior high school students	3	1,5%
2.	High school students	18	9%
3.	Student	119	59,5%
4.	Employees	46	23%
5.	Entrepreneurship	8	4%
6.	More	6	3%
<b>Total</b>		<b>200</b>	<b>100%</b>

Source: Data from questionnaire 2024

**Table 6. Characteristics of Respondents Based on Provider**

No.	Provider	Frequency	Percentage
1.	Telkomsel	136	68%
2.	XL Axiata	26	13%
3.	Indosat Ooredoo Hutchison	34	17%
4.	Smartfren	4	2%
<b>Total</b>		<b>200</b>	<b>100%</b>

Source: Data from questionnaire 2024

**Table 7. Characteristics of Respondents Based on Monthly Package Expenditure**



No.	Internet Spending	Frequency	Percentage
1.	<Rp50,000	37	18,5%
2.	Rp50,000-Rp100,000	98	49%
3.	Rp100,000-Rp150,000	46	23%
4.	Rp150,000-Rp200,000	14	7%
5	>Rp200,000	5	2,5%
<b>Total</b>		<b>200</b>	<b>100%</b>

Source: Data from questionnaire 2024

**Table 8. Characteristics of Respondents Based on Income**

No.	Jobs	Frequency	Percentage
1.	<Rp1,000,000	75	37,5%
2.	Rp1.000.000-Rp3.000.000	67	33,5%
3.	Rp3.000.000-Rp5.000.000	31	15,5%
4.	Rp5.000.000-Rp8.000.000	22	11%
5	>Rp8,000,000	5	2,5%
<b>Total</b>		<b>200</b>	<b>100%</b>

Source: Data from questionnaire 2024

From the results of the scores obtained, the research on 200 respondents can be grouped in the following way:

1. Highest Score = Total Respondents  $\times$  Weight  
 $= 200 \times 5$   
 $= 1000$
2. Lowest Score = Total Respondents  $\times$  Score  
 $= 200 \times 1$   
 $= 200$
3. Distance= Highest Score - Score  
 $= 1000 - 200$   
 $= 800$
4. Interval= Distance: Number of Intervals  
 $= 8005$   
 $= 160$

### Descriptive of Co-Branding Variables

**Table 9. Respondents' Responses to Co-Branding**

Statemen	SS	S	N	TS	STS	Total
	5	4	3	2	1	
I know the KuWOTA JKT48 package launched by Telkomsel.	63 (315)	71 (284)	28 (84)	24 (48)	14 (14)	745
Telkomsel is a well-known provider	146 (730)	43 (172)	7 (21)	0 (0)	4 (4)	927
JKT48 is a famous <i>idol group</i>	115 (575)	65 (260)	17 (51)	0 (0)	3 (3)	889

Statemen	SS	S	N	TS	STS	Total
	5	4	3	2	1	
I feel that JKT48's KuWOTA package is a package that can fulfill the needs of its users.	47 (235)	71 (284)	66 (198)	11 (22)	5 (5)	744
I feel that the combination of Telkomsel and JKT48 in KuWOTA JKT48 Package is a unique collaboration.	68 (340)	93 (372)	35 (105)	2 (4)	2 (2)	823
I feel that this Telkomsel collaboration is a good marketing strategy	95 (475)	76 (304)	24 (72)	3 (6)	2 (2)	859
I am happy to know that JKT48's KuWOTA package is available.	69 (345)	71 (284)	53 (159)	4 (8)	3 (3)	799
<b>Total Score</b>						<b>5.786</b>
<b>Average Score</b>						<b>827</b>

Source: Data from questionnaire 2024

#### Descriptive Variable *Celebrity Endorser*

**Table 10. Respondents' Responses to the *Celebrity Endorser* Variable**

Statemen	SS	S	N	TS	STS	Total
	5	4	3	2	1	
JKT48 members have visuals that attract my attention	88 (440)	69 (276)	37 (111)	4 (8)	2 (2)	837
Shani, Zee, Freya, Marsha, Katrina, Gracia, Flora, Christy, Indah, and Adel are famous JKT48 members.	102 (510)	67 (268)	26 (78)	3 (6)	2 (2)	864
JKT48 members have a good reputation and achievements	83 (415)	79 (316)	35 (105)	1 (4)	2 (2)	842
JKT48 members have experience in promoting products	86 (430)	79 (316)	30 (90)	2 (4)	3 (3)	843
I think JKT48 KuWOTA Package is suitable to be promoted by JKT48 members.	88 (440)	75 (300)	33 (99)	2 (4)	2 (2)	845
JKT48's KuWOTA package promoted by various members	77 (385)	83 (332)	33 (99)	5 (10)	2 (2)	828
The image generated by JKT48 members makes me believe Telkomsel is a superior provider.	74 (370)	75 (300)	39 (117)	8 (16)	4 (4)	807
<b>Total Score</b>						<b>5.866</b>
<b>Average Score</b>						<b>838</b>

Source: Data from questionnaire 2024

#### Descriptive *Electronic Word of Mouth* Variable

**Table 11. Respondents' Responses to the *e-WOM* Variable**



Statemen	SS	S	N	TS	STS	Total
	5	4	3	2	1	
I saw many comments on JKT48's #KuWOTA post	50 (250)	68 (272)	57 (171)	17 (34)	8 (8)	735
Netizens wrote many comments on JKT48's #KuWOTA post	47 (235)	77 (308)	61 (183)	9 (18)	6 (6)	750
I saw various information about #KuWOTA JKT48 in the comments of Instagram posts	49 (245)	77 (308)	56 (168)	8 (16)	10 (10)	747
<b>Total Score</b>						<b>2.232</b>
<b>Average Score</b>						<b>744</b>

Source: Data from questionnaire 2024

### Descriptive *Brand Image* Variable

#### Respondents' Responses to *Brand Image* Variables

Statemen	SS	S	N	TS	STS	Total
	5	4	3	2	1	
Telkomsel is a telecommunications company that has a good image	102 (510)	73 (292)	22 (66)	1 (2)	2 (2)	872
Telkomsel is a company with good performance and corporate responsibility	83 (415)	87 (348)	25 (75)	3 (6)	2 (2)	846
Telkomsel users come from all walks of life	102 (510)	75 (225)	17 (51)	4 (8)	2 (2)	796
Telkomsel users are users who prioritize quality	93 (465)	78 (312)	26 (78)	1 (2)	2 (2)	859
Telkomsel users are facilitated with various packages available	79 (395)	87 (348)	29 (87)	3 (6)	2 (2)	838
The packages available on Telkomsel meet the needs of customers	82 (410)	81 (324)	25 (75)	10 (20)	2 (2)	831
JKT48's KuWOTA package meets customer needs	64 (320)	73 (292)	60 (180)	1 (2)	2 (2)	796
<b>Total Score</b>						<b>5.838</b>
<b>Average Score</b>						<b>834</b>

Source: Data from questionnaire 2024

### Descriptive of Purchase Intention Variable

#### Respondents' Responses to the Purchase Interest Variable

Statemen	SS	S	N	TS	STS	Total
	5	4	3	2	1	
I am interested in purchasing JKT48 KuWOTA Package	36 (180)	82 (328)	62 (186)	14 (28)	6 (6)	728
I recommend JKT48 KuWOTA Plan to other users or fans	42 (210)	82 (328)	58 (174)	15 (30)	3 (3)	745
I prefer Telkomsel over other providers	70 (350)	66 (264)	41 (123)	15 (30)	8 (8)	775

Statemen	SS	S	N	TS	STS	Total
	5	4	3	2	1	
I search for information about KuWOTA JKT48 on search engines, social media, and Telkomsel's <i>mobile app</i> .	47 (235)	93 (372)	38 (114)	12 (24)	10 (10)	755
Total Score						3.003
Average Score						751

Source: Data from questionnaire 2024

### Measurement Model Test (*Outer Model*)

#### 1. Convergent Validity Test

**Table 14. Loading Factor Value**

No.	Research Variables	Indicator	Loading Factor	Description
1	<i>Co-Branding (X<sub>1</sub>)</i>	CO1	0,601	Valid
		CO2	0,582	Valid
		CO3	0,627	Valid
		CO4	0,750	Valid
		CO5	0,835	Valid
		CO6	0,825	Valid
		CO7	0,811	Valid
2	<i>Celebrity Endorser (X<sub>2</sub>)</i>	CE1	0,772	Valid
		CE2	0,816	Valid
		CE3	0,810	Valid
		CE4	0,803	Valid
		CE5	0,813	Valid
		CE6	0,831	Valid
3	<i>E-WOM (X<sub>3</sub>)</i>	EW01	0,943	Valid
		EW02	0,946	Valid
		EW03	0,911	Valid
4	<i>Brand Image (Z)</i>	BI1	0,828	Valid
		BI2	0,825	Valid
		BI3	0,712	Valid
		BI4	0,812	Valid
		BI5	0,841	Valid
		BI6	0,833	Valid
		BI7	0,699	Valid
5	Purchase Intention (Y)	MB1	0,855	Valid
		MB2	0,853	Valid
		MB3	0,644	Valid
		MB4	0,847	Valid

Source: Primary data processed with Smart-PLS, 2024

The table shows the value of each *loading factor*. The statement indicator has a *loading factor* value that has exceeded the minimum value, which is > 0.50, namely with the *loading factor* value of all statements (> 0.50). In addition, the convergent validity test can be seen from the *Average Variance*

*Extracted* (AVE) value of each construct with the relationship between other constructs in the model. The *Average Variance Extracted* (AVE) value must have a value greater than 0.50 (>0.50).

## 2. Reliability Test

**Table 16. Composite Reliability Value**

	<i>Composite Reliability</i>	<b>Description</b>
<i>Co-Branding</i> (X <sub>1</sub> )	0,863	Reliable
<i>Celebrity Endorser</i> (X <sub>2</sub> )	0,897	Reliable
<i>E-WOM</i> (X <sub>3</sub> )	0,927	Reliable
<i>Brand Image</i> (Z)	0,908	Reliable
Purchase Intention (Y)	0,835	Reliable

Source: Primary data processed with Smart-PLS, 2024

The *composite reliability* results of each variable from the table above have a value of more than 0.70, which means that each indicator for each variable has high consistency. In addition, to strengthen the level of reliability of the research instrument, it can be checked through the *Cronbach's alpha* value.

## Structural Model Test (*Structural Inner Model*)

### 1. *R-Square* Test ( $R^2$ )

**Table 17 *R-Square* Value**

<b>Variables</b>	<b><i>R Square</i></b>	<b><i>R Square Adjusted</i></b>
<i>Brand Image</i> (Z)	0,475	0,467
Purchase Intention (Y)	0,582	0,574

Source: Primary data processed with Smart-PLS, 2024

### 2. *Predictive Relevance* Test ( $Q^2$ )

In this *Q-Square* test using data from the *R-Square* test results. In the *R-Square* test, the *brand image* value is 0.475 and the purchase interest *R-Square* is 0.582, then it is calculated using the *Q-Square* formula as follows:

$$Q^2 = 1 - [(1 - R_{(1)}^2) \times (1 - R_{(2)}^2)]$$

$$Q^2 = 1 - [(1 - 0.475) \times (1 - 0.582)]$$

$$Q^2 = 1 - [(0.525) \times (0.418)]$$

$$Q^2 = 1 - [(0.219)]$$

$$Q^2 = 0,781$$

Based on the calculation results, it shows that this research model has a *Q-Square* value > 0, namely 0.718 and is included in the strong / large predictive relevance category. This shows that the amount of diversity from the data that can be explained by the research model is 71.8% while the remaining 28.2% is explained by other factors that are outside the research model.

### 3. Model Fit *Goodness* Test (*Goodness of Fit*)

**Table 18. SRMR value**

Fit Summary	Saturated Model	Estimated Model	Description
SRMR	0,087	0,087	Good enough

Source: Primary data processed with Smart-PLS, 2024

Based on the table above, it shows that the results obtained from the *Goodness of Fit* model test results have an SRMR value of 0.087. Where the SRMR value of 0.087 lies between 0.08 - 0.10, it can be concluded that the model in this study is good enough to use. Overall the structural model in this study is acceptable.

## Hypothesis Test

### 1. Direct Effect Test

#### a) The Effect of *Co-Branding* on *Brand Image*

The results showed that the relationship between the *Co-Branding* variable and *Brand Image* has an *original sample* value of 0.558 with a *p-value* of  $0.000 < 0.05$  and a *t-statistics* value of  $4.295 > 1.96$  so it can be concluded that *co-branding* positively and significantly affects the *brand image* variable.

#### b) The Effect of *Co-Branding* on Purchase Intention

The results showed that the relationship between the *Co-Branding* variable and Purchase Interest has an *original sample* value of 0.365 with a *p-value* of  $0.007 < 0.05$  and a *t-statistic* value of  $2.718 > 1.96$  so that it can be concluded that *co-branding* positively and significantly affects the purchase interest variable.

#### c) The Effect of *Celebrity Endorser* on *Brand Image*

The results showed that the relationship between the *Celebrity Endorser* variable and *Brand Image* has an *original sample* value of 0.074 with a *p-value* of  $0.518 > 0.05$  and a *t-statistics* value of  $0.646 < 1.96$  so it can be concluded that *celebrity endorsers* do not have a positive and significant effect on *brand image* variables.

#### d) The Effect of *Celebrity Endorser* on Buying Interest

The results showed that the relationship between the *Celebrity Endorser* variable and Purchase Interest has an *original sample* value of -0.081 with a *p-value* of  $0.463 > 0.05$  and a *t-statistics* value of  $0.735 < 1.96$  so it can be concluded that *celebrity endorsers* do not have a positive and significant effect on the purchase interest variable.

#### e) The effect of *Electronic Word of Mouth* on *Brand Image*

The results showed that the relationship between the *Electronic Word of Mouth* variable and *Brand Image* has an *original sample* value of 0.095 with a *p-value* of  $0.276 > 0.05$  and a *t-statistics* value of  $1.090 < 1.96$  so it can be concluded that *electronic word of mouth* does not have a positive and significant effect on *brand image* variables.

#### f) The effect of *Electronic Word of Mouth* on Purchase Intention

The results showed that the relationship between the *Electronic Word of Mouth* variable and Purchase Interest has an *original sample* value of 0.409 with a *p-value* of  $0.000 < 0.05$  and a *t-statistics* value of  $4.952 > 1.96$  so it

can be concluded that *electronic word of mouth* has a positive and significant effect on the purchase interest variable.

g) The Effect of *Brand Image* on Purchase Intention

The results showed that the relationship between the *Brand Image* variable and Purchase Interest has an *original sample* value of 0.164 with a *p-value* of 0.013 <0.05 and a *t-statistics* value of 2.482 > 1.96 so it can be concluded that *brand image* has a positive and significant effect on the purchase interest variable.

2. Specific Indirect Effect Test

The following is an explanation of the results of the statistical analysis calculations that have been displayed in Table 4.20 below:

a) The Effect of *Co-Branding* on Purchase Intention with *Brand Image* as *Intervening*

The results showed that the relationship between *co-branding* variables on purchase intention with *brand image* as an *intervening* variable has an *original sample* value of 0.092 with a *p-value* of 0.039 <0.05 with a *t-statistic* value of 2.069 > 1.96 and a VAF value of 0.200 so it can be concluded that *brand image* partially mediates the relationship between *co-branding* variables on purchase intention.

b) The Effect of *Celebrity Endorser* on Purchase Intention with *Brand Image* as *Intervening*

The results showed that the relationship between *celebrity endorser* variables on purchase intention with *brand image* as an *intervening* variable has an *original sample* value of 0.012, with a *p-value* of 0.567 > 0.05, with a *t-statistic* value of 0.573 < 1.96, and a VAF value of -0.177 so it can be concluded that *brand image* does not mediate the relationship between *celebrity endorser* variables on purchase intention.

c) The Effect of *Electronic Word of Mouth* on Purchase Intention with *Brand Image* as *Intervening*

The results showed that the relationship between *ewom* variables on purchase intention with *brand image* as an *intervening* variable has an *original sample* value of 0.016, with a *p-value* of 0.346 > 0.05, with a *t-statistic* value of 0.942 < 1.96 and a VAF value of 0.036 so it can be concluded that *brand image* does not mediate the relationship between *ewom* variables and purchase intention.

## Discussion

### *The Effect of Co-Branding on Brand Image*

The results of this study show that co-branding has a positive and significant effect on brand image, meaning that increasing co-branding will enhance the brand image, while reducing co-branding will have the opposite effect. This suggests that to improve the brand image, companies should focus on increasing co-branding efforts. The study also highlights that stronger brand awareness, unique brand incorporation, and positive consumer responses lead to an overall increase in company, product, and user images. These findings align with previous research by

Fataras Larasti and Susi Evanita (2023) and R. Pratama, B. Widjajanta & G. Razati (2017), which confirmed that co-branding positively impacts brand image. Building on the success of its collaboration with JKT48, Telkomsel can further enhance its brand image by partnering with other popular artists or idol groups.

#### ***The Effect of Celebrity Endorser on Brand Image***

The results of this study show that celebrity endorsers do not significantly impact brand image, meaning increasing or decreasing the presence of celebrity endorsers will not notably affect the brand's image. This finding suggests that factors like attractiveness, popularity, credibility, and expertise of the endorsers do not have a strong influence on the company's, product's, or user's image. These results align with research by Fataras Larasti and Susi Evanita (2023), but contradict other studies that found a significant effect. For Telkomsel, this indicates that focusing on celebrity endorsers may not be the best strategy for enhancing brand image, and exploring alternative marketing methods might be more effective..

#### ***Effect of Electronic Word of Mouth on Brand Image***

The results of this study show that electronic word of mouth (eWOM) does not have a significant impact on brand image, meaning that increasing or decreasing eWOM will not notably affect the brand's image. This suggests that factors like the intensity, variety of opinions, and content of eWOM do not significantly influence the company's, product's, or user's image. These findings contradict previous research by Mochammad Jasin (2022), Muhammad Rafif Hidayatullah and I Made Bayu Dirgantara (2018), and others, which found a positive relationship between eWOM and brand image. Given that eWOM does not significantly impact brand image, Telkomsel should consider exploring other, more effective marketing strategies.

#### ***The Effect of Co-Branding on Purchase Intention***

The results of this study indicate that co-branding has a positive and significant effect on purchase intention, meaning that increasing co-branding will boost consumer purchase interest, while reducing it will decrease purchase intention. This suggests that to increase purchase intention, companies should focus on enhancing co-branding efforts. The study also highlights that stronger brand awareness, unique brand incorporation, and positive consumer responses lead to higher transactional, referential, preferential, and exploratory interest from consumers. These findings align with previous research by Ragil Restu Setiawan and others (2023), confirming that co-branding positively influences purchase intention. However, this contradicts the research by Julio Andre Setiawan and Binti Nur Asiyah (2023). Based on the success of its collaboration with JKT48, Telkomsel should consider partnering with other appealing brands to further increase consumer buying interest.

#### ***The Effect of Celebrity Endorsers on Buying Interest***



The results of this study indicate that celebrity endorsers do not have a significant impact on purchase intention, meaning that increasing or decreasing celebrity endorsers will not notably affect consumer buying interest. Factors such as attractiveness, popularity, credibility, and expertise of the endorsers also do not lead to significant changes in consumer transactional, referential, preferential, or exploratory interest. These findings align with previous research by Annisa Puji Nursyabani and Anita Silvianita (2023), which also concluded that celebrity endorsers do not influence purchase intention. However, the results contradict studies by Eldrin Masato and others (2021) and several other researchers. Given that celebrity endorsers do not significantly affect buying interest, Telkomsel should consider exploring more effective alternative marketing strategies.

#### ***The Effect of Electronic Word of Mouth on Purchase Intention***

The results of this study indicate that electronic word of mouth (eWOM) has a positive and significant effect on purchase intention, meaning that increasing eWOM will lead to a rise in buying interest, while reducing it will decrease purchase intention. This suggests that to boost buying interest, companies should focus on enhancing eWOM efforts. The study also shows that increased intensity, variety of opinions, and content of eWOM will significantly raise consumers' transactional, referential, preferential, and exploratory interest. These findings align with previous research by Mochammad Jasin (2022) and others, although they contradict studies by Matheous Tamonsang and Yunita Dwi Arisma Putri (2023) and Devie Rusiana and Sri Setyo Iriani (2023). Based on these results, Telkomsel should encourage satisfied customers to share positive experiences on social media and actively engage with reviews, comments, and mentions to further increase consumer buying interest.

#### ***The Effect of Brand Image on Purchase Intention***

The results of this study show that brand image has a positive and significant effect on purchase intention, meaning that improving brand image will lead to increased buying interest, while a decrease in brand image will reduce buying interest. This indicates that companies should focus on enhancing brand image to boost consumer interest. The study also suggests that improving company, product, and user images will significantly increase consumers' transactional, referential, preferential, and exploratory interest. These findings align with previous research by Safeena Yaseen (2019) and others, confirming the positive impact of brand image on purchase intention. Based on these results, Telkomsel is advised to maintain its corporate image through CSR initiatives in education (IndonesiaNEXT), digital citizenship (Internet Baik and NextDev), community empowerment (Digital Creative Entrepreneur and Baktiku Negeriku), environmental efforts (Telkomsel Jaga Bumi), and philanthropy (TERRA), while also strengthening its product and user images through loyalty programs like Telkomsel Prestige to further enhance consumer buying interest.

#### ***The Effect of Co-Branding on Purchase Intention with Brand Image as an Intervening Variable***

The results of this study indicate that brand image mediates the relationship between co-branding and purchase intention, meaning that improving brand image strengthens the positive effect of co-branding on purchase intention. Conversely, without improving brand image, the impact of co-branding on purchase intention weakens. To increase purchase intention through co-branding, companies should prioritize enhancing their brand image. This can be achieved by improving company, product, and user images through strategies such as increasing brand awareness, brand strength, unique brand incorporation, positive consumer judgment, and consumer-beneficial co-branding efforts. These findings align with previous research by Ulfi Wahyuning Rohmah (2022) and Lia Faizatul Imamah and Rachmad Hidayat (2020), confirming that brand image can mediate the effect of co-branding on purchase intention.

***The Effect of Celebrity Endorser on Purchase Intention with Brand Image as an Intervening variable***

The results of this study show that brand image does not mediate the relationship between celebrity endorsers and purchase intention, meaning that increasing or decreasing brand image will not significantly affect the positive impact of celebrity endorsers on purchase intention. This suggests that improving factors like attractiveness, popularity, credibility, and expertise of celebrity endorsers will not influence consumer interest or purchase intention. The findings are supported by research by Anggellista Permata Sari and Seprianti Eka Putri (2023), which also concluded that brand image does not mediate the effect of celebrity endorsers on purchase intention. However, this contradicts studies by Devie Rusiana, Sri Setyo Iriani (2023), and other researchers, who found a significant relationship between celebrity endorsers and purchase intention.

***The effect of Electronic Word of Mouth on Purchase Intention with Brand Image as an Intervening variable***

The results of this study indicate that brand image does not mediate the relationship between electronic word of mouth (eWOM) and purchase intention, meaning that changes in brand image will not significantly affect the positive impact of eWOM on purchase intention. This suggests that improving factors like the intensity, variety of opinions, and content of eWOM will not influence consumer interest or purchase intention. These findings contradict previous research by Devie Rusiana, Sri Setyo Iriani (2023), and others, which showed a significant effect of eWOM on purchase intention. Therefore, enhancing company, user, and product images through eWOM does not lead to increased purchase intention in this study.

## **CONCLUSION**

Based on the research conducted, it can be concluded that co-branding has a positive and significant effect on brand image and purchase intention on Telkomsel's KuWOTAJKT48 package. In contrast, celebrity endorsers and electronic word of mouth (e-WOM) have no significant effect on brand image. However, e-WOM is proven to have a positive and significant effect on purchase

intention. In addition, brand image has a significant influence on purchase intention and mediates the relationship between co-branding and purchase intention, but does not mediate the relationship between celebrity endorsers and e-WOM on purchase intention.

This research has several limitations that are expected to be refined in future research. For Telkomsel, it is recommended to increase co-branding collaboration to strengthen brand image and encourage an increase in the quantity of e-WOM to further contribute to user purchase intention. For future researchers, it is recommended to add other variables, considering that co-branding, celebrity endorsers, and e-WOM only explain 57.4% of the influence on purchase intention and 46.7% on brand image. Other research approaches, such as in-depth interviews or focus group discussions, can be used to gain a broader understanding. In addition, deepening the analysis with market segmentation based on age, gender, or social media usage habits will provide sharper insights. Thus, future research is expected to be more comprehensive and useful for the development of the company's marketing strategy.

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