THE EFFECT OF CELEBRITY ENDORSEMENT CREDIBILITY ON PURCHASE INTENTION IN PREMIUM PRICE FOOD

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Abstract

The purpose of the study was to examine the dimensions that build celebrity endorsement credibility, as well as the impact of celebrity endorsement credibility on purchase intention and willingness to buy at a premium price on food products. The survey was conducted on 125 respondents, then Structural Equation Model Partial Least Square analysis was employed to determine the level of significance and the relationship between variables. The result shows that the trustworthiness, expertise, and attractiveness of the endorser can form celebrities' credibility. Furthermore, the credibility of celebrity endorsements can increase purchase intention and consumers' willingness to buy at a premium price. This research can guide celebrities, especially in the context of social media, to promote their endorsed products.

Keywords: Celebrity Endorsement, Credibility, Purchase Intention, Premium Price

Introduction

Celebrity endorsement has become one of the most popular advertising and marketing strategies worldwide (Tian et al., 2021) and a well-known effective marketing technique that is still being applied today through new efforts in marketing that have emerged through social media platforms (Knoll & Matthes, 2016). The pleasing celebrity image and features on the brand make marketers encourage consumers to buy or use the recommended product or service (Rai et al., 2021). Currently, celebrity endorsement has grown into a multi-million-dollar business in the industrial world (Campbell & Farrell, 2020). In the era of social media and content created by the public, it develops into trustworthiness, credibility, and a sense of closeness between creators and viewers.

boundary between old media and new media as a source of information becomes less meaningful as media consumers begin to identify influencers as providers of further information (Jung & Kim, 2021). Celebrity endorsements substantially increase publicity efficiency (Carlson et al., 2020). Currently, companies are turning to digital media influencers or micro-celebrities, such as vloggers and instafamous, to promote their business. Unlike well-known celebrities who have won public recognition through their talent in the entertainment world, social media influencers have become famous by branding themselves effectively as professionals on digital media platforms (Rogers, 2020). Endorsers are

individuals recognized by society for their actions in various areas rather than the product being endorsed.

In marketing, celebrity endorsement affects consumers' purchase intentions (Aw & Labrecque, 2020). On Instagram, social media posts uploaded by celebrity endorsers have a more significant impact on consumer behavioural responses than other endorsers (Chung & Cho, 2017). However, recent research shows that consumers are more likely to buy and pay premium prices for food products because of celebrity endorsers' credibility, suitability, and trustworthiness through Instagram social media posts on the celebrity endorsement account (Calvo-Porral et al., 2021).

In 2020, 272.1 million Indonesian are social media users. It can be concluded that Indonesian people actively use the internet and social media daily. So, celebrity endorsement is an effective strategy for companies to implement sustainable marketing strategies and become an essential medium for communicating with consumers (Zhang & Hung, 2020).

This study aims to explore empirically what factors shape the credibility of celebrity endorsements in food consumption behaviour by using source credibility theory. Then how the impact of credibility toward purchase intention and willingness to pay on premium price. According to García-Conde et al. (2020), the credibility of any communication format is strongly influenced by the perception of the credibility of the communication source having three dimensions: (1) expertise that refers to perceived knowledge, (2) trustworthiness that refers to the listener's belief and the level of acceptance of the speaker or message, (3) attractiveness that refers to the perceived physical attractiveness. To the fact that credible messages are influential, many individuals and brands place high importance on creating and maintaining credibility (Jenkins et al., 2020).

Literature Review
 A.   Premium Price
Price is an element of a flexible marketing mix (Stiawan & Rahmat Syah, 2017). Conceptually, the premium price is defined as the amount of price a person is willing to pay for a package of the same size or specific products or services with the same brand (Munir et al., 2017). The premium price is also understood as the amount paid more than the fair price, with the main driving force behind the high price being the consumer's desire at a certain level of the product or service (Jeong & Jang, 2019). Consumers are more likely to pay a higher price for their preferred brand when other competitors cannot provide a suitable substitute (Dwivedi et al., 2018). Thus, the premium price is a factor that influences the purchase intention of consumers, and they are more likely to buy certain brands and are even willing to pay premium prices because the benefits meet.

 B.   Purchase Intention
The plan and desire to buy a product or service by the customer is known as purchase intention (Padhy & Sawlikar, 2018). Purchase intention shows the effectiveness of the company's marketing strategy described as having a chance that consumers will buy certain products in the future (Kim & Ko, 2010; Moslehpour et al., 2018). There are two main perspectives on purchase intention: existing and new customers. The purchase intention of new customers expresses the interests, choices, and behavior of customers, while the

purchase intentions of old customers anticipate customer trust, satisfaction, and guarantee of repeat purchases in the future (Ruangkanjanases et al., 2020; Santoso & Cahyadi, 2014). Purchase intention occurs when it encourages thinking to buy a product after receiving related information in making decisions made from various types of products with confidence, feeling confident about a product to purchase, and making choices about the product to be bought (Sidharta et al., 2021). Purchase intention is the basis of attractive consumer perceptions of several things that consumers find.

C. Credibility

Credibility is defined as the extent to which the recipient considers the source to have relevant knowledge or experience to be trusted to provide unbiased information (Hussain et al., 2020). Credibility in endorsers is deemed to have relevant expertise related to communication topics and can be trusted to provide objective opinions on related issues. The influence of source credibility determines consumer trends before making a product or brand purchase decision (Rashid Shafiq, 2011; Rifon & Choi, 2012). Credibility refers to the belief that a celebrity conveys to the public (Freire et al., 2018). A conceptual model that underlies this research is the source credibility model, namely expertise, trustworthiness, and attractiveness in building celebrity endorsement credibility (Arora et al., 2019; Ohanian, 1990).

Expertise can be referred to as the professionalism possessed by the endorser, which motivates consumers to buy the product (Zaheer, 2018). Source expertise is defined as the degree to which the source is considered a source to put forward a valid statement (Cuomo et al., 2019). Expertise is related to the knowledge and experience that the endorser has on a particular subject (Freire et al., 2018). In addition, expertise describes an individual's level of knowledge and can be conceptualized as the level of experience, knowledge, and problem-solving skills that a person has in a particular field (Wiedmann & von Mettenheim, 2020). Meanwhile, according to Wang & Scheinbaum (2018) endorser expertise refers to the extent to which the perceived knowledge, understanding and relevant skills of an endorser. Expertise indicates the source's ability to make valid claims, and trustworthiness refers to the extent to which the source is motivated or willing to present valid arguments without prejudice (Shin & Choi, 2021).

Trustworthiness can be understood as the extent to which the recipient associates the truth with what is communicated so that the results are considered reliable and not manipulated (Kang & Namkung, 2018). Trust can be regarded as trustworthy for the statements made (Wiedmann et al., 2014). Trust refers to the willingness of influencers to provide unbiased and reliable information or opinions (Wong et al., 2020). Meanwhile, Sallam & Wahid (2012) argue that trust in communication is the speaker's level of trust and acceptance to the message conveyed. Source of trustworthiness is defined as the level of confidence in the communicator's intention to communicate the statement that they consider the most valid (Cuomo et al., 2019). The perceived willingness to form the level of trust given by consumers to the communicator intent to convey the statement that is considered the most valid (Sir, 2018). Trust refers to "the degree of trust the consumer places in the communicator's intent to convey the agreement he deems most valid and messages given by a highly trustworthy source (the communicator) have a more positive effect on attitude change than that given by a source (the communicator) who can be trusted." low (Ouyang, 2018).

One form of credibility is attractiveness which refers to physical appearance (Ismagilova et al., 2019). Attractiveness is associated with physical appearance, beauty, and sympathetic nature (Freire et al., 2018). Attractiveness is defined as the degree to which an endorser is perceived as familiar, likable, similar, and attractive (Cuomo et al., 2019). Attractiveness is determined by how likable or physically attractive the source is to consumers (Ouyang, 2018). Attractiveness is showing the physical appearance, personality, or social status of the head (Shin & Choi, 2021). Attraction is considered attractive and persuasive to people. Attractiveness includes three interrelated aspects: similarity, familiarity, and liking (Lin et al., 2021). Attractiveness also consists of an attractive lifestyle and intellectual skills (Erdogan, 2010). Attraction functions as an affective bond between the source and the recipient (Li & Yin, 2018).

Hypothesis Development
Trustworthiness is an essential factor in communication. Research has found that trust makes advertising effective and positively affects consumer attitudes (Amos et al., 2008). The dimension of trust in the credibility model is a trusted or trustworthy communicator and proves to be very persuasive, regardless of being an expert or not (Zaheer, 2018). Research shows that audiences tend to perceive the information provided by essential people as more credible (Wong et al., 2020). Endorsers are considered more trusted to influence consumer attitudes and behavioural intentions and have a more substantial persuasive influence on consumers (Gong & Li, 2017). Therefore, the trust dimension is a crucial factor that is relatively easier for individuals to influence consumer attitudes and purchase intentions (Wang & Scheinbaum, 2018).

Furthermore, celebrities with special skills are considered more trustworthy and reliable (Hung et al., 2011). This skill dimension can be said that the endorser's expertise or skill positively affects the recipient and tends to the recipient towards the information communicated (Zaheer, 2018). The expertise of an endorser is an essential factor to increase the persuasiveness of marketing communications; the expertise of an endorser is related to the validity of product claims (Silvera & Austad, 2004). In addition, endorser skills and competencies were also found to be positively related to consumer attitudes and behaviour (Belc & Belch, 2018). Credibility refers to the trust and expertise that influence the recipient through internalizing and hearing the same attitudes and values as the message (Ladhari et al., 2019). Endorsers who regularly share their daily routines, activities, opinions or recommendations based on expertise on social networks, explicitly providing detailed information to consumers regarding the product, will lead to a better attitude towards the endorsed product (Magnini et al., 2008) and to change in attitudes and higher purchase intentions (Erdogan, 2010). The endorser's expertise is proven to establish credibility (Belc & Belch, 2018).

Existing research shows that physically attractive celebrities as endorsers are more successful at changing beliefs than unattractive ones (Gong & Li, 2017; Jeong & Jang, 2019). Attractiveness is fundamental in consumer behavior as the effect of advertising messages is formed based on the attractiveness of the informant. In other words, attractiveness is very important for endorsers in conveying advertising messages (Yoo, 2020). Attractiveness explains that people have positive attitudes towards advertisements, brands, and purchase intentions when they like a celebrity endorser (Lin et al., 2021). Thus, researchers related to source attractiveness found that physically attractive celebrities positively affect consumer

behavior and consumer attitudes compared to less attractive celebrities (Gong & Li, 2017) and the physical attractiveness of celebrity endorsers has a positive impact on consumers' purchase intentions (Gong & Li, 2017; Wang & Scheinbaum, 2018).

A. The Relationship Between Credibility and Purchase Intention

Celebrities used in advertising because potential consumers have a psychological relationship with them, imitating their behaviour and lifestyle or values (Dikčius & Ilciukiene, 2021). Prospective consumers are heavily influenced by celebrities when they trust celebrities to have involvement or attachment to the product rather than just being a model. Celebrity endorsement does not guarantee an increase in sales or profits, but only makes advertisements attractive and considers credibility features and potential consumers feel safe to buy (Zaheer, 2018). Consumers are typically willing to pay up to 20 percent more for a product, depending on who is backing it, resulting in more significant revenue for the company (Freire et al., 2018). When consumers believe that the endorser reflects their ideal self-concept and self-image, the evaluation of the advertisement is positive and increases product purchase intention (Rifon & Choi, 2012). Based on the description, the researcher drew the following hypothesis:

H1 : Credibility has a significant effect on purchase intention

B. The Relationship Between Credibility And Premium Price

Premium price refers to how much the market price of a branded product is greater than that of its competitors (Biong, 2011). Some consumers are willing to pay premium prices for certain branded products that are more expensive than competitors (Anselmsson et al., 2014). Thus, consumers can buy the preferred brand that is more expensive than the one they do not like. Willingness to pay premium price is a predictor of brand strength, an essential measure of brand loyalty, and the most feasible composite indicator of overall brand equity (Hsu, 2019). The premium price is also known as the reservation price, which refers to the highest price that consumers are willing to pay, or have ever paid, for a brand (Baldus et al., 2015). In principle, credibility is considered to increase the perception of potential consumers on the price of premium products. It can be understood as the level of truth associated with source information. The influence of endorser credibility on changes in consumer attitudes and behavior has received grsignificanteat attention in the field of marketing. The endorser's credibility is considered more genuine or natural, such as when using certain products in their daily routine on social media so that they have a higher persuasive effect (Russell & Russell, 2017). Previous research has shown that credibility positively affects willingness to pay a premium price (Spry et al., 2011; Winterich et al., 2018). Based on the description, the researcher drew the following hypothesis:

H2 : Credibility has a significant effect on premium price

This study uses three dimensions of the independent variable (independent) Credibility (X1), namely Trustworthiness (X1.1), Expertise (X1.2), Attractiveness (X1.3). This study will examine the relationship between Credibility (X1) on Purchase Intention (Y1) with Premium Price (Y2) as a variable bound (dependent). Based on the relationship between variables, the researchers present the research model in Figure 1.
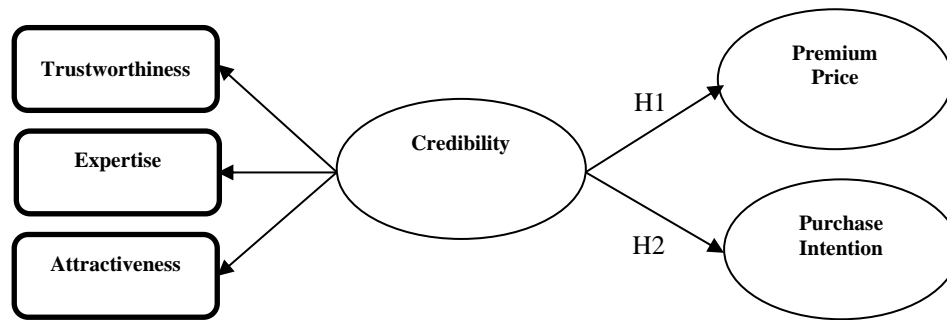
Figure 1. Research Model

Research Methods

In this research, data collection uses a survey with structured questionnaires and is distributed online with a google form, the data collected is in the form of scores from respondents' assessments. Several questions related to the variables studied and measured using a Likert scale (Bishop & Herron, 2015). The population of this research is prospective buyers who live in Jabodetabek with sample criteria, aged 18 to 44 years, active in using social media Instagram, knowing about food vlogger XYZ.

Test the validity of this study using confirmatory factor analysis by looking at the values of Kaiser-Meyer-Olkin measures of sampling (KMO) and Measures of sampling adequacy (MSA). The KMO value received is above the minimum value of 0.50, and the MSA value in Anti-image Correlation must be 0.50. The reliability test will be reliable if the cronbach's alpha value is 0.60 (Hair et al., 2014). The pretest results conducted on 30 respondents to test the validity and reliability with SPSS were declared valid and reliable. Thus, as many as 21 questions that have been declared valid will be used as questionnaires in this study, and researchers need a minimum number of research samples of 105 respondents (5 x number of questions) according to the formula Hair et al., (2014).

This study uses Structural Equation Model Partial Least Square (SEMPLS) analysis to determine the significance level and the relationship between variables. Data analysis using SmartPLS (Ringle et al., 2015). The study chose a causal-predictive approach that allows simultaneous analysis of multiple relationships and allows estimation of complex models and structural paths without assuming distributional data (Hair et al., 2014). The researcher's Outer Model assesses Cronbach's alpha 0.70 and composite reliability 0.70 will be considered reliable (Hair et al., 2014). Convergent validity was analyzed using an ideal factor loading above 0.70 and the average extracted variance (AVE) with an acceptable value above 0.50 (Fornell & Larcker, 1981). Analysis of the structural model and the relationship between constructs was developed through the path coefficient (Beta), the coefficient of determination R^2, T Statistics, and P Value.

Results

Based on the data collected as many as 147 respondents, 22 of them did not know the celebrity in question and 125 people who became respondents in this study consisted of 42 men (34%) and 83 women (66%). 68 of them being student representatives, 37 people work as private employees, 8 as civil servants, and the remaining 12 as entrepreneurs. The majority of

respondents are in the age range of 18-24 years, as many as 58 people (46%), while the majority domicile is DKI Jakarta, as many as 55 people (44%) with an educational background dominated by SMA/SMK as many as 72 people (58%). Majority of expenses consumption of Rp. Rp. 1.100,000-, up to Rp. 2.500.000-, with 44 people (34%) with the majority of the search frequency for celebrity @mgdalenaf on Instagram several times a week 45 people (36%).

Validity and Reliability Test
Researchers present the results of the analysis in table 1.

Table 1. KMO Validity Test & Barlet Test

Item	KMO	Anti Image	Communalities	Component Matrix
Credibility				
CRED1		0.790	0.652	0.807
CRED2		0.801	0.561	0.749
CRED3	0.799	0.852	0.777	0.881
CRED4		0.772	0.735	0.858
CRED5		0.783	0.692	0.832
Trustworthiness				
TRUST1		0.830	0.672	0.820
TRUST2		0.767	0.774	0.880
TRUST3	0.747	0.795	0.564	0.751
TRUST4		0.673	0.675	0.821
TRUST5		0.698	0.598	0.774
Expertise				
EXP1		0.737	0.848	0.921
EXP2	0.714	0.648	0.918	0.958
EXP3		0.784	0.822	0.906
Attractiveness				
ATR1	0.500	0.500	0.824	0.908
ATR2		0.500	0.824	0.908
Purchase Intention				
PINT1		0.824	0.826	0.909
PINT2	0.817	0.782	0.955	0.977
PINT3		0.812	0.902	0.950
PINT4		0.855	0.924	0.961
Premium Price				
PREM1	0.500	0.500	0.797	0.893
PREM2		0.500	0.797	0.893

Source: Primary Data Processed 2022

Based on the validity test results in Table 1, by looking at the KMO value received, which is above the minimum value of 0.50 and the MSA value in Anti-image Correlation must be 0.50, all indicators are declared valid. The next validity test looks at the Pearson correlation and corrected item-total correlation values in table 2.

Table 2. Pearson Correlation Test and Corrected Item Total Correlation of Validity and Reliability

Item	Pearson Correlation	Corrected Item Total Correlation	Validity	Cronbach Alpha	Reliability
Credibility					
CRED1	0.821**	0.697	Valid		
CRED2	0.762**	0.631	Valid		
CRED3	0.870**	0.796	Valid	0.881	Reliable
CRED4	0.851**	0.751	Valid		
CRED5	0.824**	0.720	Valid		
Trustworthiness					
TRUST1	0.821**	0.709	Valid		
TRUST2	0.882**	0.790	Valid		
TRUST3	0.757**	0.624	Valid	0.869	Reliable
TRUST4	0.816**	0.706	Valid		
TRUST5	0.769**	0.641	Valid		
Expertise					
EXP1	0.920**	0.823	Valid		
EXP2	0.958**	0.899	Valid	0.920	Reliable
EXP3	0.907**	0.797	Valid		
Attractiveness					
ATR1	0.919**	0.648	Valid	0.783	Reliable
ATR2	0.895**	0.648	Valid		
Purchase Intention					
PINT1	0.913**	0.846	Valid		
PINT2	0.978**	0.958	Valid	0.963	Reliable
PINT3	0.947**	0.908	Valid		
PINT4	0.960**	0.927	Valid		
Premium Price					
PREM1	0.902**	0.594	Valid	0.744	Reliable
PREM2	0.883**	0.594	Valid		

Source: Primary Data Processed 2022

The relationship between the indicators of each variable will be stronger if the value of each indicator close to 1 with a critical value of 0.1757 in the r table with = 5% and n = 125, meaning that the indicators in this study are valid (Ghozali, 2018). Cronbach Alpha values above 0.60 each variable are declared reliable (Ghozali, 2018). The test results of this research instrument indicate that the statement in the questionnaire is able to measure the construct with its variables so that it is hoped that the measurement results can be trusted.

Outer Model
Test the Outer Model in this study by looking at the values of Convergent Validity, Discriminant Validity or Average Variance Extracted (AVE), and Composite Reliability. The Convergent Validity value can be seen from the Loading Factor results with a minimum of 0.50-0.60 considered sufficient, but ideally > 0.70 (Haryono, 2016).

Tabel 3. Test Outer Model (Loading Factor)

Item	Loading Factor	Description
Credibility		
CRED1	0.830	Fulfilled
CRED2	0.787	Fulfilled
CRED3	0.862	Fulfilled
CRED4	0.829	Fulfilled
CRED5	0.815	Fulfilled
Trustworthiness		
TRUST1	0.835	Fulfilled
TRUST2	0.874	Fulfilled
TRUST3	0.783	Fulfilled
TRUST4	0.798	Fulfilled
TRUST5	0.749	Fulfilled
Expertise		
EXP1	0.918	Fulfilled
EXP2	0.955	Fulfilled
EXP3	0.912	Fulfilled
Attractiveness		
ATR1	0.913	Fulfilled
ATR2	0.902	Fulfilled
Purchase Intention		
PINT1	0.908	Fulfilled
PINT2	0.976	Fulfilled
PINT3	0.951	Fulfilled
PINT4	0.961	Fulfilled
Premium Price		
PREM1	0.902	Fulfilled
PREM2	0.883	Fulfilled

Source: Primary Data Processed 2022

Based on table 3, all indicators have met the ideal loading factor above 0.70 even though the minimum loading factor limit is between 0.50 and 0.60. The results of Average Variance Extracted (AVE) 0.50, Composite Reliability value 0.80, and Cronbach's Alpha 0.70 (Haryono, 2016) researchers present in table 4.

Tabel 4. Test Outer Model (AVE, CR & CA)

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Credibility	0.883	0.914	0.681
Trustworthiness	0.868	0.904	0.655
Expertise	0.920	0.949	0.862
Attractiveness	0.786	0.903	0.824
Purchase Intention	0.964	0.974	0.902
Premium Price	0.745	0.887	0.797

Source: Primary Data Processed 2022

Based on table 4, the results of Average Variance Extracted (AVE), Composite Reliability and Cronbach's Alpha have met the minimum criteria, so further analysis can be continued and used in this study.

Inner Model
Before entering the Inner Model test, the researchers present the SmartPLS output model pictures in Figure 2 Outer Model and Figure 3 Inner Model.
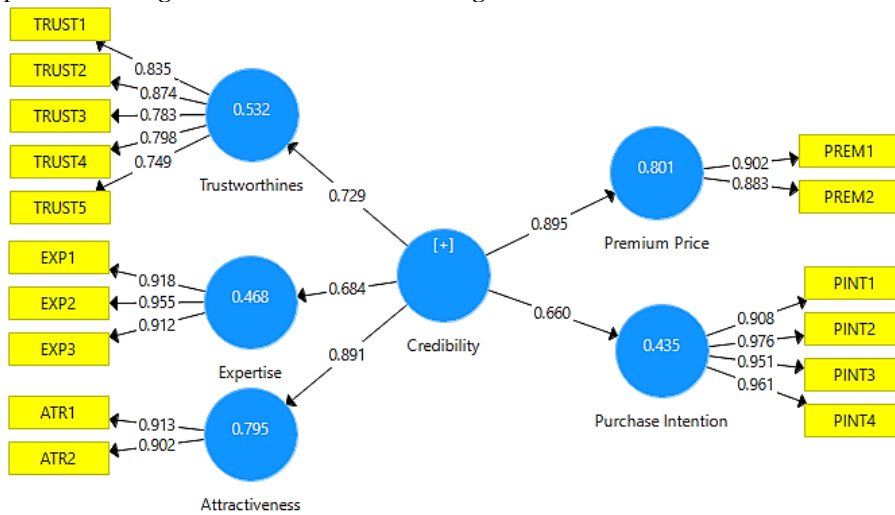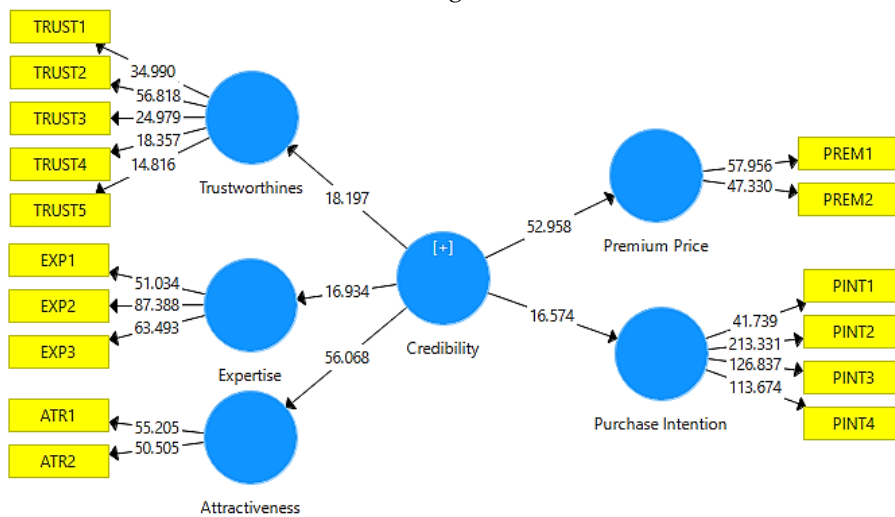

Figure 2. Outer Model

Figure 3. Inner Model

Figure 2 is a Fit Outer Model with 21 indicators that meet the criteria. Figure 3 is the Fit Inner Model resulting from the Bootstrapping process. The results of the Inner Model will see the values of Path Coefficients, Specific Indirect Effects, and R^2 (Coefficient of Determination).

Direct Relationship
The analysis results for the direct relationship between research variables are presented in Table 5.

Tabel 5. Direct Relationship

Variabel	Original Sampel	Standard Deviation	T Statistik	P Value
TRUST < CRED	0,729	0,040	18,197	0,000
EXP < CRED	0,684	0,040	16,934	0,000
ATR < CRED	0,891	0,016	56,068	0,000
CRED > PINT	0,660	0,040	16,574	0,000
CRED > PREM	0,895	0,017	52,958	0,000

Source: Primary Data Processed 2022

Based on the results of table 5, it is explained that the Credibility relationship has a significant effect on Purchase Intention with a t-statistic value of 16.574> 1.96 and a significance of <0.05, which is 0.000. These results can be interpreted that the endorser's credibility can increase potential consumers' desire or purchase intention. The credibility relationship has a significant effect on Premium Prices with a t-statistic value of 52,958 > 1.96 and a significance of <0.05, which is 0.000. These results can be interpreted that the endorser's credibility can bring potential consumers to be willing to pay a premium price for a product. These results can indicate that Trust, Attractiveness and Expertise are dimensions that are able to build Credibility indicated by the P value below 0.05, which is 0.000 respectively and it means that the premium price offered continues to increase the desire or purchase intention of potential consumers.

Coefficient of Determination
The results of the R^2 analysis based on the value generated with the criteria of 0.67 considered strong, the value of 0.33 considered moderate, and the value of 0.19 considered weak (Haryono, 2016). Coefficient of determination showed in Table 6 as follow:

Table 6. Coefficient of Determination (R2)

Variabel	R² (R *Square*)
PINT	0.435
PREM	0.801

Source: Primary Data Processed 2022

Discussion
The analysis results prove that trust can be an essential dimension in shaping the credibility of endorsers on food vloggers. Research shows that audiences tend to perceive the information provided by important people as more credible (Wong et al., 2020). Endorsers are considered more trusted to influence consumer attitudes and behavioural intentions and have a stronger persuasive influence on consumers (Gong & Li, 2017).

Furthermore, the results prove that expertise can be an essential dimension in establishing endorser credibility on food vloggers. The expertise of an endorser is a crucial factor to increase the persuasiveness of marketing communications; the expertise of an endorser is related to the validity of product claims (Silvera & Austad, 2004). In addition, endorser skills and competencies were also found to be positively related to consumer attitudes and behavior (Belc & Belch, 2018). Credibility refers to the trust and expertise that influence the recipient through internalizing and hearing the same attitudes and values as the message (Ladhari et al., 2019).

The results also prove that attractiveness can be an essential dimension in establishing credibility on food vloggers. In other words, attractiveness is significant for endorsers in conveying advertising messages (Yoo, 2020). Attractiveness explains that people have positive attitudes towards advertisements, brands, and purchase intentions when they like a celebrity endorser (Lin et al., 2021).

In the test, we also examine the impact of credibility to increase the future purchase intention of consumers. Celebrity credibility is considered necessary because potential consumers are more influenced by the message conveyed. Prospective consumers are heavily influenced by celebrities when they trust celebrities to be involved or attached to the product rather than just a model. Their buying behaviors tend to increase. Celebrity endorsement does not guarantee an increase in sales or profits but only makes advertisements attractive and considers credibility features, and potential consumers feel safe to buy (Zaheer, 2018). Consumers are typically willing to pay up to 20 percent more for a product, depending on who is backing it, resulting in greater revenue for the company (Freire et al., 2018). When consumers believe that the endorser reflects their ideal self-concept and self-image, the evaluation of the advertisement is positive and increases product purchase intention (Rifon & Choi, 2012).

Then, these results indicate that the better the credibility of the endorser used in advertising also increases the perception of price on the product to a higher class, namely the premium price. This result proves that the credibility of endorsers are considered more genuine or natural, such as when using certain products in their daily routine on social media so that they have a higher persuasive effect (Russell & Russell, 2017). Previous research has shown that credibility has a positive effect on willingness to pay a premium price (Spry et al., 2011).

Conclusion
The findings of this study provide valuable managerial insights for food companies and manufacturers. Based on the analysis results show that the trust, expertise and attractiveness possessed by endorsers are able to form their credibility. This shows that these three dimensions are very important to build endorser credibility. The results also show that the trust built with good information, high commitment, high trust, concern and recommendation by XYZ can be an important shaper in the credibility of the endorser. In addition to trust, expertise and attractiveness are built with experience in the culinary field, qualified abilities, attractive figures and attractive advertisements from @mgdalenaf able to become another important shaper in his credibility. The credibility of the endorser @mgdalenaf also has an impact on the purchase intention of potential consumers at Martabak Pecenongan 78. This is in line with the results of research that the credibility of the endorser @mgdalenaf is used in advertisements. Martabak Pecenongan 78 is able to increase the desire of potential consumers to make a purchase. In addition, the role of premium prices can also be a consequence of credibility and a reference for purchase intentions.

This study shows that celebrity endorsement is an effective marketing communication tool to influence food purchase intentions and provides useful insights in choosing an effective endorser to be the main factor. These results also show that the purchase intention of prospective consumers is not only sufficiently influenced by the credibility of the endorser but is also strengthened by the premium price offered. Based on the results of the analysis and discussion, the researcher can conclude that trust, expertise and attractiveness are

dimensions that build credibility. Credibility has a significant effect on purchase intention and premium prices. Therefore, this study provides valuable information about how celebrities contribute to consumers' purchase intentions and willingness to pay premium prices.

This study has limitations that should be considered in future research. First of all, celebrities who are used as topics in this research are foodvloggers who are well-known on social media, it is hoped that celebrities from other fields such as actresses or television actors may get different results. Second, only female celebrities were presented in this study, the use of male celebrities may have a different impact on food consumption behavior. Third, it would be interesting to analyze the relationship between credibility and celebrity suitability or variables not observed in this study. In addition, this study observes consumer responses to food recommendations on Instagram social media, further research is expected to be able to examine the effect of celebrity endorsement in other industries such as beauty through other social media.

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