The Influence of Brand Image, Information Quality and Celebrity Endorsers on Purchasing Decisions on Instragram

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Abstract:

Nowadays, the development of technology is increasingly advanced, many business people use digital platforms as marketing strategy tools. Social media is now used to introduce a product or service from a company, organization, or government. Along with the development of technology and information, nowadays many online shops have sprung up in various groups, from teenagers to adults. One of the local companies that uses Instagram social media to spread information about their company's products is Erigo. This study aims to analyze and examine the influencing factors of brand image, information quality and celebrity endorser on purchasing decisions of Erigo Brand products in Instagram. The method of research is using the quantitative and regression analysis. The sampling method used purposive sampling and the number of samples used in this study amounted to 80 respondents The source was the distribution of online questionnaires via WhatsApp to customers who had purchased Erigo brand products through Instagram. The data were analyzed with IBM SPSS version 22 and was carried out by several tests such as validity test, reliability test, classic assumption test, linear regression analysis and coefficient of determination test. The results of this study indicate that the brand image, information quality and celebrity endorser have a significant and positive effect partially or simultaneously on purchasing decisions of Erigo brand products. Meanwhile, brand trust can provide the most dominant influence on purchasing decisions of Erigo brand products.

Keywords: *Erigo, Brand Image, Information Quality, Celebrity Endorser, Purchasing Decisions*

1. Introduction

In today's online and digital world, shopping can be done online. Along with the development of technology and information, many *online shops are now* present in various groups, from young to adult. However, technological advances at this time are directly proportional to the rapid development of business, so that business opportunities can be easily accessed. (Janah et al., 2019). The business sector that is experiencing intense competition in the current era is the *fashion* business. *Fashion* is

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a need that will never end because it can be accepted by all groups. Currently, *fashion trends* with casual clothing styles are more popular, namely clothes with relaxed models that are usually worn for non-formal activities. This clothing model is also very varied and the most popular is T-shirts with T-shirt designs, this *style* has become a *style* and is favored by many young people. This is characterized by the existence of diverse and well-developed local *fashion* companies. (Anggraeni & Putri, 2022).

One of the local *fashion* companies offering its products in a casual style is Erigo. The Erigo brand comes with the theme of *street style fashion* and *traveling* on the goods marketed. *Fashion* products marketed by Erigo Apparel include shirts, pants, jeans, jackets, hats and bags. (Fahmi et al., 2023). Since its inception, Erigo has centered on online marketing with social media, *web stores* and *marketplaces*. In 2020, Erigo has successfully expanded its market through the Shopee *marketplace* to several countries, including Thailand, the Philippines, Singapore and Malaysia. Reported from the official website of the Ministry of Tourism and Creative Economy (https://kemenparekraf.go.id/), Erigo is one of the five domestic *fashion brands* that will definitely be able to spread its breadth to the international week. Brand Erigo in mid-September 2021 replaced Indonesian fashion brands that appeared at *New York Fashion Week* (NYFW) as well as in Times Square in one of New York's city centers. One of the most popular social media is Instagram. Based on data from https://wearesocial.com/uk/ in 2022, Instagram is also the number 2 social media most used by Indonesians, which is 84.8% and in 2022, Instagram advertisements reached 99.15 million (Ramadhanty & Malau, 2020). Very many business people, not to mention Erigo production owners, have made Instagram one of the strategies in online advertising. This situation makes Instagram no longer a digital infrastructure in providing services to select and upload photos and videos, but Instagram has increased as a potential application for businesses to expand their market space. In order to achieve success in business, *brand image* is a factor that influences purchasing decisions. If a company has a good *brand image*, its products will increase rapidly with a longer product life cycle and a large number of customers will return to take the product. (Lesmana & Ayu, 2019). As we know, the Eriga *brand* can be used for teenagers and adults. In realizing the impression of the label, Erigo Apparel creates good quality goods and has a contemporary and attractive design. Erigo Apparel can also harmonize the progress of *fashion styles* among young people who often move by exploring the latest trends. According to the statement (Lantara & Pramudana, 2020; Ikawati et al., 2021)(Lantara & Pramudana, 2020; Ikawati et al., 2021), the establishment of trust in a *customer* in a label also has an impact on the *customer'*s view of making a purchase decision.

On the other hand, purchasing decisions are also largely determined by *information quality*. Currently, *customers are* very concerned about the quality of product information, because as product characteristics, both stated and implied, it greatly influences purchasing decisions. (Sunyoto & Susanti, 2015). In order to achieve this aspect, quality standardization is needed to keep the products produced to a standard so that *customers* do not lose confidence in the products produced. (Tasia et al., 2022). The Erigo Official Shop account also contains a variety of information about production, prices and images of products marketed to transportation procedures to

the acceptor's location. Erigo Official Shop also provides discounts of up to 78% and can be selected as desired and not obtained when buying directly at the outlet. This further attracts consumer interest because there are promos on offer and ease of information and access to interaction between Erigo Official Shop and customers who have shared descriptions of these products (https://erigostore.co.id/). So, the *information quality* shared on Instagram social media must be considered, with good quality product images that can increase sales of these products. Not only product images, but also the accuracy of the information about the product to be marketed.

Apart from *brand image* and *information quality*, *celebrity endorsers* also greatly influence purchasing decisions. The use of *celebrity endorsers* in order to advertise products is often used to increase sales. Symptoms that prove celebrity *endorsers* as support in advertising activities have been running for quite a long time, because the use of *celebrities* as *endorsers* is believed to influence customer purchase desires and further help product marketing. (Sari et al., 2022). One of the marketing schemes carried out by Erigo is to carry out advertising procedures using celebrity figures as advertising stars for goods on various social media that they have. Arief Muhammad is one of the celebrity endorsers of Erigo clothing products. Arief Muhammad himself has been known as an Instagram *brand influencer* and Youtube content creator. Along with the increasingly branding of the Erigo brand, there are more and more public figures who are celebrity endorsers of Erigo clothing products. Included are a number of names of Indonesian celebrity figures who are celebrity endorsers of Erigo clothing products, such as Rachel Vennya, Enzy Storia, Alika Islamadina, Febby Rastanti and Omar Daniel or other top celebrities.

The online promotion carried out by the @erigostore account is by carrying out direct communication to *its followers* using the Instagram Stories *add-in* feature, such as *sticker polls, question and answer*, *this or that, and the* like regarding various products owned by Erigo Store in order to gain public attention. The purpose of this research is to examine the impact of *brand image*, *information quality* and *celebrity endorsers* on the decision to purchase Erigo brand products on Instragram.

2. Theoretical Background

Brand Image
According to the opinion of (Fitrianna & Aurinawati, 2020)(Fitrianna & Aurinawati, 2020), *brand* image is an impression of a special label that *customers* have regarding the perceptions that arise in their minds. Brand image has ties to customer attitudes regarding preferences and beliefs about *brands*. If a brand can create a good impression, it will be easier for customers to choose. Organizations must be able to protect the label image of their goods so that it still has good value in the minds of buyers so that the capacity for purchase decisions will increase along with the creation of a positive brand image of a product. In general, products that are favored by *customers* are products that are highly useful and have good quality so that they can be enjoyed. Each product that is marketed is required to have certain advantages with the aim of attracting a large number of consumers. Product quality appears when

consumers find out about the product information. Product quality contains important and quite critical things at the time of deciding on the choice of a product made by consumers (Nurhaliza & Rakhmawati, 2022).

Products that are marketed should be products that have actually been well proven to be bound by quality or quality. Because for customers, currently the most important thing is the quality of the product. This phenomenon is no longer a secret if consumers are more interested in products and prefer goods that have a better class when compared to products whose quality or quality is less reliable. Moreover, buyers do not hesitate and are not afraid to pay a little more if the marketed product is to their liking, moreover the quality is indeed good. Nowadays, it can be said that the quality of an item must be taken more seriously by suppliers because they see from the routine of consumers who are actually more concerned with quality. However, there are also many customers who do not prioritize quality too much. (Lesmana & Ayu, 2019) The stronger the *brand image of* a product, the better the allure in the eyes of the *customer* to use the product which can then lead the industry to reap *profits* from time to time. If a *brand image is* firmly planted in the minds of *customers*, the brand's market space will generally increase or at least stabilize. (Basri & Yuliana, 2022).

Information Quality

Information quality is information provided consistently by the company which can complement the requirements and desires of the public who need information on aspects of completeness, security, and novelty. (Wahyuni et al., 2017). The quality of the explanation presented in the *online shop* should be meaningful and relevant in order to be able to estimate the quality and importance of goods or services. In meeting customer information needs, product and service information must be *up-to-date* so that it supports *customers in* making purchasing decisions. For retail businesses, information is a situation that must be considered because it is the main component in online business. The good or bad image of the company depends on the quality of information used by the company. The quality of information depends on three things, namely careful and timely and relevant. (Irmawati & Cahyanto, 2022).

The information factor is crucial in the development of an advertisement on the internet, even some *marketers* try as much as possible to organize internet advertisements with *entertainment* value to attract customers. The use of technology proves an individual's decision to use technology or not in searching for a product. Information checking begins when the *customer* sees that the need can be fulfilled by paying for a product. Individuals who have better prowess in using the internet to find information have greater intensity in buying using the internet. (Desky et al., 2022)..

Celebrity Endorser

Based on the opinion of (Malichah & Wiwoho, 2021)Based on the opinion of (Malichah & Wiwoho, 2021), *celebrity endorsers* are celebrities and *public figures* who act as advertising stars for an item sold by the industry where the target is to influence user purchasing decisions. In the sense that this celebrity figure can help a product to be advertised. A celebrity can also include a figure known to many people with his skills as a movie player, singer and even entertainer. Celebrities are seen as individuals who are favored by the public and have attractive advantages that

differentiate them from other individuals. Meanwhile, Endorser based on (Alatas & Tabrani, 12018) is a promotional support or better known as an advertising star to carry a product. Another meaning of *celebrity endorser* is the use of informants as attractive figures in advertising, this is a fairly creative way to provide notes so that the message conveyed gets higher interest and can be remembered.

Celebrity endorsers now have a very useful role in encouraging the flexibility of marketing activities. Advertisers often use famous people in advertising their products, such as Arief Muhammad and Rachel Vennya for Erigo product advertisements. With the procedure of sending attractive advertising memos to customers, it will get more interest and be easily remembered. The fact that proves *celebrity endorsers* as support in promotional activities has been running for a long time, because the use is believed to be able to influence consumer buying desire and then can break product marketing. Through the use of *celebrity endorsers*, sellers will easily find out the differences with competing products in the market. This separation base is very useful because it will be used by customers to sort out the various forms of products marketed by producers. Endorser as a form of cooperation between the two parties that is mutually beneficial.

Purchase Decision
The purchase decision is a final decision that refers to the final purchasing behavior of the *customer*. The behavior of *customers* making purchasing decisions consists of understanding a product is needed, searching for product information, the process of evaluating products and the process of determining decisions. Product information obtained by the *customer is* needed as a consideration in assessing the product according to their needs. (Agianto et al., 2022). As for consumers who evaluate a choice from many products, it triggers decision making based on whether or not they are satisfied with a product. Consumers will feel satisfied when consumer needs and desires are met. This high customer purchasing decision has an impact on the high marketing volume so that the *profit* will be obtained by the company even greater. (Harun & Salmah, 2020).

In order for the organization to reach high profits, the company must estimate the purchase decision for the goods. If the company can cause the consumer to make a purchase decision and can examine the *customer to* prepare the quality of the product / service, price, impact of advertising / promotion and so on, so that in the competition the organization can become more successful and also beneficial for the organization itself. Seeing the increasingly tight market conditions, there must be a strategy to be able to favor competition by supplying products that meet the needs and desires of customers so that these products are sold in the market. In addition to fulfilling products, *customers* also see price, product quality and promotion. (Primadana & Sudaryanto, 2022).

The Effect of *Brand Image* on Purchasing Decisions for Erigo Products
A label (*brand*) is a term, name, symbol, sign or design in recognizing a product in order to distinguish it from competing goods or services. Positive or negative assessments (*image*) are more easily known by *customers*, so suppliers often try to

maintain, fix and improve the brand image of their products in the eyes of customers. Brands play an important role in enticing customers to make purchases. The use of a good label creates a stable brand image in the minds of consumers. By maintaining the virtues of a good *brand image*, it will expand the take and will be a very valuable asset for the company. (Tasia et al., 2022). Based on research (Ardianti et al., 2019; Mahendra & Putri, 2022) stated that *brand image in the* aspect of making online purchasing decisions on Instagram has a positive and significant impact. If the *brand image* has a positive assessment, it will increase purchasing decisions. In this research, the hypothesis proposed is:

H1 : *Brand image* has a positive and significant influence on purchasing decisions for Erigo products.

The Effect of *Information Quality* on Purchasing Decisions for Erigo Products
The existence of *information quality* greatly ensures customers in ensuring purchases through social media. This is achieved if the quality of information conveyed to consumers about the products being sold is accurate information. In addition to the accuracy of information, *up-to-date* information is also very much needed. This situation can realize prosperity for *customers* who want to always exist for products in sales. Digging for information begins when the *customer* notices if the need can be fulfilled by taking a product. Individuals who have greater enthusiasm in using the internet in searching for information have greater seriousness in shopping using the internet. In line with research (Isnayati & Rahardjo, 2021; Silalahi & Sahara, 2017) that *information quality has a* significant impact on online *buying decisions* through Instagram social media users. Thus, accurate *information quality* will increase online purchasing decisions. So, the hypothesis proposed in this research is:

H2 : *Information quality* has a positive and significant influence on purchasing decisions for Erigo products.

The Influence of *Celebrity Endorsers* on Purchasing Decisions for Erigo Products
Celebrity endorsers on Instagram are known as "celebgrams", which is a call for those who are believed to present products that are marketed online with an Instagram account. In generating marketing goals the organization must design a good promotional design in order to provide notes to customers can be in harmony with what the organization expects. In addition to the use of *native advertising* on various digital media pages, fashion factories are busy using the integrity of *celebrity endorsers* as a strategy to enhance the image of their labels. (Hairunnisa & Hartati, 2022). The use of *celebrity endorsers* in the fashion field is able to enhance the company's brand image, which is believed by the public to bring *value to* a marketed item. The use of *celebrity endorsers* can be a valuable allure for fashion brands, especially to create customer confidence in the fashion brands they use. This is in line with research from (Malichah & Wiwoho, 2021; Rosita & Novitaningtyas, 2021) stated that advertising design using *celebrities* as advertising stars or *celebrity endorsers* can have a positive and significant impact on purchasing decisions. Celebrities can show charisma regarding physical allure or individuals who are good, trustworthy and intellectually broad will realize the desire to buy by customers who can bring about a take on the product. Thus, the hypothesis proposed in this research is:

H3 : *Celebrity endorsers* have a positive and significant influence on purchasing decisions for Erigo products.

3. Methodology

This research uses quantitative methods through regression analysis to explore the correlation between variables. In this research, the author uses primary data and the sample collection applies *purposive sampling* method so that the number of samples in this research is 80 respondents obtained through distributing questionnaires online via WhatsApp to *customers* who have purchased Erigo *brand* products via Instagram. Consumers know the quality of Erigo products and have bought at least 3 times.

There are two variables in this study, the independent variable and the *dependent variable*.
a) *Independent* Variable
   The *independent* variables are *Brand Image* (X_1), *Information Quality* (X_2) and *Celebrity Endorser* (X_3).
b) Dependent Variable
   The *dependent* variable is the Purchase Decision (Y).

After all the data is obtained, it is then analyzed using SPSS 22 *for windows software.* Using several test methods, namely validity, reliability, classical assumptions, multiple linear regression analysis to the coefficient of determination test

4. Empirical Findings/Result

Validity and Reliability Test
       The purpose of carrying out the validity test is to ensure that each questionnaire question that has been distributed by researchers is valid so that it can be used to obtain data correctly. Obtained from the comparison between r_{count} with r_{tabel} where df = n-2 with alpha 0.05. If the *Pearson Correlation* value> r_{tabel} , then it can be said to be valid.

Table 1. Validity Test

Variables	*Pearson Correlation*	R-table (α = 5%)	Validity Results
Purchase Decision	0,708	0,165	Valid
Brand Image	0,718	0,165	Valid
Information Quality	0,756	0,165	Valid
Celebrity Endorser	0,773	0,165	Valid

Source: SPSS Processed Data, 2024

Based on the results obtained in table 1, it is concluded that the purchase decision, *brand image*, *information quality* and *celebrity endorser* have a *Pearson Correlation* score> r_{tabel} . So, it can be said that all of these questions are valid so that they can become valid measuring instruments.

The reliability of a variable is determined if the *Cronbach's Alpha* score is> 0.6. If the reliability <0.6 is said to be not good, but if 0.7 is categorized as good and the reliability of the good category is more than 0.8.

Table 2. Reliability Test

Variables	Cronbach's Alpha	N of Items	Description
Purchase Decision	0,699	5	Reliable
Brand Image	0,669	4	Reliable
Information Quality	0,741	4	Reliable
Celebrity Endorser	0,766	4	Reliable

Source: SPSS Processed Data, 2023

Based on table 2, the *Cronbach's Alpha* score on purchasing decisions = 0.699, *brand image* = 0.669, *information quality* = 0.741 and *celebrity endorser* = 0.766. It can be concluded that this study is acceptable and reliable.

Classical Assumption Test
Normality Test
This test can use the *One Sample Kolmogorov Smirnov* test, namely if the Asymp Sig (2-tailed) score> 0.05, it is said that the data is normally distributed. However, if the Asymp Sig (2-tailed) score <0.05, it states that there is no normal distribution in the data.

Table 3. Normality Test

		Unstandardized Residuals
N		80
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,57675362
Most Extreme Differences	Absolute	,120
	Positive	,046
	Negative	-,120
Kolmogorov-Smirnov Z		,773
Asymp. Sig. (2-tailed)		**,200**

a. Test distribution is Normal
b. Calculated from data.

Source: SPSS Processed Data, 2023

Based on table 3, the significance score (2-tailed) was found to be 0.200. Since the significance value (2-tailed) is 0.200> 0.05, so it is stated that there is a normal distribution, the data can be used.

Multicollinearity Test
In regression equations, multicollinearity problems are not found if VIF < 10 and Tolerance > 10.

Table 4 Multicollinearity Test

	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	

Model		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	2,259	1,868			
	Brand Image	,361	,142	,255	,687	1,455
	Information Quality	,322	,124	,228	,703	1,423
	Celebrity Endorser	,388	,136	,300	,768	1,301

a. Dependent Variable: Purchase Decision

Source: SPSS Processed Data, 2023

Referring to table 4, the overall independent variable in this study has a value> 0.10 (tolerance> 0.10). While the VIF value is less than 10 (VIF < 10). It can be concluded that multicollinearity symptoms are not found among the independent variables.

Autocorrelation Test

In this study, the authors used the Durbin-Watson Test in order to test for autocorrelation. If D-W > (dU) and < (4-dU) indicates that there is no autocorrelation.

Table 5. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Durbin-Watson
1	,786[a]	,617	,610	2,271

a. Predictors: (Constant), BI, IQ, CE
Dependent Variable: KP

Source: SPSS Processed Data, 2023

Based on table 5, then 1.560 < 2.271 < (2.284) and obtained autocorrelation 0, indicating autocorrelation does not occur.

Heteroscedasticity Test

The goodness of the regression model is seen from the presence or absence of heteroscedasticity. This study uses the *Glejser* test, where the significance score is less than 5% (0.05), then heteroscedasticity is not found.

Table 6. Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	3,253	2,779		,245	,308
	Brand Image	,185	,056	,194	3,284	,962
	Information Quality	,233	,117	,155	1,988	,886
	Celebrity Endorser	,148	,085	,131	1,741	,902

a. Dependent Variable: Purchase Decision

Source: SPSS Processed Data, 2023

Based on table 6, the independent variables used are above 0.05, so the test results show that heteroscedasticity is not formed.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	2,259	1,868		,788	,000

Brand Image	,361	,142	,255	2,448	,017
Information Quality	,322	,124	,228	2,040	,045
Celebrity Endorser	,388	,136	,300	2,934	,004
a. Dependent Variable: Purchase Decision					

Source: SPSS Processed Data, 2023

Based on table 7, the constant value (α) is 2.259 while (β) 0.361 is obtained for *Brand Image*, (β) 0.322 for *Information Quality,* while (β) 0.388 is obtained by *Celebrity Endorser*, the equation is formed, namely:

$$Y = a + \beta X_{11} + \beta X_{22} + \beta X_{33} + e$$
$$Y = 2.259 + 0.361X_1 + 0.322X_2 + 0.388X_3$$

Description:
1. The constant value is 2.259, which means that if *Brand Image, Information Quality* and *Celebrity Endorser* (X_1, X_2 and X_3 are 0), then the Erigo Product Purchase Decision (Y) has a percentage of 2.259.
2. The coefficient value of *Brand Image* (X_1) is positive, which is 0.361, meaning that every 1 unit increase in *Brand Image* causes an increase of 0.361 in the Erigo Product Purchase Decision by 0.361.
3. The coefficient value of *Information Quality* (X_2) is positive, namely 0.322, meaning that if there is an increase of 1 unit, it will be accompanied by an increase in the Erigo Product Purchase Decision of 0.322.
4. The coefficient value of *Celebrity Endorser* (X_3) is positive, namely 0.388, meaning that if there is an increase of 1 unit, it will be accompanied by the Erigo Product Purchase Decision of 0.388.

Hypothesis   Testing
Simultaneous Test (F Test)
When the significance is <0.05, it means that Ho is rejected, meaning that the independent and dependent variables have a significant effect. If the significance value is > 0.05, it indicates the acceptance of Ho, so it can be stated that the independent and dependent variables have no effect.

Table 8. Simultaneous Test

Model	*Sum of Squares*	df	**Mean Square**	F	Sig.
Regression	125,980	3	41,993	16,045	0,000 [b]
Residuals	198,907	76	2,617		
Total	324,887	79			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), *Brand Image, Information Quality, Celebrity Endorser*
Source: SPSS Processed Data, 2023

Based on the results obtained from table 8, it can be stated that the $_{F\text{-count}}$ value is 16.045> F-$_{tabel}$ 2.72, systematically obtained a significant value of 0.000 <0.05 significant level, so it can be said that simultaneously X, X_{12}, X_3 affect the Erigo Product Purchase Decision (Y).

Partial Test (t test)
If the resulting probability <0.05, it is stated that there is a significant implication of the *independent variable* to the *dependent variable*. If the resulting probability > 0.05, it is said that it will not have a significant effect.

Table 9. Partial Test (t test)

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	**Std. Error**	**Beta**	**T**	**Sig.**
1	(Constant)	2,259	1,868		,788	,000
	Brand Image	,361	,142	,255	2,448	,017
	Information Quality	,322	,124	,228	2,040	,045
	Celebrity Endorser	,388	,136	,300	2,934	,004

a. Dependent Variable: Purchase Decision

Source: SPSS Processed Data, 2023

Referring to table 9, *Brand Image* (X_1) has a significance of 0.017 <0.05. Signaling the acceptance of H_1 and the rejection of Ho, so that the Erigo Product Purchasing Decision is influenced by *brand image*.

Information Quality (X_2) has a significance of 0.045 <0.05. The hypothesis H_2 is approved and Ho is rejected, so that the Erigo Product Purchase Decision is influenced by aspects of *information* quality.

Celebrity Endorser (X_3) has a significance of 0.004 <0.05. Signaling the acceptance of H_3 and the rejection of Ho, so it is concluded that the Erigo Product Purchase Decision is influenced by *celebrity* endorsers.

Determination Coefficient Test

This test is expected to produce an r squared score greater than 0.5, because a good value is between 0 and 1.

Table 10. Test Coefficient of Determination $(R)^2$

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,786[a]	,617 ,610		1,618

a. Predictors: (Constant), *Brand Image, Information Quality, Celebrity Endorser*

Source: SPSS Processed Data, 2023

Based on table 10, it is known that the Adjusted R Square value is 0.610, indicating that the *independent variable* (*brand image, information quality* and *celebrity endorser*) can influence the *dependent variable* (purchasing decision), which is 61% and the remaining 39% is not studied in research.

5. Discussion

The Effect of *Brand Image* on Purchasing Decisions for Erigo Products

Based on the results of data analysis, that *brand image has a* positive and significant effect on the purchase decision of Erigo products as evidenced by the probability, namely 0.017> 0.05. Erigo products have a good *brand image* in the eyes of *customers* and have different characteristics compared to other clothing, namely always giving a

different design for each new product release and only a few pcs available. By having different characteristics, Erigo products make a positive *brand image* in the eyes of consumers. This can be interpreted, if a product has a good *image*, it is beneficial for the company. Because unconsciously customers will suggest these products to others, so as to increase sales on Instagram. By maintaining the advantages of a good *brand image*, it will increase purchases and as the most valuable asset for the company. (Tasia et al., 2022). Based on research results from (Ardianti et al., 2019; Mahendra & Putri, 2022). that *brand image in the* aspect of making online purchasing decisions on Instagram has a positive and significant impact.

The Effect of *Information Quality* on Purchasing Decisions for Erigo Products
Based on the results of data analysis, *information quality has a* good and significant impact on the certainty of purchasing Erigo products as evidenced by the probability, namely 0.122> 0.05. This means that the *information quality* carried out by Erigo encourages consumers to make purchases, because sales on social media the information provided must be detailed. Erigo always provides information on time when releasing new products. It is proven that providing relatively short information has a high appeal, so that when there is a new shirt release, the shirt is immediately *sold out*. In addition, the display of *feeds* information on Instagram must also be interesting. Because if Instagram *feeds are* not interesting, consumers will be lazy to see what we sell on the Instagram page. Erigo's Instagram feeds are very neat and attractive, meaning that the higher the level of quality of information conveyed, the higher the level of purchasing decisions on social media. In line with research (Isnayati & Rahardjo, 2021; Silalahi & Sahara, 2017) that *information quality has a* significant impact on online *buying decisions* through Instagram social media users. That way, accurate *information quality* increases online purchasing decisions.

The Influence of *Celebrity Endorsers* on Purchasing Decisions for Erigo Products
Based on the results of data analysis, that *celebrity endorsers* have a positive and significant impact on the purchase decision of Erigo products as evidenced by the probability, namely 0.004> 0.05. Erigo itself uses celebrities or celebrities who are widely recognized by the public to promote its products with good knowledge and expertise and speaking skills in order to convince consumers of the product. Because the more well-known *celebrity endorsers* used to promote their products, the more interested someone is in buying the product and the level of trust also increases. Currently, *celebrity endorsers* are indeed the main attraction for purchasing products on social media. This is in line with research from (Malichah & Wiwoho, 2021; Rosita & Novitaningtyas, 2021) that promotional design using *celebrities* as advertising stars or *celebrity endorsers* can have a positive and significant influence on purchasing decisions. Celebrities can show charisma regarding physical attractiveness and individuals who are good, trustworthy and intellectually broad will realize the desire to buy by consumers which can lead to a purchase of the product

5. Conclusions

Based on the results of the analysis, *brand image, information quality* and *celebrity endorsers have a* positive and significant impact on purchasing decisions for Erigo products either segmentally or simultaneously. Brand trust helps to contribute the most to the purchase of Erigo clothing products. Customers believe that the brand of Erigo clothing products is a product sourced from an organization with a good and positive reputation and can bring confidence in the minds of customers. *Customers* agree that the prominent celebrity endorser figure of Erigo clothing products can give customers a high sense of confidence in making purchases. In addition, customers allow that Erigo Apparel has a good brand impression by being able to show the uniqueness of the brand that Erigo clothing products are easily accessible to customers. For the management of Erigo must familiarize the celebrity figure as an endorser of Erigo clothing products that are more in line with the appearance and impression that can represent the level of vitality of *its customers*. Erigo must develop its brand characteristics so that the Erigo label can maintain its trust and good name in the eyes of customers so that it can increase

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