

The Influence of Quality Perceptions, Social Media, Price Perceptions and Celebrity Endorsers on Purchase Intention with Brand Image as a Mediating Variable in Idemu Custome Furniture Products in Jakarta

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DOI: [10.36348/sjbms.2024.v09i02.003](https://doi.org/10.36348/sjbms.2024.v09i02.003)

| Received: 11.01.2024 | Accepted: 06.02.2024 | Published: 12.02.2024

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Abstract

Abstract: This study was written with the aim of examining the effect of Perceived Quality, Social Media, Perceived Price, and Celebrity Endorsers on Purchase Intentions with Brand Image as a Mediation Variable on Idemu Custome Furniture Products in Jakarta. The population analyzed is all people who have an interest in buying Idemu furniture products, who understand Idemu products and know Idemu products in Jakarta. The calculation sample is calculated based on the number of indicators multiplied by 5, so that 215 respondents are obtained. The Structural Model was chosen as the method of analysis using PLS software. The results of the study show that Perceived Quality, Social Media, Perceived Price and Celebrity Endorsers have a positive effect on Brand Image. Brand Image, Social Media, Perceived Price have a positive effect on Purchase Intention, but Perceived Quality and Celebity Endorser have no influence on Purchase Intention.

Keywords: Perceived Quality, Social Media, Perceived Price, Celebity Endorser, Brand Image, Purchase Intention.

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I. INTRODUCTION

Business in the furniture industry is a business that continues to grow. The many types of furniture make this business have unlimited potential. Such as various materials for making furniture, ranging from wood, stone, iron, roots and bamboo, even plastic. The function of furniture is no longer just to complete the contents of the house, but also to add to the aesthetic side of the house. That is why nowadays a lot of furniture has unique and cute designs that attract the interest of consumers. Increasingly advanced technology is also advancing business in this field. Through the internet, consumers can easily search for furniture with the material and type they want. The development of the furniture business of course also gives rise to increasingly fierce competition. Many people have used this business as a profitable business investment.

The Central Statistics Agency (BPS) noted that gross domestic product (GDP) at constant prices (ADHK) for the furniture industry was IDR 29.39 trillion in 2021. This value grew 8.16% compared to the previous year (year on year/yoy) which amounted to IDR 27.17 trillion. This growth reversed the situation in 2020, where the furniture industry had to correct 3.36%. This decline occurred due to the impact of the Covid-19 pandemic. Demand for furniture also increases along with hotel construction and renovation. Apart from that, the Indonesian Furniture and Crafts Industry Association (HIMKI) said that export demand has increased sharply. Based on HIMKI records, the export value reached US\$3.14 billion in January-November 2021. This value increased 28.93% from the 2020 realization of US\$2.43 billion.

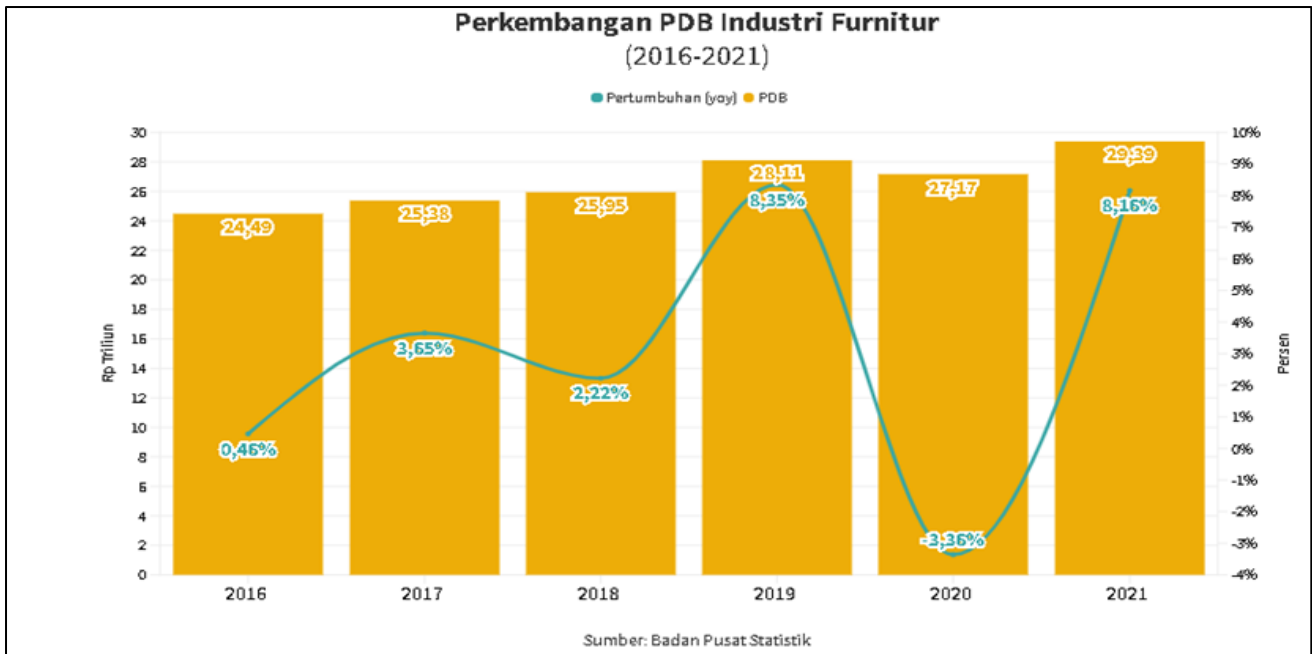


Figure 1. 1 Furniture Industry Development Data 2016 – 2021
Source: Central Statistics Agency, 2021

Market demand for furniture products in the Jakarta area and its surroundings is quite high and this is proven by the large number of companies operating in the furniture and furnishings industry. According to data

from the Ministry of Industry, hundreds of companies are registered in the furniture industry in the category with a turnover of tens of millions to billions every month.

Variabel	Jawaban	
	Ya	Tidak
Persepsi Kualitas	26	1
Brand Image	22	5
Trust	22	5
Social Media	26	1
Persepsi Harga	26	1
Perceived Value	22	5
Celebrity endorser	23	4
Location	20	7
Design Product	20	7
Promosi	21	6
Service Quality	21	6

From the survey results that have been distributed, there are a total of 11 factors that influence a person's purchase intention, so the researchers took 4 factors as independent variables, namely perceived quality, social media, perceived price and celebrity endorsers, and one factor as a mediating variable, namely brand image.

To empirically prove the factors that influence consumer purchase intentions for Idemu custom furniture products, research was conducted on "The Influence of Quality Perceptions, Social Media, Price Perceptions and Celebrity Endorsers on Purchase Intention with Brand Image as a Mediating Variable on Idemu Custom Furniture Products." (case study in Jakarta).

1.3. Formulation of the Problem

Based on the background and phenomena described above, the formulation of this research problem is:

1. Does perceived quality influence the brand image of Idemu custom furniture products?
2. Does social media influence the brand image of Idemu custom furniture products?
3. Does price perception affect the brand image of Idemu custom furniture products?
4. Do celebrity endorsers influence the brand image of Idemu custom furniture products?
5. Does perceived quality influence purchase intention for Idemu custom furniture products?
6. Does social media influence purchase intention for Idemu custom furniture products?

7. Does price perception influence purchase intention for Idemu custom furniture products?
8. Do celebrity endorsers influence purchase intention for Idemu custom furniture products?
9. Does brand image influence purchase intention for Idemu custom furniture products?
10. Can Brand Image mediate perceived quality on purchase intention?
11. Can Brand Image mediate social media on purchase intention?
12. Can Brand Image mediate price perception on purchase intention?
13. Can Brand Image mediate celebrity endorser perceptions of purchase intention?

II. LITERATURE REVIEW

Consumer Behavior

According to Kotler & Keller (2016), consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods,

services, ideas, or experiences to satisfy their needs and desires. Marketers must truly understand the theory and reality of consumer behavior. Consumer purchasing behavior is influenced by cultural, social and personal factors. Of these, cultural factors provide the broadest and deepest influence.

Theory of Planned Behaviour

The Theory of Planned Behavior is a theory of human behavior put forward by Icek Ajzen in 1985. This theory was proposed by Icek Ajzen (1988 – 1991) to help understand how we can change someone's behavior. The theory of intention experienced development, where initially it only contained the theory of reasoned action which had two determinant functions, namely attitudes and subjective norms until it developed into planned behavior theory by forming three determinant functions, namely attitude towards the behavior in question, subjective norms, and perceived behavioral control (Ajzen, 2001).

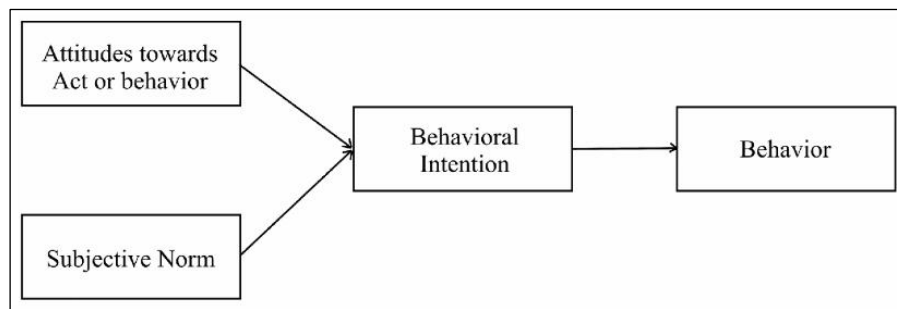


Figure 2. 1 Theory of Planned Behavior

Source: Ajzen, 1991

C. Theory of Planned Behaviour

Purchase intention or buying interest is one of the characteristics of consumer behavior when using a product. According to Kotler & Keller (2012: 137) purchasing interest is "consumer behavior that appears as a response to objects that indicate the customer's desire to make a purchase".

Balakrishnan *et al.*, (2014) stated the definition of purchase intention based on a summary of previous research as interest which refers to subjective assessments by consumers which are reflected through general evaluations of purchasing a product or service. More specifically, Balakrishnan *et al.*, (2014) stated purchase intention as the interest in buying a product or service which is determined by the degree of confidence in the customer's perception of the product or service.

D. Perception of Quality

According to Kotler and Armstrong (2018: 283) product quality is "The ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation and product repair, as well as other product attributes". Quality standardization is needed to ensure that the products produced meet predetermined standards so that consumers do not lose

confidence in the product in question. Tjiptono (2015 :2) stated that: "the conventional definition of quality is as a direct description of a product such as performance, reliability, ease of use, aesthetics and so on. In the strategic definition, quality is anything that is able to fulfill the desires or needs of customers (meeting the needs of customers). The highest quality of products and services is the main value that customers expect from producers. According to Kotler and Keller (2018: 143), product quality is the ability of an item to provide results or performance that match or even exceed what customers want.

E. Social Media

Brogan (2010:11) defines social media as a new set of communication and collaboration tools that enable many types of interaction that were previously unavailable to ordinary people. Meanwhile, according to Gunelius (2011:10) social media marketing is any form of direct or indirect marketing that is used to build awareness, recognition and action for a brand, business, product, person or other entity and is carried out using web tools. social. There are several social media that are popular in society, such as Facebook, Twitter, Pinterest, Reddit, Youtube, Myspace, Digg, Google Plus, LinkedIn, and Instagram. Each social media used has

different usage procedures, such as Instagram which can only share photos and videos which can be filled with links, captions, tags and hashtags.

F. Price Perception

Stanton in Sunyoto (2013) states that price is the value referred to in rupiah and cents/other monetary mediums as a medium of exchange. While Kotler and Keller (2014) stated that price is one element of the marketing mix that generates revenue, other elements generate costs. The definition of price according to Keller and Armstrong (2017: 410) is "price is the amount of money charged for a product or service" which means the amount of money charged for a product or service. According to Hawkins and Mothersbough (2013), "price is the amount of money one must pay to obtain the right to use the product," or means that price is the amount of money that must be paid to obtain the right to use a product. Price is perhaps the easiest element in a marketing program to customize, while product features, channels and even communications take more time to customize.

G. Celebrity Endorser

Celebrities are seen as individuals who are liked by society and have attractive advantages that differentiate them from other individuals. In addition, celebrities are used for their famous attributes including good looks, courage, talent, grace, strength, and sexual appeal which often represent the desired appeal of the brands they advertise. Today, many consumers easily identify with these stars, often viewing them as heroes for their achievements, personalities and physical attractiveness.

H. Brand Image

Marketers build brands with a concept that is mature and used optimally in marketing actions. One way to create a strong brand is by establishing a good brand image. A good image will provide added value to a product and service which will lead to an increase in consumer purchasing desires (Mambu, 2015). Meanwhile, brand image according to Keller (2013: 72) is the consumer's perception of a brand, as reflected in the brand associations that exist in consumer memory. In other words, brand associations are various information that is connected in memory and contains brand meaning for consumers. Associations come in many forms and can reflect product characteristics or aspects.

III. RESEARCH METHODS

A. Research Design

One of the aims of this research is to test the hypothesis about the influence of quality perceptions, social media marketing, price perceptions and celebrity endorsers, which are independent variables, on purchase intention as the dependent variable, with the mediating variable being brand image. Apart from that, this research also aims to test whether the mediating variable brand image mediates the influence of the independent

variable on the dependent variable. One of the further steps that must be taken is to create a research design. Research design according to Sekaran & Bougie (2013) is a plan for collecting, measuring and analyzing data based on research questions.

B. Operational Definition of Variables

A research variable is an attribute or trait or value of a person, object, organization or activity that has certain variations determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2015). The variables to be studied are as follows:

1. Independent Variable (X)

An independent variable is a variable that influences or is the cause of changes or the emergence of a dependent (dependent) variable (Sugiyono, 2015). The independent variables in this research are Product Quality (X1), Social Media (X2), Price (X3) and Celebrity Endorser (X4).

2. Dependent Variable (Y)

The dependent variable is the dependent variable according to Sekaran & Bougie (2013) is the variable that is the main focus of research attention. In this research, the dependent variable is Purchase Intention (Y). Balakrishnan *et al.*, (2014) stated purchase intention as the interest in buying a product or service which is determined by the degree of confidence in the customer's perception of the product or service.

3. Mediation Variables

According to Sekaran & Bougie (2013), a mediating variable is a variable that mediates the influence between the independent variable and the dependent variable. In this research, the mediating variable is Brand Image (Z).

C. Variable Operationalization

An operational definition is a description of research concepts or variables in measurable details (research indicators). Below we will explain the operational definitions of each variable in this research. the equation as a graphic and insert it into the text after your paper is styled.

D. Population and Sample

According to Sugiyono (2014), population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied. Population is not just the number of objects or subjects being studied, but also includes all the characteristics or traits possessed by the object or subject, and then conclusions are drawn. So it can be concluded that the population is observations made by researchers to find conclusions from the research and in this research the population is all individuals who are interested in buying Idemu custom furniture products. In the category of everyone who understands Idemu custom furniture products and

understands and knows Idemu products in the Jakarta area.

In Sugiyono (2014) the sample is part of the number and characteristics of the population. If the population is large and the researcher is unable to study everything in the population, due to limited funds, energy and time, then the researcher can use samples taken from that population. These limitations mean that the sample for this research is individuals who are not yet interested in purchasing Idemu custom furniture products. In this research, the sampling technique used was non-probability sampling. According to Sugiyono (2017), non-probability sampling is a sampling technique where members of the population do not have the same opportunity to become members of the sample. In this research, because the population is unlimited, samples were taken using judgment sampling techniques. Judgment Sampling is the method chosen by the researcher if the researcher determines the subjects from the selected sample based on the researcher's judgment alone.

According to Hair *et al.*, (2010) explained that the number of samples as respondents must be adjusted to the number of indicator questions used in the questionnaire, assuming $n \times 5$ observed variables (indicators) up to $n \times 10$ observed variables (indicators). The number of samples in this research is:

$$\begin{aligned} \text{Number of Samples} &= \text{Indicator} \times 5 \\ &= 43 \times 5 \\ &= 215 \end{aligned}$$

3.5. Data Analysis Method

This research uses a data analysis method with a Structural Equation Model (SEM) approach using SmartPLS (Partial Least Square). PLS (Partial Least Square) is an alternative model to covariance based SEM. Covariance-based SEM generally only tests causality/theory while PLS is a predictive model. PLS is a powerful analysis method because it can be applied to all data scales, does not require many assumptions and the sample size does not need to be large. Apart from being able to confirm theory, PLS can also analyze constructs formed with reflexive and formative indicators. This cannot be done by covariance-based SEM because it would be an unidentified model (Ghozali, 2014). The PLS testing steps according to Ghozali (2014) are as follows:

a. Outer Model

The Outer Model, often also called (outer relation or measurement model), defines how each indicator block is related to its latent variable.

1) Convergent Validity

Convergent validity testing of each construct indicator. According to Chin in Ghozali (2014), an indicator is said to have good validity if its value is greater than 0.70, while a loading factor of 0.50 to 0.60

can be considered sufficient. Based on this criterion, if there is a loading factor below 0.50, it will be discarded or dropped from the model.

2) Discriminant Validity

Discriminant validity testing, the measurement model with indicator reflection is assessed based on the cross loading of the measurement with the construct. An indicator can be declared valid if it has the highest loading factor on the construct being targeted, which will be compared with the loading factor on other constructs. This shows that the latent constructs have predicted the indicators in their block better than the indicators in other blocks. Another method for assessing discriminant validity is by comparing the square root of average variance extracted (AVE) value for each construct with the correlation between the construct and other constructs in the model, so it can be said to have good discriminant validity values (Ghozali, 2014).

3) Composite Reliability

Composite reliability testing aims to test the reliability of instruments in a research model. If all latent variable values have a composite reliability or Cronbach alpha value ≥ 0.7 , this means that the construct has good reliability, or the questionnaire used as a tool in this research is reliable or consistent (Ghozali, 2014).

b. Structural Model or Hypothesis Testing (Inner Model)

Inner model testing is a model development based on theoretical concepts in order to analyze the relationship between exogenous and endogenous variables which have been described in a conceptual framework. The purpose of the structural model test is to see the correlation between the constructs being measured, namely the t test from partial least squares itself. The structural or inner model can be measured by looking at the R-square value of the model which shows how big the influence is between the variables in the model. Then the next step is estimating the path coefficient which is the estimated value for the path relationship in the structural model obtained using a bootstrapping procedure with a value that is considered significant if the statistical t value is greater than 1.96 (significance level 5%).

IV. RESEARCH RESULT

PT. Vivere Multi Kreasi is a local company operating in the retail sector. PT. Vivere Multi Kreasi was founded in 1938. This company produces various custom furniture such as wall cabinets, kitchen sets, wardrobes, bedrooms, living rooms, or other furniture needs that can be adjusted to the conditions and size of the room you have. One of the brands produced is Idemu. Idemu is the first custom furniture brand in Indonesia to have its own factory in Indonesia. All Idemu products are produced directly in Indonesia using European standard machine technology and a team that is experienced in their field. So, whatever the space at home or in a room,

you can personalize the furniture through Idemu. With the help of a team of designers, by creating functional built-in furniture according to the needs, budget and ideas requested by consumers and adjusted to the budget and area or condition of the room owned by potential consumers.

A. Research Result

This research aims to determine the influence of quality perceptions, social media, price perceptions and celebrity endorsers on purchase intention with brand image as a mediating variable in Idemu custom furniture products. In this research, data was obtained by distributing questionnaires to 215 respondents who were people who were interested in Idemu products to obtain data related to quality perceptions, social media marketing, price perceptions and celebrity endorsers and purchase intention.

From the research that has been collected, it is then analyzed descriptively and quantitatively.

Descriptive analysis is carried out with the help of the Microsoft Excel program to determine perceptions of quality, social media, price perceptions and celebrity endorsers and purchase intention, while quantitative analysis is carried out using the SEM PLS method to determine the influence of perceptions of quality, social media, price perceptions and celebrity endorsers on purchase intention.

b. Results of Respondent Profile Analysis

Below, the author will provide a more comprehensive picture of the respondents' descriptions consisting of age, gender, highest level of education, employment status, and income.

Based on the questionnaire answers received, it can be seen that the descriptive data of this respondent consists of one single person with the following data:

Table 4. 1 Characteristics of Respondents Based on Age

Age	Frequency	Percentage
< 25 years	17	7,91%
25 - 29 years	46	21,40%
30 - 39 years	81	37,67%
40 - 49 years	56	26,05%
> 50 years	15	6,98%
Total	215	100,00%

Based on table 4.1, it shows the characteristics of respondents based on age. Based on the results of research that has been carried out, it shows that the majority of respondents answered 30 years to 39 years,

namely 81 people or (37.67%). Meanwhile, the minority of respondents answered that they were more than 50 years old, namely 15 people or (6.98%).

Table 4. 2 Characteristics of Respondents Based on Income

Income	Frequency	Percentage
< 5 million	24	11,16%
5 - 10 million	62	28,84%
10 - 20 million	89	41,40%
> 20 million	40	18,60%
Total	215	100,00%

Based on table 4.2, it shows the characteristics of respondents based on income. Based on the results of research that has been carried out, it shows that the majority of respondents answered 10 million to 20

million, namely 89 people or (41.40%). Meanwhile, the minority of respondents answered less than 5 million, namely 24 people or (11.16%).

Table 4. 3 Characteristics of Respondents Based on Married Status

Married Status	Frequency	Percentage
Not Married	47	21,86%
Marry	168	78,14%
Total	215	100,00%

Based on table 4.3, it shows the characteristics of respondents based on married status. Based on the results of research that has been conducted, it shows that the majority of respondents answered that they were

married, namely 168 people or (78.14%). Meanwhile, the minority of respondents answered that they were not married, namely 47 people or (21.86%).

Reliability testing was carried out by testing the instrument only once, then analyzing it using the Alpha-Cronbach method. A questionnaire is said to be reliable

if the reliability coefficient is greater than 0.7. The results of the reliability test are as follows.

Table 4. 10 Research Questionnaire Reliability Test Results

Variable	Reliability Index	Critical Value	Information
Product Quality (X1)	0,821	0,7	Reliable
Social Media (X2)	0,877	0,7	Reliable
Harga (X3)	0,932	0,7	Reliable
Celebrity Endorser (X4)	0,934	0,7	Reliable
Brand Image (Z)	0,901	0,7	Reliable
Purchase Intention (Y)	0,897	0,7	Reliable

Based on table 4.10 regarding the reliability test on the research questionnaire. It can be seen that the reliability value of the statement items on the six

variables being studied is greater than 0.7. These results indicate that the statement items in the questionnaire are reliable for measuring the variables.

Table 4. 30 Recapitulations of Descriptive Analysis of Recognition Dimensions

No	Statement Items		Respondent Answer Score					Total Skor	Percentage
			5	4	3	2	1		
1	The logo on Idemu is known to many people	F	59	116	21	10	9	851	79,16%
		%	27,44%	53,95%	9,77%	4,65%	4,19%		
2	Idemu products are already known to many people	F	14	170	17	3	11	818	76,09%
		%	6,51%	79,07%	7,91%	1,40%	5,12%		
Total Score and Percentage							1669	77,63%	

Source: Data Processing (2023)

Based on table 4.30, the total score and percentage of respondents' responses regarding the Recognition dimension can be seen. It can be seen that the overall total score is 1669, and the percentage value of respondents' responses regarding the Recognition dimension is 77.63%, which is in the good category. The criteria for interpreting scores in the Recognition dimension can be seen in Figure 4.20 as follows.

Convergent validity is testing construct validity. An indicator is said to have good validity if it has a loading factor value greater than 0.70. Based on the estimation results using the help of the Smart PLS 3 program application, the model test output is obtained as follows.

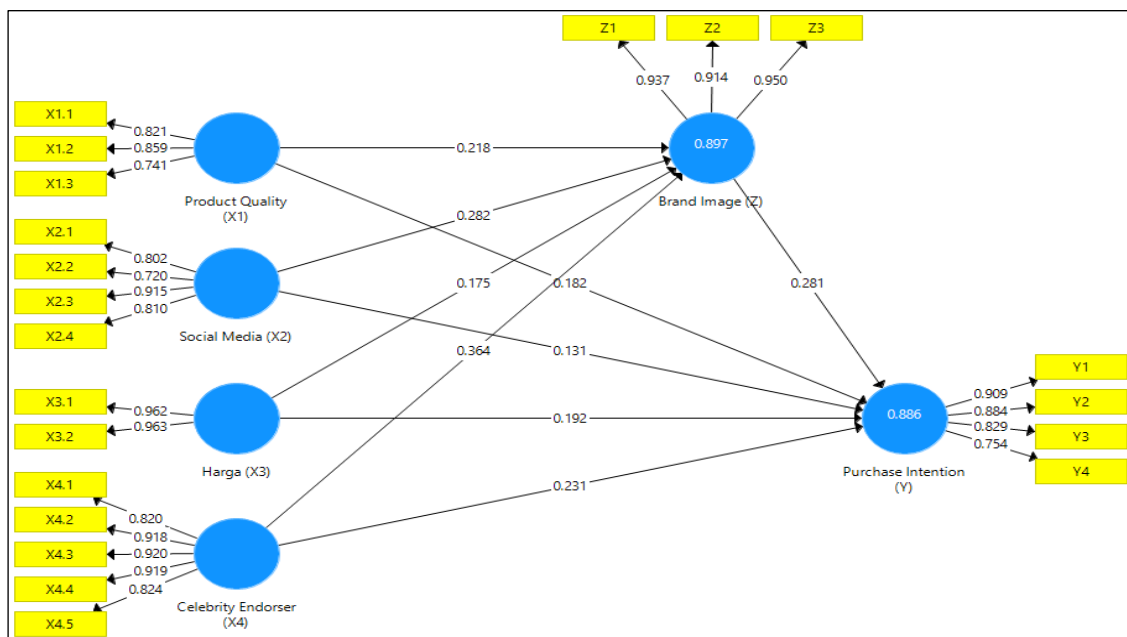


Figure 4. 28 Outer Model Evaluation Loading Factor Value Diagram

Source: Data Processing (2023)

Based on the results of model testing, results were obtained which showed that all manifests (observed variables) had loading factor values greater than 0.70. So the SEM-PLS model is said to have good construct validity. The following is a table that shows the loading factor values in detail on the model.

Discriminant Validity Test Results

This testing process is carried out to measure how far a construct is truly different from other

constructs. Discriminant validity testing is carried out through Fornell-Lacker Criterion analysis, namely a validity test carried out by comparing the correlation between variables or constructs with the square root of the Average Variance Extracted ($\sqrt{\lambda}$). A prediction is said to have a good AVE value if the AVE square root value of each latent variable is greater than the correlation between other latent variables. The following is the Fornell-Lacker Criterion table:

Table 4. 40 Fornell Larcker Criterion

Construct	Brand Image (Z)	Celebrity Endorser (X4)	Price (X3)	Product Quality (X1)	Purchase Intention (Y)	Social Media (X2)
Brand Image (Z)	0.934					
Celebrity Endorser (X4)	0.882	0.901				
Harga (X3)	0.830	0.807	0.963			
Product Quality (X1)	0.809	0.846	0.773	0.867		
Purchase Intention (Y)	0.846	0.891	0.841	0.865	0.915	
Social Media (X2)	0.815	0.746	0.680	0.729	0.800	0.832

Source: Data Processing (2023)

Based on the results of discriminant validity testing using the Fornell-Lacker Criterion, it can be seen that the root of AVE ($\sqrt{\lambda}$) for each construct is greater than the correlation of each construct with other constructs. Another method that can be used to measure discriminant validity is through cross-loading analysis between indicators and their constructs, namely by comparing the

correlation of indicators to their associated constructs with correlation coefficients with other constructs. The correlation coefficient value of the indicator towards the associated construct must be greater than the other constructs. The following are the results of the cross-loading analysis of research data:

Table 4. 41 Cross Loading Discriminant Validity Test Values

Manif est	Product Quality (X1)	Social Media (X2)	price (X3)	Celebrity Endorser (X4)	Brand Image (Z)	Purchase Intention (Y)
X1.1	0.821	0.409	0.556	0.614	0.594	0.589
X1.2	0.859	0.521	0.766	0.793	0.756	0.744
X1.3	0.801	0.741	0.532	0.625	0.727	0.737
X2.1	0.398	0.802	0.258	0.364	0.505	0.477
X2.2	0.759	0.800	0.720	0.792	0.782	0.764
X2.3	0.668	0.915	0.679	0.726	0.785	0.753
X2.4	0.408	0.810	0.267	0.373	0.511	0.486
X3.1	0.728	0.658	0.962	0.741	0.788	0.802
X3.2	0.760	0.652	0.963	0.812	0.809	0.817
X4.1	0.745	0.795	0.625	0.820	0.800	0.817
X4.2	0.768	0.562	0.790	0.918	0.789	0.782
X4.3	0.755	0.565	0.748	0.920	0.791	0.769
X4.4	0.772	0.561	0.792	0.919	0.791	0.786
X4.5	0.681	0.797	0.598	0.824	0.792	0.763
Z1	0.808	0.855	0.719	0.800	0.937	0.854
Z2	0.796	0.626	0.828	0.866	0.914	0.824
Z3	0.826	0.843	0.781	0.857	0.950	0.884
Y1	0.788	0.798	0.688	0.822	0.867	0.909
Y2	0.798	0.627	0.853	0.832	0.813	0.884
Y3	0.694	0.555	0.808	0.725	0.713	0.829
Y4	0.634	0.739	0.469	0.614	0.691	0.754

Source: Data Processing (2023)

Based on Table 4.41, it can be seen that all indicators have a high correlation with their constructs compared to other constructs. So it can be concluded that the research model has good discriminant validity in cross loading discriminant validity.

4.2.4.3 Hypothesis Testing Results

Hypothesis testing in this research was carried out using the path coefficient, t-value and p-value. To assess the significance and predictions in hypothesis testing, it can be seen from the path coefficient and t-value (Kock, N. 2016). According to Kock, N (2016) assessing predictions and significance in hypothesis testing can be seen by p-value. The t-table values can be seen in the following table.

Table 4. 46 t-table values

	<i>One tailed</i>
t-tabel	1,64

According to Kock, N. (2016), with a confidence level of 95% (alpha 5%), one-tailed, the following t-table values are obtained:

1. If the t-statistic value is > 1.64 (used for direct influence), then H_0 is rejected and H_1 is accepted.
2. If the t-statistic value is < 1.64 (used for direct influence), then H_0 is accepted and H_1 is rejected.

The magnitude of the significance value between the variables being tested is presented in the form of a value in the arrow that connects one variable to the target variable.

Based on the results of the research and discussion carried out in the previous chapter regarding "The Influence of Product Quality, Social Media, Price and Celebrity Endorser on Purchase Intention with Brand Image as a Mediating Variable in Idemu Custome Furniture Products (case study in Jakarta)", conclusions can be drawn taken is as follows:

1. Product quality influences the brand image of Idemu custom furniture products.
2. Social media influences the brand image of Idemu custom furniture products.

3. Price influences the brand image of Idemu custom furniture products.
4. Celebrity endorsers influence the brand image of Idemu custom furniture products.
5. Brand image influences purchase intention for Idemu custom furniture products.
6. Product quality influences purchase intention for Idemu custom furniture products.
7. Social media influences purchase intention for Idemu custom furniture products.
8. Price influences purchase intention for Idemu custom furniture products.
9. Celebrity endorsers influence purchase intention for Idemu custom furniture products.
10. Product quality has a positive and significant effect on purchase intention mediated by the brand image of Idemu custom furniture products.
11. Social media has a positive and significant effect on purchase intention mediated by the brand image of Idemu custom furniture products.
12. Price has a positive and significant effect on purchase intention mediated by the brand image of Idemu custom furniture products.
13. Celebrity endorsers have a positive and significant effect on purchase intention mediated by the brand image of Idemu custom furniture products.

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