Analysis Regarding the Influence of Celebrity Endorsement, Advertising, Electronic Word of Mouth towards the Purchase Intention of Smartfren Internet Services

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Abstract: *With a huge population and many internet users in Indonesia, it has a positive affect on the economic side of the Indonesian internet. The huge number of internet users in Indonesia has resulted in a fairly rapid development of telecommunications services in Indonesia, this proven by the large number of cellular operators which compete in internet provider business. This research has intended to determine the influence of Celebrity Endorsement, Advertising, eWOM towards Purchase Intention of Smartfren internet services. The population criteria in this research are the Jabodetabek area, those respondents who have never used Smartfren internet services. The sampling technique used was purposive sampling with data collection methods through online questionnaires spread on 182 respondents. To find out those effects from Celebrity Endorsement, Advertising, eWOM to Purchase Intention, it uses the SmartPLS (Partial Least Square) software method.*

Keywords: Celebrity Endorsement, Advertising, eWOM, Purchase Intention.

I. Introduction

The definition of celebrities are movie stars, singers, models, athletes, politicians and business people according to Hsu and McDonald (2002) in Yang (2018) Companies use celebrities as a form of advertising strategy in whom famous people use their social status to promote goods or services based on popularity and their personality. According to Winterich (2018), celebrity endorsement is a form of advertising strategy in which famous people use their social status to promote goods, services or ideas. Advertising is the delivery of announcements and promotional messages paid by a marketer through various media. Bovee and Thill (2011) in Laluyan (2017) said that advertisements are the delivery of announcements and promotional messages through time or space purchased in various media. Ads should also be trusted, which is, consumers need to believe that the product provides correct information and benefits as promised. Furthermore, advertisements need to have distinctive features, namely, the companies need to show that their products are better than those of competitors. According to Kotler and Keller (2016) in Sukamto (2017), advertising is all forms of payment for non-personal presentations and promotion of ideas, goods, or services by sponsors through printed media (newspapers and magazines), broadcast media (radio and television) , network media (telephone, cable, satellite, wireless), electronic media (recordings, tapes, CD-ROM, pages) and display media (billboards, posters).

The rapid growth in information technology during this modern era has made the internet an inseparable part of human life. Data taken from internetworldstats.com (2019) currently shows if the number of internet users in Indonesia is around 171,260,000 spread across 34 provinces in Indonesia. Along with the development of the internet, website searches were also developed which make it easier for consumers to gain knowledge about a product before trying, buying or even using that product. Internet marketing makes it easy to provide sort of information regarding advantages or disadvantages and success or failure of a product that later would influence consumer decisions. Alongside the development of the internet, now word of mouth has developed into an Electronic Word of Mouth, where consumers could see all information about a product via the internet. According to Kentzo (2020), electronic word of mouth gives potential consumers increased confidence in purchase intention due to several online reviews, both positive or negative, which are found on the online platform. This is also in line with Sihite's research (2019) which stated that positive and negative reviews on Twitter social media could be used as recommendations by consumers. According to Sulthana (2019), electronic words of mouth made by family and friends on social media such as Twitter, Facebook is an unpaid promotion and they become promotional media in a product and service.

According to Taungke (2020), electronic word of mouth is a positive and negative statement about a product or service made by consumers via internet media, from this statement it becomes a strong reason for potential consumers to be interested in or not to use the product or service. It would be more sure if reviews or opinions about a product are obtained from reliable sources. This would increase consumer interest and

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confidence in trying or using a product which has an impact on purchase intention. This support used by companies to market a product and keep the company connected with consumers.

Purchase intention could be defined as someone's intention or interest in behavior which allows someone to perform this behavior, which is the focus of this research towards buying internet services. According to Chen, et al. (2010) in Widjaja (2016), a person's attitude shows a person's level of interest in certain behaviors and was found by belief in the behavior itself. Meaning that consumer attitudes have shown high and low purchase intentions.

The large number of internet users in Indonesia has resulted in telecommunication services in Indonesia experiencing rapid growth. This could be seen by the number of cellular operators that compete in internet provider business. The large needs of internet users, making the internet service business have high appeal. The 5 largest operators in Indonesia, namely: Telkomsel, XL, Indosat, 3, Smartfren.

Smartfren began operating in Indonesia in 2011. In 2015 Smartfren invented by launching the first 4G LTE Advanced service in Indonesia as well as becoming the leading 4G operator that has the widest 4G LTE coverage in Indonesia these days.

Though Smartfen is in the top position as the most 4G providers among other operators. However, in terms of internet service users, Smarfren is still in fifth place. This is the reason why the author carries out several analyses regarding purchase intention towards smartfren internet services.

II. Literature Review

Based on the research objectives, the theory that used is the theory of consumer behavior. The theoretical basis which describes consumer theory is Theory of Planned Behavior, which is quoted from Ajzen and Fishbein's Theory Reasoned Action (1980) in Shin (2018) by adding perceived behavioral control, has been widely applied to predict various types of human behavior with a lot of empirical support.

Shin (2018) explained that a person's behavioral intention has three factors, such as: 1) Attitude is the extent to which a person has an evaluation or assessment of preferred or unfavorable behavior. 2) Subjective norms from social groups regarding the assessment of individuals who are involved in these behaviors. Represents social influence in theory and which defined as "the social pressure that is felt to do or not to act on an object. 3) Perception of behavior (perceived behavioral control) the perceived ease or difficulty in doing behavior.

Celebrity Endorsement

According to research which conducted by Khan (2018), found that celebrity endorsement has a positive influence towards Purchase Intention. This is supported by the attractiveness, trust, expertise and match up of celebrities and In line with research by Osei, Frimpong and Donkor (2019), celebrity endorsement has a positive influence towards purchase intention that supported by attractiveness, trust and familiarity of celebrities. So it could be interpreted if the existence of a good celebrity endorsement would increase the purchasing decisions. According to Khan (2018), there are four celebrity endorsement variables, such as: Attractiveness, Trustworthiness, Expertise, and Match Up.

Advertising

Yasa (2019) were explained if the advertising has a positive influence towards purchase intention, the better advertising, the higher the purchase intention. Based on Sukamto (2017), there is an influence between advertising via Youtube and purchase interest. Alongside with the increasing the use of social media in community, social media has become an important tool for marketing a product. Another opinion, according to Yunianto (2017), shows that advertising has a direct influence on purchase intention. This result was reinforced by the pretest that the researcher has done and it shows the respondent is interested in buying the product after seeing the advertisement.

According to Kotler & Armstrong (2004) in Susilo (2016), message formulation requires this four factors: 1) Message Content; 2) Message Structure; 3) Message Format; and 4) Message Source.
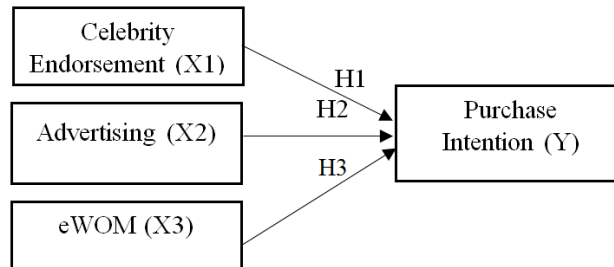
Electronic Word of Mouth

According to Kentzo (2020), the electronic word of mouth has a significant positive influence towards purchase intention, electronic word of mouth were also increased the confidence of potential consumers to purchase intention due to several online reviews, both positive and negative, which found on online platform. According to Hamdani (2018), electronic word of mouth has a significant positive influence towards purchase intention, this is motivated by Instagram users who provide information related to products or services by consumers. According to Goyette et al. (2010) in Sindunata (2018), the dimensions of electronic word of mouth are divided into three parts, namely: 1) Intensity is a consumer's feasibility in providing information, opinions and interactions between consumers on social networking sites. 2) Valence of opinion, valence is an consumer

interest in a product or service based on the opinions and recommendations from other consumers. 3) content is the information on the quality, price, convenience, service of the product that will be purchased by consumers.

Purchase Intention

Purchase intention refers to the possibility of a consumer making a purchase. The higher the purchase intention, the higher the probability of that purchase being made. According to Widjaja (2016), purchase intention is often used as a measurement in predicting purchasing behavior. According to Dewi and Sulistyawati (2018), the indicator of purchase intention is: 1) Interested in knowing further information about the product; 2) Consideration for purchase; 3) Interested in trying the product; 4) Product curiosity; and 5) The intention to have a product.

Hypothesis

Figure 1. Hypothesis Model

H1: Celebrity endorsement has a positive and significant affect on purchase intention
H2: Electronic Word of Mouth has a positive and significant affect on purchase intention
H3: Advertising has a positive and significant affect on purchase intention.

III. Research Methods

The type of research were include in causality research to examine the hypothesis regarding the influence of one variable or several variables (independent variable) towards other variables / dependent variables. This research uses a quantitative approachment which is a series of observations or measurement of the results by primary data in the form of a survey through google form. In connection with the Covid 19 pandemic, the distributing of questionnaires, the researchers decided to used WhatsApp and email to respondents which located in Jabodetabek area. Quantitative research according to Uma Sekaran (2017) is a scientific method in which data is in the form of numbers or that could be processed and analyzed by mathematical or statistical calculations.

This research has intended to revealed and examine the influence of Celebrity Endorsement, Advertising, Electronic Word of Mouth towards Purchase Intention of Smartfren Internet data Services. In this research, the data were obtained through distributing questionnaires to target respondents who had not used the Smartfren internet service in the Jabodetabek area and the results of the distribution of the questionnaire were 209 respondents who had filled out the questionnaire, from this 209 respondents then only 182 respondents who are fit to be analyzed and 27 respondents could not be further analyzed because they already used the Smartfren internet service. The research data that has been collected then analyzed with descriptively and quantitatively. Descriptive analysis was carried out with the SPSS 26 program to determine the description of the celebrity endorsement, advertising, electronic word of mouth, and purchase intention variables. while quantitative analysis was carried out by the PLS (Partial Least Square) method to discover the influence of celebrity endorsement, advertising, electronic word of mouth and purchase intention.

IV. Results And Discussion

Descriptive Analysis

Based on the Table 1, for the lowest mean value of respondents' answers to celebrity endorsement was 3.07 CE3 indicator with the statement "In my opinion Smartfren internet purchase intention is due to elegant celebrity support" and the mean value of 3.12 CE1 indicator "In my opinion purchase intention Smartfren internet is due to the support of celebrity classy ". The two lowest means are in the same dimension, namely attractiveness. It could be concluded that attractiveness has a low mean value of interest in buying the Smartfren internet, so when choosing celebrities to influence the purchase intention to Smartfren internet does not require celebrities who have attractiveness.

Based on the mean of all respondents' answers to celebrity endorsement of interest in buying Smartfren internet services, namely 3.40 falls into low category. This is in line with Subagio's research (2020), data

analysis shows that celebrity endorsement does not have a significant affect on purchase intention, the data analysis shows that celebrity endorsement has no significant affect on purchase intention. Where the role of celebrities in reviewing the products or services used is not significant to make their followers interested in using these products or services.

Table 1. Analysis of Respondents' Answers to Celebrity Endorsement (X1)

Dimension	Code	Answer					Total	Std. Deviation	Mean	Remark
		STS	TS	N	S	SS				
Attractiveness X1.1	CE1	15	37	60	52	18	567	1,099	3,12	Low
	CE2	11	46	53	51	21	571	1,106	3,14	Low
	CE3	13	44	60	48	17	558	1,080	3,07	Low
Trustworthiness X1.2	CE4	10	20	62	60	30	626	1,064	3,44	Low
	CE5	12	20	61	59	30	621	1,093	3,41	Low
	CE6	8	24	76	51	23	603	1,000	3,31	Low
Expertise X1.3	CE7	6	26	51	57	42	649	1,094	3,57	Moderate High
	CE8	8	28	53	57	36	631	1,106	3,47	Low
	CE9	10	26	43	64	39	642	1,140	3,53	Moderate High
	CE10	9	22	49	70	32	640	1,071	3,52	Moderate High
Match Up X1.4	CE11	9	22	50	70	31	638	1,066	3,51	Moderate High
	CE12	6	18	55	67	36	655	1,018	3,60	Moderate High
	CE13	6	20	70	61	25	625	0,971	3,43	Low
	CE14	9	22	55	58	38	640	1,101	3,52	Moderate High

Based on the Table 2, for the highest mean value of respondents' answers to advertising was 3.93 AD3 indicator with the statement "In my opinion Smartfren internet purchase intention is due to product advertisements that are easily understood by the audience" with the mean value of 3.91 indicators AD7 with the statement "According to my opinion, the interest in buying Smartfren internet is due to advertisements that provide messages which attracted the attention ". It could be concluded that the more attractive and easy to understand an advertisement is, the higher the interest in buying Smartfren internet.

Based on the mean of all respondents' answers to advertising to the interest in buying Smartfren internet services, namely 3.81 falls into the high category. This is in line with Yuniyanto's (2018) research, namely that advertising has a significant affect on purchase intention, the more attractive the message is conveyed, the more someone's purchase intention would increase.

Table 2. Analysis of Respondents' Answers to Advertising (X2)

Dimension	Code	Answer					Total	Std. Deviation	Mean	Remark
		STS	TS	N	S	SS				
Message Content X2.1	AD1	5	12	46	86	33	676	0,932	3,71	Moderate High
	AD2	3	12	39	94	34	690	0,880	3,79	Moderate High
Message Structure X2.2	AD3	3	8	33	93	45	715	0,867	3,93	Moderate High
	AD4	5	8	39	88	42	700	0,921	3,85	Moderate High
Message Format X2.3	AD5	2	8	41	90	41	706	0,845	3,88	Moderate High
	AD6	3	14	61	76	28	658	0,895	3,62	Moderate High
Message Source X2.4	AD7	3	7	42	82	48	711	0,890	3,91	Moderate High
	AD8	3	5	55	77	42	696	0,874	3,82	Moderate High

Based on the Table 3, for the highest mean value the respondent's answer to e-WOM was 4.04 EW8 indicator with the statement "In my opinion the interest in buying Smartfren internet is due to price information offered on social networking sites" and the mean value of 4.02 EW4 indicators with the statement "In my opinion the interest in buying Smartfren internet is due to positive comments from social network users. It could be concluded that price information and positive comments from social network users would increase the interest in buying Smartfren internet.

From the mean of all respondents' answers to e-WOM on the interest in buying Smartfren internet services, namely 3.88, it falls into the high category. This is in line with Ellen's (2019) research, namely that e-WOM has a significant affect on purchase intention.

Table 3. The Analysis of Respondents' Answers to eWOM (X3)

Dimension	Code	Answer					Total	Std. Deviation	Mean	Remark
		STS	TS	N	S	SS				
Intensity X3.1	EW1	3	7	40	84	48	713	0,885	3,92	Moderate High
	EW2	4	7	36	89	46	712	0,894	3,91	Moderate High
	EW3	2	7	45	73	55	718	0,896	3,95	Moderate High
Valence of opinion X3.2	EW4	3	4	38	79	58	731	0,876	4,02	Moderate High
	EW5	3	5	39	80	55	725	0,882	3,98	Moderate High
	EW6	10	28	65	55	24	601	1,057	3,30	Low
Content X3.3	EW7	3	9	45	81	44	700	0,903	3,85	Moderate High
	EW8	3	2	31	94	52	736	0,806	4,04	Moderate High
	EW9	3	5	41	88	45	713	0,853	3,92	Moderate High

According to the table 4, for the highest mean value of the respondent's answer to Purchase Intention was 3.79 PI1 indicator with the statement "In my opinion the intention in buying Smartfren internet is due to the interest in finding out more information about the product" and the mean value of 3.77 PI4 indicator with a statement "In my opinion, Smartfren internet purchase interest is due to product curiosity".

It could be concluded that more information about products and curiosity about products could create purchase intention on Smartfren internet.

From the total mean of respondents' answers to Purchase Intention of interest in buying Smartfren internet services, namely 3.75, falls in the high of category.

Table 4. Analysis of Respondents' Answers to Purchase Intention (Y)

Dimension	Code	Answer					Total	Std. Deviation	Mean	Remark
		STS	TS	N	S	SS				
Purchase Intention (Y)	PI1	3	10	50	79	40	689	0,906	3,79	Moderate High
	PI2	1	7	58	90	26	679	0,772	3,73	Moderate High
	PI3	5	5	54	82	36	685	0,895	3,76	Moderate High
	PI4	5	5	51	87	34	686	0,880	3,77	Moderate High
	PI5	6	10	48	87	31	673	0,930	3,70	Moderate High

Examine the Outer Model or Measurement Model

Based on Convergent Validity Test result, it shows that all loading factor values are 0.50 in accordance with the recommended value. So the indicators used in this research were valid or have met the requirements of convergent validity.
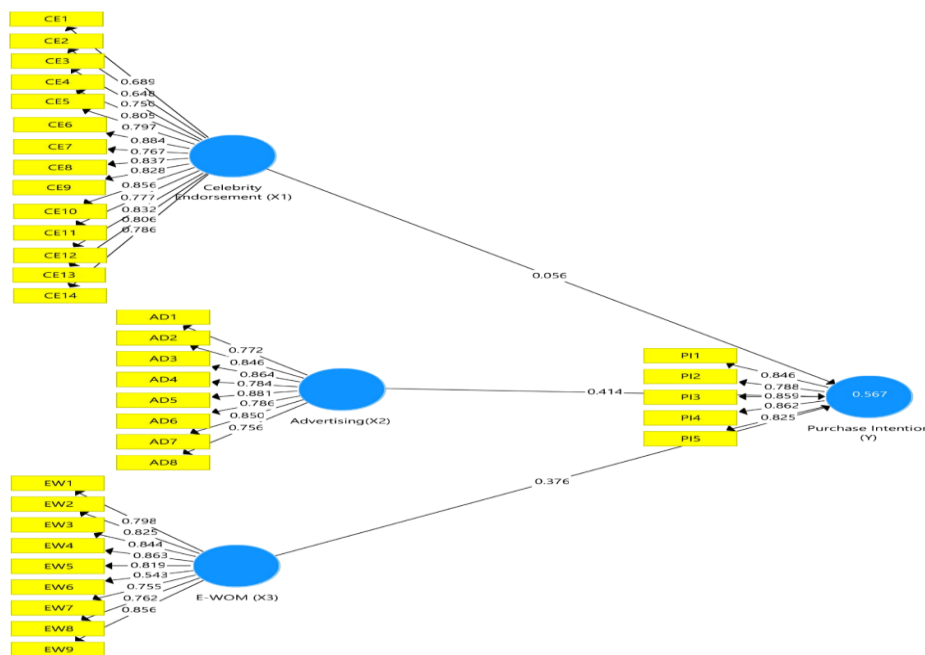
Figure 2. Convergent Validity Test result (Outer Model)

Apart from being seen from the loading factor, to see the convergent validity it could also use the Average Variance Extracted (AVE).

Table 5. AVE Test Results

Variable	Average Variance Extracted (AVE)
Celebrity Endorsement	0.628
Advertising	0.670
E-WOM	0.625
Purchase Intention	0.700

It is known that the AVE value for each variable has a value > 0.5. The AVE output results show that the AVE value is good for each construct because it has met the convergent validity requirements. And therefore there is no convergent validity problem in the model being tested. So the examination could be done on a further stage.

From Table 6 that the square root of AVE which is shown from the numbers in bold is greater than the value beside it. This shows that the discriminant validity requirements are met.

Table 6. Test Results of Discriminant Validity (Fornell-Lacker Criterion)

Variable	Advertising	Celebrity Endorsement	E-WOM	Purchase Intention
Advertising	**0.819**			
Celebrity Endorsement	0.638	**0.793**		
E-WOM	0.632	0.554	**0.971**	
Purchase Intention	0.688	0.529	0.669	**0.837**

Based on Table 7, it is known that all variables have filled the requirements of composite reliability and Cronbach's alpha, because they have a value of ≥ 0.70. The values for all variables were ≥ 0.70. So it could be interpreted that the entire construct has good reliability or the questionnaire used as a tool in this research has been reliable or consistent and could be analyzed further.

Table 7. Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha	Information
Advertising	0,942	0,929	Reliable
Celebrity Endorsement	0,959	0,954	Reliable
E-WOM	0,937	0,922	Reliable
Purchase Intention	0,921	0,893	Reliable

Structural Model Testing (Inner Model)

After done with the examine of the outer model, the next step is to continue the analysis of the influence of inner model. The Inner model test is the development of a model based on concepts and theories in order to discover the correlation between exogenous and endogenous variables, which have been described in this conceptual framework. The examination phase of the structural model (inner model) is carried out in these following steps:

The value of R-Square (R^2) shows how much the independent variable explained the dependent variable. The R-Square value was zero to one. If the R-Square value gets closer to one, the independent variables provide all the information needed to predict the variation in the dependent variable. Conversely, the smaller the R-Square value, the more limited the ability of the independent variables to explain the variation in the dependent variable. The R-Square value has a weakness, namely the R-Square value would increase every time there is an addition of one independent variable though the independent variable does not have a significant influence on the dependent variable. Based on the data processing which has been done, the R-Square value was obtained as follows:

Table 8. R-Square Test Results

Variable	R-Square
Purchase Intention	0,567

According to the data shown in Table 8, the R-Square value was 0.567 which could be interpreted that the purchase intention construct variable which can be explained by the celebrity endorsement variable, electronic word of mouth and advertising was 56.7%. Meanwhile, 43.3% was explained by other variables outside this research.

The examination of the Goodness of Fit structural model on the inner model uses the predictive relevance (Q^2) value. Q-Square value greater than 0 (zero) indicates that the model has a predictive relevance value. The R-Square value of each endogenous variable in this research that could be seen in these following calculations.

The predictive relevance value is obtained by the formula:

$Q^2 = 1 - (1 - R1) = 1 - (1 - 0.567) = 1 - 0.433 = 0.567$

The results of above calculations show a predictive relevance value of 0.567 > 0. Meaning that 56.7% of the variation in the purchase intention variable (dependent variable) could explained by the variables used, thus the model is said to be feasible to have a relevant predictive value and the model. This research could be stated as having a good condition of goodness of fit.

The F-square value (F^2) shows the endogenous construct by looking at the amount of the exogenous substantive affect (F^2) with the total affect. The value of F2 is the exogenous substative affect on endogenous constructs. The amount of the influence on endogenous latent is classified into 3 categories, namely 0.02 small affect, 0.15 medium affect, and 0.35 large affect. Based on these data processing that has been done, the F-Square value is obtained as follows:

Table 9. F-Square Test Results

Variable	Purchase Intention (Y1)	Information
Celebrity Endorsement (X1)	0.191	Small
Advertising (X2)	0.004	Small
E-WOM (X3)	0.184	Small

1) The affect of celebrity endorsement on purchase intention has an F^2 value of 0.191 (small).
2) The affect of advertising on purchase intention has an F^2 value of 0.004 (small).
3) The affect of E-WOM on purchase intention has a value of F^2 0.184 (small).

Hypothesis Test Results (Estimated Path Coefficient)

The estimated values for the path correlation in the structural model should be significant. The structural model was tested using the bootsraping technique. This examination of the significance on the path coefficient (path) is done by comparing the value of t-statistics with the value of t-table at the 5% significance level of 1.96. According to (Hair et al., 2014) the t-statistics value is greater than the t-table value of 1.96, so the path coefficient was considered as significant influence. These following are the results of hypothesis test which obtained from the results of bootsrapping using SmartPLS.
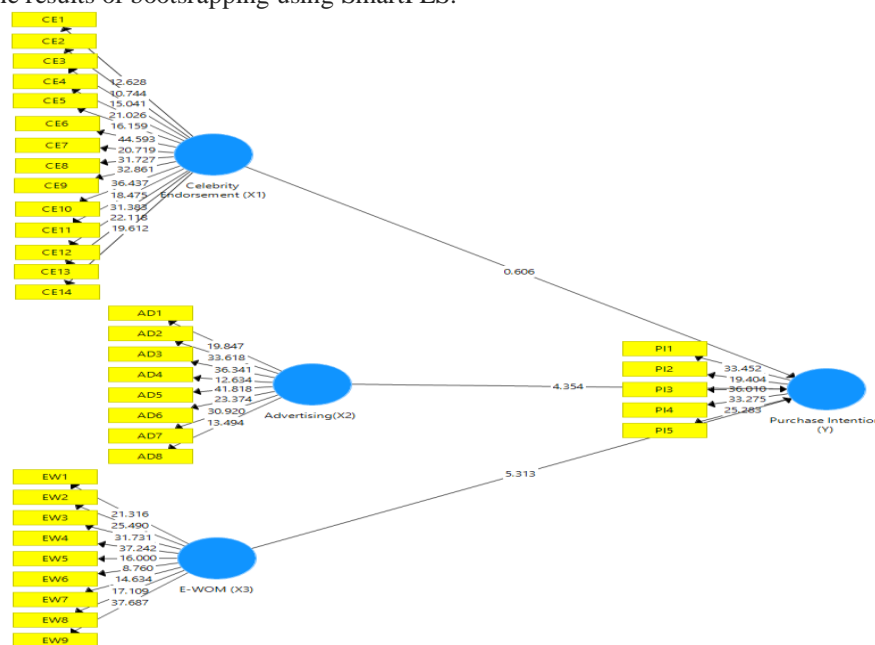
Figure 3. T-Value Test Results

Table 10. Hypothesis Table

Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Conclude
Celebrity Endorsement (X1) -> Purchase Intention (Y)	0,056	0,606	0,545	Hypothesis Rejected
Advertising(X2) -> Purchase Intention (Y)	0,414	4,354	0,000	Hypothesis Accepted
E-WOM (X3) -> Purchase Intention (Y)	0,376	5,313	0,000	Hypothesis Accepted

Based on the hypothesis test (H1) in this results, it is said that the results indicate the hypothesis is rejected, because the T-statistic value of 0.606 is smaller than 1.96. The probability value of 0.545 (p> 0.05) means that celebrity endorsement has a positive but insignificant affect on purchase intention. These results were in line with Subagio's research (2020), data analysis shows celebrity endorsement has no significant affect on purchase intention. Where the role of celebrities in reviewing the products or services used is not significant to make their followers interested in using these products or services.

Based on the hypothesis test (H2) in this research shows that the hypothesis is accepted, because the T-statistic value of 4.354 is greater than 1.96. A probability value of 0.000 (p <0.05) means that advertising has a positive and significant affect on purchase intention. This result is in line with Sukamto's (2017) research, that advertising is significant on purchase intention. Therefore, it is concluded that advertising has a message which is very clear and easy to understand would make consumers intend to purchase products or services.

According to the hypothesis test (H3) in this research, the results show that the hypothesis was accepted, because the T-statistic value of 5.313 was greater than 1.96. A probability value of 0,000 (p <0.05) means that the electronic word of mouth has a positive and significant affect on purchase intention. This result is in line with Nuseir's research (2019), electronic word of mouth has a significant influence on purchase intention which has an impact on other people's online opinions towards purchase intentions of products or services.

V. Conclusion And Suggestion

Conclusion

This research was intended to examine the analysis of the influence of Celebrity Endorsement, Advertising, Electronic Word of Mouth towards Purchase Intention of Smartfren Internet Services. Based on the data analysis and discussion which served in these previous chapter, several research conclusions could be stated as follows:

1) Celebrity endorsements have a positive but insignificant affect on purchase intention. Where the role of celebrities in reviewing the products or services used is not significant to force their followers interested in using these products or services.
2) Advertising has a positive and significant affect on purchase intention. So it could be concluded that if advertising has a message which is very clear and easy to understand, then it would make the consumers intend to purchase a product or service.
3) Electronic word of mouth has a positive and significant affect on purchase intention. This illustrate that the impact of online opinions and reviews from good consumers on the products or services that they have purchased will have a high impact on purchase intention. So it could be concluded that the more online opinions and reviews from consumers who are good for the product or service they bought, the higher the purchase intention of consumers for product or service.

Suggestion

This research still has limitations in some matters that have not been discussed in this research topic and it is hoped that it could be continued for further research. Some other things which could be material for further research are:

1) Reviewing the R-Square test results in Chapter IV which only 56.7% of the independent variables (celebrity endorsement, electronic word of mouth and advertising) affect the purchase intention variable. So it is highly recommended for further research to examine other factors which contained in the pre-survey results in Chapter I that could affect the purchase intention, namely Perceived Price, Trust, Celebrity endorsement, Website, Promotion.
2) The time limitation of the research causes the research sample only coverage only on Jabodetabek respondents, in the future it is hope that it could conduct research with a sample of respondents throughout Indonesia who have not used the Smartfren internet service.

3) According to this descriptive Analysis of Celebrity Endorsement. From these statement regarding celebrity endorsement the lowest score was "in my opinion the interest in buying Smartfren internet is due to the support of elegant celebrity. From this statement it could be said that for interest in purchasing Smartfren internet services, it does not require celebrities who have an elegant attitude. The results of the descriptive analysis of celebrity endorsement from several indicators by the mean conversion value are dominated by low results. So in this case Smartfren could choose for the criteria of celebrity endorsement which would be used as a promotional media for Smartfren services with the highest mean criteria, namely "In my opinion Smartfren internet purchasing interest is due to congruent celebrity support (have the same perception of the product)" . From this statement, consumers would be more sure to be interested in using Smartfren services if the celebrity has the perception that after using Smartfren services. In this case Smartfren must choose celebrities who used Smartfren internet services for a long time. So the experience given by the celebrity could make the purchase interest from the consumers.

4) Based on descriptive Analysis of Advertising. Based on the statement regarding advertising the lowest score is "in my opinion the interest in buying Smartfren internet is due to the format of the advertising message which has a color match". From this statement, it could be said that color harmony in Smartfren internet service advertisements is not something that raises interest in purchasing Smartfren services. In this case Smartfren should further improve for a more attractive advertising message format that could attract consumers' attention to be able to use Smartfren services. In this case Smartfren need to provide more attractive advertisements such as providing a tagline / jingle which is easy to know and remember.

5) Based on descriptive Analysis of e-WOM. Based on the statement regarding e-WOM the lowest score is "in my opinion the interest in buying Smartfren internet is due to negative comments on products in social network users". This statement does not proved that negative comments on the service would make the interest in purchasing Smartfren internet services getting better. Smarfren need to have a better promotional way by increasing information on Google, social media accounts (Instagram, Twitter, and Facebook) through providing price promos for gamers, YouTube users and ensuring consumers would satisfied with what is presented by Smartfren. Because if consumers are happy, they would provide testimonials and positive information on social media accounts.

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