

Research/Review Article

When Celebrities Sell: An Analysis of Keanu Angelo's Influence on Consumer Decisions and Customer Satisfaction

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Abstract

This study aims to determine whether there is an influence of celebrity supporters on customer satisfaction, and whether it is mediated by purchasing decisions between celebrity service providers and Keanu Angelo's customer satisfaction, and the review from an Islamic perspective. The population of this research is DKI Jakarta (Central Jakarta, West Jakarta, East Jakarta, North Jakarta and South Jakarta). The sample in this study was customers who had purchased a product or service through Keanu Angelo, with a total of 130 respondents. The sampling technique used was a non-probability sampling method, with a purposive sampling technique through distributing questionnaires. The method of data analysis was carried out using path analysis through the SPSS program. The results showed that celebrity influencers had a positive and significant effect on purchasing decisions, which in turn had a positive and significant effect on customer satisfaction, and that purchasing decisions mediated the relationship between celebrity customer givers and customers. The managerial implication is that companies should carefully select credible and ethical celebrity influencers who align with the brand's values. Since influencers significantly impact purchasing decisions and customer satisfaction, managers need to ensure influencer marketing strategies are both practical and trustworthy, including from Islamic ethical perspective.

Keywords: Celebrity Endorser, Purchase Decision, Customer Satisfaction

JEL Classification: M31, M37, Z12

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1. Introduction

Over time, the use of print media has decreased. Currently, some people prefer to read information obtained through mass media. Mass media is a tool used in conveying messages from the source to the audience (receiver) using mechanical communication tools such as film, radio, TV, and mobile phones. The mass media that is currently in great demand by some people is online media. Online media is often used by various groups of young people, as well as adults and the elderly. For example, the development of technology, such as Instagram, contains photos and videos with attractive features that attract the attention of Instagram account owners.

One example is Keanu Angelo's Instagram. Keanu uses his Instagram account to earn a profit by endorsing businesses. According to Shonwalkar (2011), an endorsement is a form of communication in which a celebrity acts as a spokesperson for a particular product or brand.

Keanu Angelo is one of the Instagram users who is widely known, so he can be called a celebrity endorser. His personal Instagram account @keanuagl has a total of 2.3 million followers. Keanu often makes his followers interested in his endorsement posts. One of the things that attracts Keanu's interest in advertising a product or service is the way Keanu conveys the product or service being advertised. Because in the video, Keanu makes it interesting through his unique speaking style, which convinces someone to buy the product; besides, Keanu is also very silly and funny in conveying a product in his advertisement. The impact of the video posts he made made his followers buy the product, and they were interested in every endorsement post he made.

Keanu is very well known in Indonesia, especially in DKI Jakarta is very familiar because Keanu has friends who are celebrities in DKI Jakarta, such as Awkarin, Sarahgibson, Rachel Vennya and many more who live in Jakarta. In addition, Keanu often appears in Awkarin and Rachel's snapgrams, where Awkarin and Rachel have more followers than Keanu's followers. Hence, the people of DKI Jakarta are familiar with Keanu's celebrity face and silly behavior, especially now that Keanu has become so famous that he is invited to TV shows and YouTube.

The role of celebrities as product advertisement stars is inextricably linked to their abilities. Dinny and Edin (2012) suggest that celebrities are perceived as having expertise in their field, which significantly influences consumers' decisions to purchase a product. Meanwhile, Endang and Dina (2012) suggest that the characteristics of celebrities as product endorsers significantly influence a person's decision to purchase a product.

From an Islamic perspective, purchasing decisions are a crucial element that must be considered. Islam teaches that building a bond with customers requires providing pleasant service, along with friendliness and ease in meeting their needs.

To establish a relationship with customers, honest information is needed about products or services, and to ensure the halalness of a product or service being promoted. However, with the many celebrities on social media, especially Instagram, Keanu Angelo's popularity has decreased. He is less interested in customers and data from those who want to endorse. The number of new celebrities coming has decreased, resulting in a decrease in the level of Keanu Angelo's endorsement, which makes Keanu less competitive against other celebrities. So that makes customers dissatisfied with Keanu Angelo.

Customer satisfaction has long been a central concept in marketing, and it is one measure of a customer's attachment to Keanu. It reflects how likely a customer is to switch to another celebrity, especially if Keanu makes a mistake.

The dominant factors influencing customer satisfaction are celebrity endorsers and purchasing decisions from customers who already trust Keanu as a spokesperson for the product or service being sold. The first dominant factor is celebrity endorsers. Keanu needs to innovate or vary to develop himself to become even better, so he can expand his market reach and increase his value. The second dominant factor is the purchasing decision. Keanu must advertise a product with confidence so that customers believe his claims about the product or service he is advertising.

The novelty of this study lies in its focus on Keanu Angelo as a celebrity endorser on Instagram, specifically examining how his unique style of communication combining humor, silliness, and persuasive delivery affects purchasing decisions and customer satisfaction. Unlike general studies on celebrity endorsements, this research highlights the role of personal branding and authenticity in shaping consumer trust, while also incorporating an Islamic perspective that emphasizes honesty, halal assurance, and ethical promotion. Furthermore, the study explores how the rise of

new celebrity influencers impacts Keanu's competitiveness, making it relevant to the evolving dynamics of digital marketing and influencer culture.

2. Literature Review and Hypothesis

Buying decision

The decision-making process typically follows a structured path, including need recognition, information search, evaluation of alternatives, purchase, and post-purchase behavior. Technological advancements and digital marketing have further reshaped consumer behavior (Luca, 2025). Purchasing decisions are a problem-solving approach to human activities to purchase goods or services to fulfill their desires and needs, consisting of recognizing needs and desires, searching for information, evaluating purchasing alternatives, making purchasing decisions, and post-purchase behavior (Swastha & Handoko, 2011). According to Kotler (2014), consumer purchasing decisions are the final decisions of individuals and households who purchase goods and services for personal consumption.

Celebrity Endorser

Sonwalker et al (2011) stated that celebrity endorsement is a form of communication in which a celebrity endorser acts as a spokesperson for a particular product or brand. Celebrity endorsement is the use of icons of famous people, such as artists and other advertising stars, who have direct and decisive influence and use their celebrity attributes to attract consumers to make purchases.

Customer satisfaction

Satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) to their expectations (Kotler, 2012). According to Tjiptono and Candra (2011), the word satisfaction comes from the Latin "satis" (meaning sufficient) and "facio" (to do or make), so it can be concluded that satisfaction is an effort to fulfill something or make something.

Research Conceptual Framework

Purchasing decisions are related to the endorser's credibility, and if the endorser's credibility influences the purchase decision for a product or service, the buyer will experience customer satisfaction. This conceptual framework can be seen in Figure 1 below:

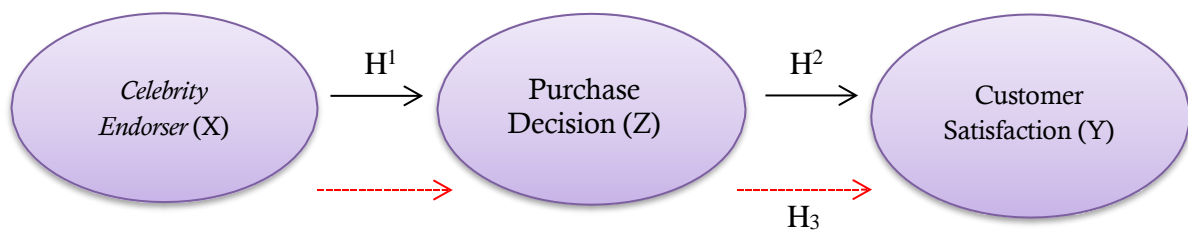


Figure 1. Research Concept Framework

Research Hypothesis

Celebrity Endorser on Purchasing Decisions

The existence of celebrity endorsers can increase sales levels due to the popularity of the celebrity, and many people like them. Usually, fans will believe what the celebrity says. Therefore, it creates interest or curiosity in the community with something advertised by the celebrity, which gives rise to buying and selling transactions based on their popularity or can be called a purchasing decision. The existence of a purchasing decision is due to the interest of the buyer to buy a product or service being advertised by the Celebrity Endorser, usually the interest obtained by customers from celebrities is through a speaking style that convinces customers that the product or service being advertised is excellent and worth buying, so that is where customers feel interested in the Celebrity Endorser. This study was conducted by Wulandari and Nurcahya (2015) regarding the positive and significant influence of purchasing decisions on celebrity endorsers.

H1: Celebrity endorser has a positive and significant influence on purchasing decisions.

The Influence of Purchasing Decisions on Customer Satisfaction

One factor that can lead to customer satisfaction is a sales transaction or purchase decision. Customers cannot experience satisfaction without purchasing a product or service. Therefore, customer satisfaction begins or arises from a transaction between a buyer and a seller. Typically, a transaction occurs based on an agreement. A mutual agreement between two parties (seller and buyer) is reached after the transaction is completed. The customer will then receive the product or service they desire. This research, conducted by Wulan, Mawardi, and Pangestuti (2016), states that there is a positive influence on customer satisfaction because the comparison between perceptions or impressions of the results of a product can be obtained after the customer experiences the product or service or makes a purchase of the product or service.

H2: Purchase Decisions Have a Positive Influence on Customer Satisfaction

Celebrity Endorsers Influence Customer Satisfaction Through Purchasing Decisions

Salim & Bachri (2011) use a source as an attention-grabbing figure in advertising as one creative way of conveying a message. Messages delivered by an interesting source will be easier to attract customers' attention. Showing that celebrity endorsers influence purchasing decisions, it was found that celebrity endorsers can attract customers' attention to purchase products or services. The level of liking a celebrity endorser influences the purchasing decision process; the higher the level of liking, the more likely customers are to be attracted.

After making a buying and selling transaction or purchasing decision, customers will be able to create a sense of satisfaction or dissatisfaction themselves, usually if customers feel satisfied with a product or service, customers will recommend the product or service to relatives or family and also customers will make repeat purchases to get the product or service again, customer assessments also have their average and are not the same as other customers, customer satisfaction can also be measured from the words or style of speaking of the celebrity, if the celebrity advertises a product or service honestly, then when customers get the product or service they will feel satisfied and not feel lied to. The results of research conducted by Khairunissa, Suharyono and Yulianto (2017) revealed that during the purchasing process, customers do not only reach the consumption process.

H3: Celebrity Endorser influences Customer Satisfaction through Purchasing Decisions

3. Data and Method

Types of research

The type of research used in this study is associative research. This type of research uses primary data sources. This primary data was obtained by distributing questionnaires to respondents. The sampling method used in this study was non-probability sampling with a purposive sampling technique, which included individuals selected based on their compliance with specific criteria established by the researcher. Individuals who did not meet these criteria were excluded from the sample. Statistical analysis was used to test the hypotheses using Path Analysis in the SPSS program.

Data collection technique

The data collection technique for this study was a questionnaire. The questionnaire used a Likert scale to answer questions. The questionnaire used four options: SS for strongly agreeing (scored 4), S for agreeing (scored 3), TS for disagreeing (scored 2), and STS for strongly disagreeing (scored 1).

Population and Sample

In this study, the author expanded the population of DKI Jakarta (Central Jakarta, North Jakarta, South Jakarta, East Jakarta, and West Jakarta) to 130 respondents using statistical formulas. The research sample was then determined from this population. The sampling technique used was non-probability with purposive sampling, which included people selected based on their suitability for specific criteria established by the researcher. The population in this study was Keanu Angelo's customers in DKI Jakarta. The population of this study is infinite, because the number of customers

varies over time. The research sample was Keanu Angelo's customers who met the research criteria and could be used as respondents. The sampling size refers to the research methodology of Research Methods for Business.

4. Results

Reliability Test Results

Table 1. Results of Instrument Reliability Test

Results of Instrument Reliability Test Calculation

Variables	Cronbach's alpha	r count	Information
Celebrity Endorser	0.824	0.6	Reliable
Buying decision	0.895	0.6	Reliable
Customer satisfaction	0.841	0.6	Reliable

Source: Processed Primary Data, 2020

Based on the Table above, in short, the results of the reliability test show that all variables have a Cronbach's Alpha value above the minimum standard of 0.60, so they are declared reliable. The alpha values for Celebrity Endorser (X), Purchase Decision (Z), and Customer Satisfaction (Y) are 0.824, 0.895, and 0.841, respectively, all of which indicate good internal consistency. If done using the Cronbach's alpha method, the calculated r value is represented by the alpha value; the greater the alpha value, the higher the reliability, and vice versa.

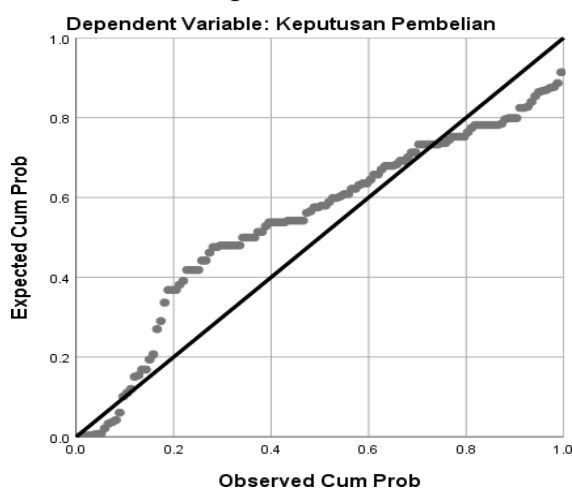
Table 2. Results of the Interpretation of Questionnaire Reliability Values

Variables	The magnitude of the R value	Interpretation
<i>Celebrity Endorser(X1)</i>	0.824	Very strong
Purchase Decision (Y)	0.895	Very strong
Customer Satisfaction (Z)	0.841	Very strong

Source: Processed Primary Data, 2020

Normality Test

Normal P-P Plot of Regression Standardized Residual



Normal P-P Plot of Regression Standardized Residual

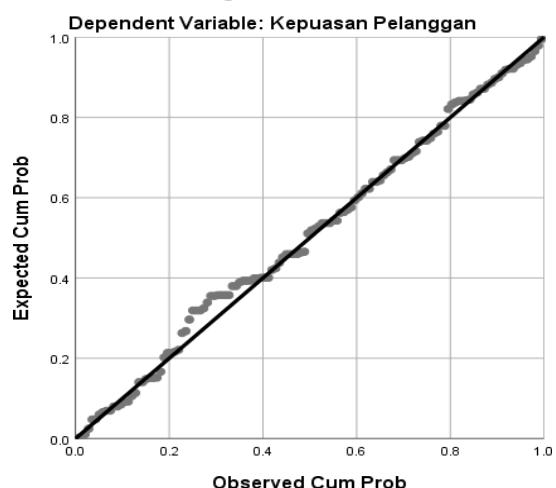


Figure 2. Results of the Normality Test for Purchasing Decisions and Customer Satisfaction

The data above can be considered normal because it is close to the diagonal line. This is because the normality value for the data exceeds 0.05, namely 0.076. The data above can be considered

normal because it is close to the diagonal line, as the normality value for the data is greater than 0.05, namely 0.99.

Multicollinearity Test

Table 3. Results of Multicollinearity Test for Purchasing Decisions

		Coefficients ^a			T	Sig.	Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients			Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	9,551	4.152		2,301	.023		
	Celebrity Endorser	.721	.103	.525	6,977	.000	1,000	1,000

Source: Processed Primary Data, 2020

Based on the Table above, 4.16 below, it can be seen that all tolerance values are <0.10 and VIF values are >10 . Based on these results, it can be concluded that all independent variables used in this study are not correlated with other independent variables, and multicollinearity does not occur.

Heteroscedasticity Test

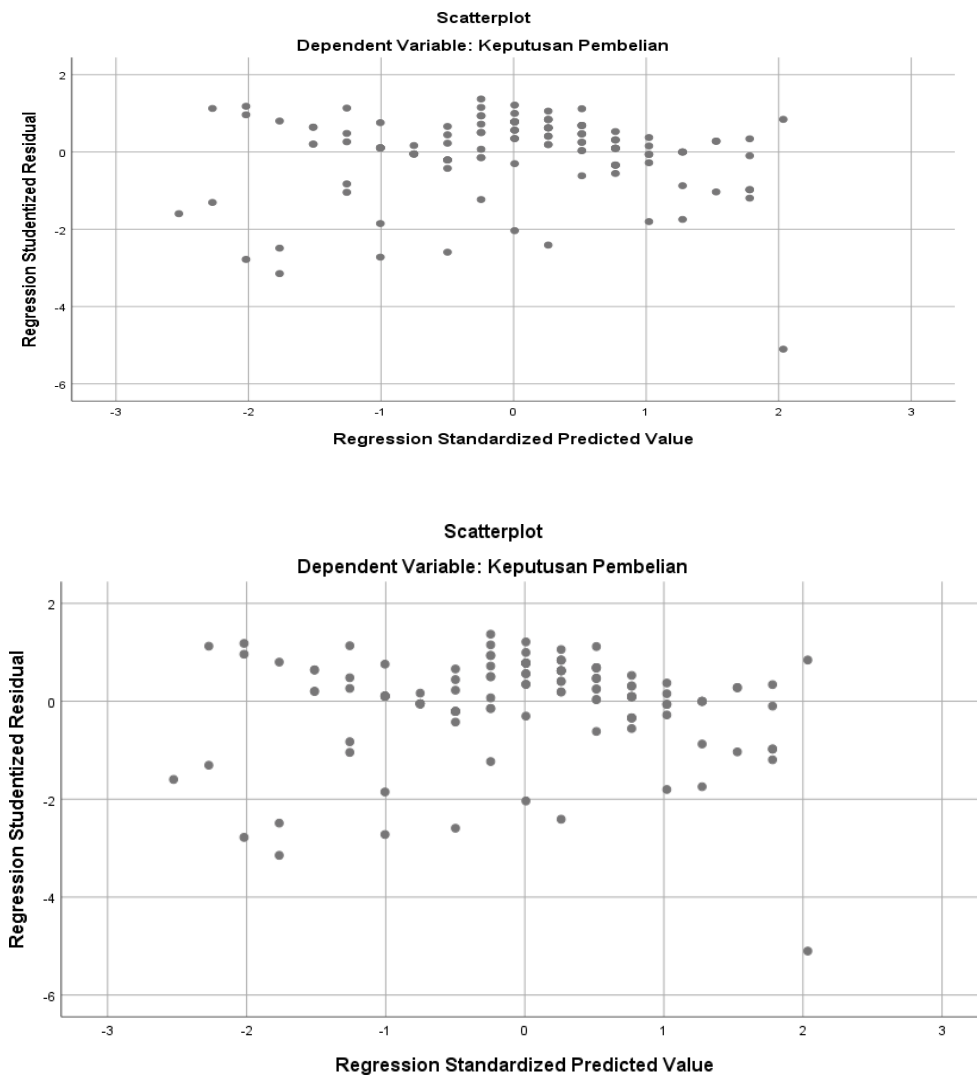


Figure 3. Heteroscedasticity Test Results

Model Summary**Table 4. Regression Analysis of Purchasing Decisions**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,551	4.152		2,301	.023
celebrity endorser	.721	.103	.525	6,977	.000

Source: Processed Primary Data, 2020

The standardized coefficient (beta) value for celebrity endorsers is 0.525, indicating that a 1% increase in celebrity endorsers will result in a 0.525% increase in customer satisfaction.

Table 5. Customer Satisfaction Summary Model Analysis

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.705a	.497	.489	2,419

Source: Processed Primary Data, 2020

Based on the Table above, the standardized coefficients (beta) indicate that celebrity endorsers have a positive effect on purchasing decisions of 0.421, meaning that each increase in celebrity endorsers will increase purchasing decisions by 0.421. Meanwhile, purchasing decisions also have a positive effect on customer satisfaction of 0.386, meaning that each increase in purchasing decisions will increase customer satisfaction by 0.386.

Direct Influence**Table 6. Output of the Hypothesis Test of Celebrity Endorsers on Purchasing Decisions**

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,551	4.152		2,301	.023
celebrity endorser	.721	.103	.525	6,977	.000

Source: Processed Primary Data, 2020

Based on the research results obtained, the coefficient value of the celebrity endorser path on direct purchasing decisions is 0.525 with a positive coefficient direction, and the calculated t value is 6.977 < t Table 1.982 or sig. The celebrity endorser variable is 0.000 > 0.05. So the celebrity endorser variable has a positive but significant influence on purchasing decisions.

Table 7. Influence of Purchasing Decisions on Customer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,201	2,212		2,804	.006
Buying decision	.241	.046	.386	5,224	.000

Source: Processed Primary Data, 2020

Based on the research results obtained, the coefficient value of the purchasing decision path to customer satisfaction is directly 0.386 with a positive coefficient direction, and the calculated t-value is $5.224 > t\text{-table } 1.982$ or sig. The purchasing decision variable is $0.000 < 0.05$. Therefore, the purchasing decision variable has a positive and significant effect on customer satisfaction.

Indirect Influence

Table 8. The Influence of Celebrity Endorsers and Purchasing Decisions on Customer Satisfaction

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	6,201	2,212		2,804	.006
1 Celebrity Endorser	.361	.063	.421	5,700	.000
Buying decision	.241	.046	.386	5,224	.000

Source: Processed Primary Data, 2020

From the calculation above, it is known that the value of the indirect influence on purchasing decisions is 0.202. This indicates that the value of the indirect influence is greater than the value of the direct influence, $0.202 < 0.525$.

5. Discussion

The Influence of Celebrity Endorsers on Purchasing Decisions

Based on Table 6, the results of this study indicate that through path analysis, results were obtained that showed a positive and significant influence between Celebrity Endorser (X1) and Purchasing Decision (Z). This means that if Celebrity Endorser is increased, Customer Satisfaction will also increase. The positive referred to in this study is the influence between Celebrity Endorser and purchasing decision due to the fame or fame of celebrity endorser in DKI Jakarta which makes customers want to have the same product as the celebrity and also the celebrity advertises a product that is convincing with the abilities he has, making customers interested in the product being advertised and have the desire to buy the same product as the celebrity so that it will create a buying and selling transaction between the seller and the buyer, after making the transaction and getting the product, the customer will feel satisfied with the product they have obtained, the satisfaction itself can also lead to repeat purchases or recommendations to people close to them.

The Influence of Purchasing Decisions on Customer Satisfaction

Based on Table 7, the results of this study indicate that through path analysis, the results obtained show a positive and significant influence between Purchasing Decisions (Z) and Customer Satisfaction (Y). This means that purchasing decisions will make consumers feel satisfied with the customer service. The results of this study are in line with research conducted by Susanto (2013), who said that customer satisfaction has a positive and significant influence on purchasing decisions. According to this study, customer satisfaction with a product will create a purchasing decision, and if customers feel satisfied, they will make repeat purchases. The influence between purchasing decisions and customer satisfaction also proves that Keanu Angelo has an interest in encouraging customers to buy a product through his advertisement, and customers will feel satisfied with the product or service they have received.

The Influence of Celebrity Endorsers on Customer Satisfaction through Simultaneous Purchasing Decisions

Based on Table 8, the influence of celebrity endorsers and purchasing decisions has a positive and significant influence on customer satisfaction. Therefore, positive and significant results were obtained regarding celebrity endorsers on customer satisfaction through purchasing decisions. This means that if Keanu Angelo's celebrity endorsement increases, it will lead to purchasing decisions

before customers feel satisfied. The positive and significant influence above indicates that celebrities can be noticed by many people or the public, thus influencing and making the people of DKI Jakarta interested in the product or brand being advertised (Visibility). Because of the interest in customers to buy the product, customers will usually look at the brand or product in detail, such as looking at the product quality, brand choice, because the brand can also represent the quality of the product, and the right time to buy the product.

6. Conclusion

The results of a study on Keanu Angelo customers in DKI Jakarta showed that celebrity endorsers have a positive and significant effect on customer satisfaction, with purchasing decisions acting as a mediating variable. This means that strong celebrity endorsers drive purchasing decisions, which in turn increase customer satisfaction. Furthermore, celebrity endorsers also have a direct influence on purchasing decisions, and purchasing decisions have been shown to have a positive effect on customer satisfaction. Therefore, purchasing decisions significantly mediate the relationship between celebrity endorsers and customer satisfaction.

From a managerial perspective, these results suggest that companies can indirectly increase customer satisfaction by strategically selecting celebrity endorsers who align with their brand image. Endorsers who have an emotional connection with their audience can shape positive perceptions that drive purchasing decisions. Therefore, marketing managers need to design more targeted endorsement strategies, not only to increase product popularity but also to build long-term relationships with customers through satisfying purchasing experiences.

Recommendation

Based on the research results, Keanu Angelo should further adjust his communication style in advertisements by reducing excessive silliness and presenting a more professional image to increase consumer trust in the advertised product. The company is also advised to optimally utilize Keanu's positive image to encourage purchasing decisions, as well as build customer satisfaction through testimonials, reviews, and product quality assurance. In addition, the company needs to increase the use of digital technology by actively marketing products on social media and providing online purchasing services that are easy, fast, and accompanied by clear product information, so that consumers feel satisfied and encouraged to buy again.

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