

The Influence of Celebrity Endorsement on Purchase Intention of Unagi Kurofune

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ABSTRACT

This study aims to analyze the influence of Raditya Dika on purchase intention toward Unagi Kurofune. This research examines the effects of Raditya Dika's trustworthiness, attractiveness, and expertise on his credibility, as well as the effects on credibility and congruence on the purchase intention of Unagi Kurofune among viewers of Raditya Dika's podcast in Jakarta. Data collection was conducted through the distribution of questionnaires and analyzed using SPSS 25 to test validity and reliability, as well as AMOS 23 to perform Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). Based on the data collected from 150 participants, the result indicate that four of the five tested hypotheses are supported, namely credibility has a positive effect on purchase intention, congruence has a positive effect on purchase intention, trustworthiness has a positive effect on credibility, and expertise has a positive effect on credibility and one hypothesis are not supported, namely attractiveness does not have a positive effect on credibility.

Keywords: *credibility, celebrity endorsement, purchase intention*

1. INTRODUCTION

The use of influencers in the food and beverage industry has become increasingly prominent in recent years, particularly as social media platforms continue to shape consumer behavior and purchasing decisions. Influencer-based marketing strategies are widely adopted by food and beverage businesses because they are considered effective in increasing brand exposure, consumer engagement, and purchase intention among digitally active consumers. Recently, Unagi Kurofune has attracted considerable attention on social media platforms such as TikTok and Instagram. This growing popularity has been influenced not only by the restaurant's reputation in Japan and the circulation of viral food review content, but also by its mention in one of Raditya Dika's podcast episodes featuring Sheila Dara entitled "Ada Sheila Dara dari Sore," which was uploaded on July 16, 2025. Following the release of the podcast episode, public interest in Unagi Kurofune increased substantially, as reflected by the growing number of consumers searching for information regarding the restaurant. In addition, numerous social media users began publishing review content related to Unagi Kurofune across various digital platforms. As a consequence of this heightened exposure, consumers are generally required to join a waiting list several weeks in advance before being able to dine at the restaurant.

Previous studies conducted by Calvo-Porrall et al. (2023), Calvo-Porrall and Lévy-Mangin (2024), and Vilas Chavare et al. (2024) demonstrated inconsistent findings regarding the effects of expertise and attractiveness on credibility. These inconsistencies indicate the existence of a research gap concerning the influence of celebrity endorsement attributes on influencer credibility. Therefore, this study seeks to further investigate the influence of Raditya Dika's endorsement on consumers' purchase intention toward Unagi Kurofune.

Based on this phenomenon, this research aims to re-examine the effects of trustworthiness, attractiveness, and expertise on influencer credibility, as well as the effects of congruence and credibility on purchase intention toward Unagi Kurofune in Jakarta. This study is expected to contribute theoretically to the celebrity endorsement literature while also providing practical insights for businesses seeking to increase purchase intention through influencer marketing strategies.

Carroll (2008) defines credibility as the extent to which a source is perceived to possess sufficient knowledge or experience to provide unbiased judgments. Influencers with high credibility are more likely to generate positive consumer responses toward the messages they deliver. Within the framework of Source Credibility Theory proposed

by Hovland et al. (1953), credibility is considered a key determinant of marketing communication effectiveness. The greater the credibility of an influencer, the higher the likelihood that consumers will be attracted to the promoted brand, ultimately increasing purchase intention. Previous research conducted by Calvo-Porrall and Lévy-Mangin (2024) demonstrated that influencer credibility significantly affects purchase intention.

H1: Credibility Positively Influences Purchase Intention

Kamins (1990) and Koernig and Boyd (2009) define congruence as the degree of compatibility between a celebrity's image and the image of the advertised product or brand. Congruence reflects how well an influencer's characteristics align with the promoted brand. The Match-Up Hypothesis suggests that when an influencer possesses characteristics or an image that matches the promoted product, consumers' purchase intention increases. In addition, influencers should align not only with the promoted brand but also with the target consumers in order to maximize promotional effectiveness (Liang et al., 2022). Previous research conducted by Calvo-Porrall and Lévy-Mangin (2024) demonstrated that congruence has a significant influence on influencer credibility.

H2: Congruence Positively Influences Purchase Intention

Ohanian (1990) defines trustworthiness as the perception of an endorser's honesty, integrity, sincerity, and reliability. Trustworthiness is considered to play a crucial role in establishing a person's credibility. Trustworthiness indicates the influencer's honesty, integrity, and sincerity in conveying messages on social media about a brand (Wang & Scheinbaum, 2018). Previous research by Calvo-Porrall & Lévy-Mangin (2024) showed that trustworthiness has a significant influence on influencer credibility in brand endorsements.

H3: Trustworthiness has a positive effect on influencer credibility.

Choi & Rifon (2012) define expertise as the level of skill, experience, knowledge, or understanding perceived by consumers regarding a recommended brand or product. Expertise is the consumer's perspective on the level of knowledge, experience, and skill possessed by the influencer in promoting or conveying a message about a particular brand. Influencers who are perceived by consumers as having expertise in a particular field will more easily convince consumers to trust what the influencer recommends. Previous research by Calvo-Porrall & Lévy-Mangin (2024) showed that expertise has an insignificant effect on influencer credibility.

H4: Expertise has a positive effect on influencer credibility

Huhn et al., (2018) define attractiveness as a set of positive associations consumers have with an influencer. Attractiveness encompasses the influencer's physical appearance, communication style, and personality, which consumers consider attractive. The source-attractiveness model theory proposed by McGuire (1985) states that attractive influencers are more effective in influencing consumer behavior. Previous research by Calvo-Porrall & Lévy-Mangin (2024) showed that attractiveness has an insignificant effect on influencer credibility.

H5: Attractiveness has a positive effect on influencer credibility

2. RESEARCH METHODS

This study is a basic research project with a causal research design aimed at testing the causal relationship between Raditya Dika's trustworthiness, attractiveness, and expertise and his credibility, as well as testing the relationship between congruence and Raditya Dika's credibility and purchase intention for Unagi Kurofune in Jakarta. This study employs a quantitative approach by distributing a questionnaire to 150 respondents who met the selection criteria. The research instrument was designed based on indicators adapted from Calvo-Porrall & Lévy-Mangin (2024), and all statements were measured using a 1–7 scale to describe the respondents' level of agreement regarding all indicators related to Raditya Dika's podcast.

The target population for this study consists of viewers of Raditya Dika's YouTube podcast with the following characteristics: (1) Respondents must be at least 18 years old, (2) Respondents must have completed high school or its equivalent, (3) Respondents must reside in Jakarta, (4) Respondents must have visited and purchased food and beverages from Unagi Kurofune within the last 3 months, (5) Respondents have watched Raditya Dika's podcast at least 3 times in the past 3 months.

3. RESULTS

In the initial stage of the study, validity and reliability tests were conducted on 30 respondents. A validity test is considered valid if the Pearson correlation coefficient is ≥ 0.5 and the p-value is < 0.05 . Based on the test results, all indicators of all constructs—namely trustworthiness, attractiveness, expertise, credibility, congruence, and purchase

intention—were deemed valid as they met these criteria. Reliability tests were also conducted at this stage. A construct is considered reliable if the Cronbach's Alpha (α) value is ≥ 0.7 . Based on the test results, all indicators of all constructs were deemed reliable as they met these criteria. After the data were confirmed to be valid and reliable, the next phase involved collecting data from 150 respondents who met the established criteria.

Figure 1. Research Result

Source: Calvo-Porral & Lévy-Mangin, (2024)

This study used AMOS 23 software to analyze a Confirmatory Factor Analysis (CFA) model for the variables of purchase intention, trustworthiness, expertise, attractiveness, congruence, and credibility in order to determine the Standardized Loading (Std. Loading), Average Variance Extracted (AVE), and Construct Reliability (CR) values, ensuring that all variables are valid and reliable. The researcher also conducted a Goodness of Fit (GoF) test on the measurement model to assess the Normed Chi-Square (CMIN/DF), Root Mean Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI), Comparative Fit Index (CFI), and Tucker Lewis Index (TLI) to determine whether the fit is Good or Marginal. Following the Confirmatory Factor Analysis (CFA), this study also examined the Structural Equation Modeling (SEM) framework by conducting a Structural Equation Model Goodness of Fit (GoF) test to measure the results of the Normed Chi-Square (CMIN/DF), the Root Mean Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI), Comparative Fit Index (CFI), and Tucker Lewis Index (TLI) to determine whether the fit is Good or Marginal, and by testing the hypotheses regarding the variables to determine whether the hypotheses are supported or not supported. Hypothesis test results can be considered supported if the Critical Ratio (C.R.) is ≥ 1.96 and the P-value is ≤ 0.05 (**).

Table 1. Confirmatory Factor Analysis of the Measurement Model

Variable	Code	Std. Loading	AVE	CR	Result
PINT	PINT1	0,904	0,789	0,937	Valid & Reliable
PINT	PINT2	0,873	0,789	0,937	Valid & Reliable
PINT	PINT3	0,865	0,789	0,937	Valid & Reliable
PINT	PINT4	0,910	0,789	0,937	Valid & Reliable
TRUST	TRUST1	0,916	0,793	0,920	Valid & Reliable
TRUST	TRUST2	0,822	0,793	0,920	Valid & Reliable
TRUST	TRUST3	0,930	0,793	0,920	Valid & Reliable
EXP	EXP1	0,976	0,892	0,961	Valid & Reliable
EXP	EXP2	0,956	0,892	0,961	Valid & Reliable
EXP	EXP3	0,900	0,892	0,961	Valid & Reliable
ATR	ATR1	0,989	0,949	0,974	Valid & Reliable
ATR	ATR2	0,959	0,949	0,974	Valid & Reliable
CONG	CONG1	0,918	0,810	0,945	Valid & Reliable
CONG	CONG2	0,914	0,810	0,945	Valid & Reliable
CONG	CONG3	0,912	0,810	0,945	Valid & Reliable
CONG	CONG4	0,855	0,810	0,945	Valid & Reliable
CRED	CRED1	0,937	0,857	0,960	Valid & Reliable
CRED	CRED2	0,924	0,857	0,960	Valid & Reliable
CRED	CRED3	0,922	0,857	0,960	Valid & Reliable
CRED	CRED4	0,919	0,857	0,960	Valid & Reliable

Table 1 presents the results of the Confirmatory Factor Analysis (CFA) for the variables purchase intention, trustworthiness, expertise, attractiveness, congruence, and credibility. The analysis shows that the Standardized Loadings (λ) are ≥ 0.5 and the Average Variance Extracted is ≥ 0.5 , indicating that the model is valid; furthermore, the Construct Reliability is ≥ 0.7 , indicating that the model is reliable.

Table 2. Goodness of Fit of Measurement Model

No.	Goodness of Fit	criteria	Results	Result
1	CMIN/DF	≤ 3	1,732	Good Fit
2	RMSEA	$\leq 0,08$	0,070	Good Fit
3	GFI	0,8 – 0,9 (Marginal Fit)	0,857	Marginal Fit
3	GFI	$\geq 0,9$ (Good Fit)	0,857	Marginal Fit
4	CFI	0,8 – 0,9 (Marginal Fit)	0,971	Good Fit
4	CFI	$\geq 0,9$ (Good Fit)	0,971	Good Fit
5	TLI	0,8 – 0,9 (Marginal Fit)	0,964	Good Fit
5	TLI	$\geq 0,9$ (Good Fit)	0,964	Good Fit

Table 2 shows that the Normed Chi-Square (CMIN/DF), Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), and Tucker-Lewis Index (TLI) indicate a good fit, while the Goodness of Fit Index (GFI) indicates a marginal fit.

Table 3. Goodness of Fit of Structural Model

No.	Goodness of Fit	Kriteria	Hasil	Result
1	CMIN/DF	≤ 3	1,846	Good Fit
2	RMSEA	$\leq 0,08$	0,075	Good Fit
3	GFI	0,8 – 0,9 (Marginal Fit)	0,844	Marginal Fit
3	GFI	$\geq 0,9$ (Good Fit)	0,844	Marginal Fit
4	CFI	0,8 – 0,9 (Marginal Fit)	0,965	Good Fit
4	CFI	$\geq 0,9$ (Good Fit)	0,965	Good Fit
5	TLI	0,8 – 0,9 (Marginal Fit)	0,958	Good Fit
5	TLI	$\geq 0,9$ (Good Fit)	0,958	Good Fit

Table 3 shows that the Normed Chi-Square (CMIN/DF), Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), and Tucker-Lewis Index (TLI) indicate a good fit, while the Goodness of Fit Index (GFI) indicates a marginal fit.

Table 4. Hypothesis Testing Result

No.	Hypothesis	Std. Estimate	C.R.	P-Value	Result
H1	Credibility → Purchase Intention	0,648	7,674	***	Supported
H2	Congruence → Purchase Intention	0,302	3,728	***	Supported
H3	Trustworthiness → Credibility	0,638	9,195	***	Supported
H4	Expertise → Credibility	0,343	4,067	***	Supported
H5	Attractiveness → Credibility	0,025	0,268	0,789	Not Supported

Table 4 presents the results of the hypothesis testing. The findings indicate that credibility has a significant positive effect on purchase intention, with a standardized estimate of 0.648, a critical ratio (C.R.) of 7.674, and a p-value below 0.05. Therefore, H1 is supported. Similarly, congruence was found to have a significant positive effect on purchase intention, as indicated by a standardized estimate of 0.302, a C.R. of 3.728, and a p-value below 0.05, supporting H2.

The results further reveal that trustworthiness has a significant positive effect on credibility, with a standardized estimate of 0.638, a C.R. of 9.195, and a p-value below 0.05. Thus, H3 is supported. Likewise, expertise demonstrates a significant positive effect on credibility, as evidenced by a standardized estimate of 0.343, a C.R. of 4.067, and a p-value below 0.05, providing support for H4.

In contrast, attractiveness does not significantly influence credibility. Although the standardized estimate is positive (0.025), the C.R. value of 0.268 falls below the recommended threshold of 1.96, and the p-value of 0.789 exceeds the significance level of 0.05. Therefore, H5 is not supported.

4. CONCLUSION

This study successfully examined the influence of Raditya Dika's celebrity endorsement on consumers' purchase intention toward Unagi Kurofune in Jakarta. The findings indicate that credibility has the strongest influence on purchase intention, as evidenced by a positive standardized estimate of 0.648. The results further suggest that influencer credibility is primarily shaped by trustworthiness and expertise. Among these antecedents, trustworthiness demonstrates the strongest effect on credibility, with a positive standardized estimate of 0.638. This finding highlights the importance of perceived honesty, sincerity, and reliability in enhancing an influencer's credibility. When consumers perceive an influencer as genuine in recommending a brand, they are more likely to trust the endorsement and develop a favorable intention to purchase the promoted product.

Despite its contributions, this study has several limitations. First, the research was limited to Unagi Kurofune consumers residing in Jakarta; therefore, the findings may not be fully applicable to other restaurants, geographical locations, or international contexts. Second, the study focused exclusively on a single influencer, Raditya Dika, and a single food and beverage brand, Unagi Kurofune. Consequently, the findings may not be generalizable to other influencers or brands with different characteristics. Third, the study employed a cross-sectional research design, which restricts the ability to capture changes in consumer perceptions and brand development over time. Finally, the analysis was conducted within the context of a single social media platform, namely YouTube. Consumer perceptions may vary across different social media platforms, which were not examined in this study. Future research is encouraged to address these limitations by incorporating broader geographical coverage, multiple influencers and brands, longitudinal research designs, and various social media platforms to generate more robust, comprehensive, and generalizable findings.

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