

## The Influence of Social Media Advertising and Celebrity Endorsers on the @Jiniso.Id Instagram Account on Brand Image in Building Follower Trust

Christiana Wulandari<sup>1</sup>, Herlinda<sup>2</sup>, Yanti Trianita<sup>3</sup>, Alfara Fadilla<sup>4</sup>, Amalia Fitri<sup>5</sup>, Saski Deftiana Sanusi<sup>\*6</sup>

Universitas Gunadarma

**Corresponding Author:** Saski Deftiana Sanusi: [Omahesinau@gmail.com](mailto:Omahesinau@gmail.com)

---

### ARTICLE INFO

*Keywords:* Social Media Advertising, Celebrity Endorser, Instagram, Brand Image

*Received:* 20 November

*Revised:* 15 December

*Accepted:* 10 January

©2026 Wulandari, Herlinda, Trianita, Fadilla, Fitri, Sanusi (s): This is an open access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

The rapid development of technology and communication has encouraged many business actors in Indonesia to continuously innovate in advancing their businesses. One strategy that is now commonly implemented by various institutions is creating advertisements that are attractive and relevant to current technological trends. One effective way to make products more widely recognized by the public is through promotion on social media platforms and the use of celebrity endorsers. This study aims to examine the influence of social media advertising and celebrity endorsers on the Instagram account @jiniso.id on brand image in building followers' trust. The research method used is a quantitative approach. The population of this study consists of followers of the Instagram account @jiniso.id, with purposive sampling using the Slovin formula, resulting in 400 respondents as the sample. Data were collected through online questionnaires using Google Forms and analyzed using the SPSS program version 29. The theory applied in this study is social cognitive theory, which states that individuals learn through observation and by imitating the behavior of others, especially those presented through mass media. The results of the study indicate that social media advertising and celebrity endorsers on the Instagram account @jiniso.id have a significant influence on brand image in building followers' trust.

## INTRODUCTION

The development of information and communication technology has brought significant changes to communication and marketing patterns. The internet and social media enable fast, interactive, and unrestricted access to information across space and time, making them strategic tools in modern marketing communication. Social media not only functions as a medium for information dissemination but also enables real-time, two-way interaction between companies and consumers (Morissan, 2015).

In Indonesia, the level of social media penetration is relatively high. Data from We Are Social (2025) show that the number of social media users has reached approximately 143 million people, reflecting the vast potential of social media as a communication and marketing channel. Various platforms such as Instagram, Facebook, WhatsApp, LinkedIn, and X (Twitter) are utilized by businesses to strengthen relationships with consumers and enhance business competitiveness (Permana et al., 2024).

Instagram has become one of the most effective platforms in digital marketing due to its visual-based, interactive nature and the support of creative features. This platform is widely used for advertising and branding, particularly through promotional content and the use of celebrity endorsers. Celebrity endorsers are considered capable of attracting attention, building brand image, and enhancing the appeal of advertising messages because of their credibility and influence on audiences (Dermawan in Rahail & Zaini, 2024).

One industry that actively utilizes Instagram is the fashion industry. The local brand Jiniso is an example of a fashion brand that uses Instagram as its primary marketing medium by involving several celebrity endorsers to strengthen its brand image. Since its establishment in 2019, Jiniso has successfully built an image as an inclusive and affordable local denim brand and has received the Brand Indonesia Excellence Award 2024. As of April 2025, the Instagram account @jiniso.id has gained more than 1.5 million followers, indicating the success of the digital marketing strategy implemented.

However, high exposure to advertising and the use of celebrity endorsers do not always align with consumer trust levels. Data from Impact.com (2023) show that approximately 75% of consumers tend not to trust advertisements, even when the brand image appears strong. This phenomenon indicates a gap between efforts to build brand image through social media advertising and celebrity endorsers and the varying levels of followers' trust.

Based on this phenomenon and supported by previous studies indicating the influence of social media advertising and celebrity endorsers on brand image, this study aims to analyze the effect of social media advertising and celebrity endorsers on the Instagram account @jiniso.id on brand image in building followers' trust.

## LITERATURE REVIEW

### Conceptual Framework

#### New Media

New media, commonly referred to as *new media*, is a combination of the words “media” and “new.” Media refers to tools or channels used to convey messages or information from senders (informants) to receivers (communicants). The presence of media provides numerous benefits, one of which is facilitating easier access to various aspects of life such as entertainment, education, daily necessities, and information. Meanwhile, the term “new” describes something that introduces innovation or renewal and possesses the ability to produce value and attract public interest.

#### Social Media

Social media are internet-based platforms that enable people to interact, share, and create digital content in various formats, such as text, images, audio, and video. Social media also function as two-way communication tools, allowing individuals to interact and exchange information in real time. Andreas Kaplan and Michael Haenlein, as cited in Ainy Rambe and Itawari (2025), define social media as “a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, which allow the creation and exchange of user-generated content.”

#### Instagram

The term “Instagram” originates from the words “instant” or “insta,” inspired by Polaroid cameras that were known for producing instant photos and were popular at the time. Instagram allows users to display images quickly and efficiently. Meanwhile, the word “gram” is derived from “telegram,” which functions as a communication medium to convey information to other users in a short period of time (Ayuningtyas, 2023).

According to Bambang, as cited in Agung (2023), Instagram is a smartphone application designed as a social media platform. Although it has similar functions to Twitter or Facebook, Instagram differs primarily in terms of photo capture and visual content sharing. This application not only provides inspiration for users but also enhances their creativity. With its various features, Instagram enables users to edit photos to appear more aesthetically pleasing, artistic, and engaging.

## HYPOTHESES

According to Abdullah et al. (2022), a hypothesis is a temporary answer proposed to the research questions stated in the research problem. This answer is based on relevant theories and logical reasoning, although it has not yet been supported by empirical evidence. Based on the formulation of the research problems and the conceptual framework, the research hypotheses are formulated as follows:

**H<sub>01</sub>:** There is no effect of social media advertising on the Instagram account @jiniso.id on brand image in building followers’ trust.

**H<sub>a1</sub>:** There is an effect of social media advertising on the Instagram account @jiniso.id on brand image in building followers’ trust.

**H<sub>02</sub>:** There is no effect of celebrity endorsers on the Instagram account @jiniso.id on brand image in building followers' trust.

**H<sub>a2</sub>:** There is an effect of celebrity endorsers on the Instagram account @jiniso.id on brand image in building followers' trust.

**H<sub>03</sub>:** There is no effect of social media advertising and celebrity endorsers on the Instagram account @jiniso.id on brand image in building followers' trust.

**H<sub>a3</sub>:** There is an effect of social media advertising and celebrity endorsers on the Instagram account @jiniso.id on brand image in building followers' trust.

## METHODS

This study employs a quantitative research approach. Quantitative research is influenced by positivist philosophical thinking, which holds that a phenomenon can be said to exist if it can be measured and empirically tested. According to Abdullah et al. (2022), quantitative research can be defined as a systematic investigation of specific phenomena conducted by collecting measurable data through various statistical, mathematical, or computational techniques.

It can be concluded that quantitative research is an approach that uses numerical data and exact sciences to test research hypotheses. In this study, respondents were selected as samples to complete standardized questionnaires. In addition, a survey method was employed, which involved distributing online questionnaires via Google Forms.

## RESULTS

### Descriptive Test Results

This analysis is used to describe the values obtained from the distributed questionnaires. It is followed by calculating the mean for each variable and analyzing the processed responses from respondents. The researcher employed a Likert scale interval with response values ranging from 1 to 4. The neutral response category was eliminated to avoid respondents providing uncertain or hesitant answers.

**Table 4.39 Likert Scale**

<b>Response Category</b>	<b>Score</b>
Strongly Agree (SA)	4
Agree (A)	3
Disagree (D)	2
Strongly Disagree (SD)	1

*Source: Researcher's Data*

Subsequently, the average score of each respondent's answer was calculated. To facilitate the interpretation of these mean values, interval classes were used to determine the length of each class interval. Therefore, the following formulas were applied:

*Rentang*

*P*

Much Class

( *Date* Much - *Date* Small

*P*

Much Class

(4 - 1)

$P = \frac{3}{4}$

$P = \frac{3}{4}$

$P = \frac{3}{4}$

$P = 0,75$

Based on the formula above, the length of the interval class is 0.75, so the interval of the average assessment criteria is assumed to be as follows:

1,00 - 1,75 = Very bad

1,76 - 2,50 = Bad

2,51 - 3,25 = Good

3,25 - 4,00 = Very good

The following are the results of the analysis of respondents' responses regarding the influence of social media advertising and celebrity endorsers on the Instagram account @jiniso.id on brand image in building follower trust.

**Table 4.40 Descriptive Test Results for Variable X1 (Social Media Advertising)**

Statement	STS	TS	S	SS	Total	Average	Information
X1.1	6	46	162	186	1328	3,32	Very good
X1.2	4	41	183	172	1323	3,31	Very good
X1.3	1	51	197	151	1298	3,25	Good
X1.4	7	49	178	166	1303	3,26	Very good
X1.5	5	48	155	192	1334	3,34	Very good
X1.6	3	59	159	179	1314	3,29	Very good
X1.7	2	44	174	180	1332	3,33	Very good
X1.8	1	46	172	181	1333	3,33	Very good
X1.9	2	34	180	184	1346	3,37	Very good

Source: Results of Questionnaire Data Processing with SPSS by Researchers (2025)

Based on Table 4.40, it is known that the lowest mean score is found in the statement "I see the schedule and timing of Jiniso product launches through advertisements on the Instagram account @jiniso.id" with a mean value of 3.25, which falls into the **good** interval category. Meanwhile, the highest mean score is found

in the statement “The content displayed through the Instagram account @jiniso.id attracts my attention and influences my perception of Jiniso products” with a mean value of 3.37, which is categorized as very good.

**Table 4.41 Descriptive Test Results of Variable X2 (Celebrity Endorser)**

Statement	SD	D	A	SA	Total	Mean	Category
X2.1	3	48	162	187	1333	3.33	Very Good
X2.2	2	36	193	169	1329	3.32	Very Good
X2.3	3	51	189	157	1300	3.25	Good
X2.4	0	47	184	169	1322	3.31	Very Good
X2.5	5	37	156	202	1355	3.39	Very Good
X2.6	0	40	171	189	1349	3.37	Very Good
X2.7	1	54	187	158	1302	3.26	Very Good
X2.8	5	45	153	197	1342	3.36	Very Good
X2.9	2	46	173	179	1329	3.32	Very Good
X2.10	2	42	173	183	1337	3.34	Very Good
X2.11	4	49	162	185	1328	3.32	Very Good
X2.12	1	43	171	185	1340	3.35	Very Good
X2.13	1	32	170	197	1363	3.41	Very Good
X2.14	6	41	179	174	1321	3.30	Very Good
X2.15	3	31	169	197	1360	3.40	Very Good

Source: Questionnaire Data Processed Using SPSS by the Researcher (2025)

Based on Table 4.41, the lowest mean score is found in the statement “Jiniso endorsers are honest in recommending the products they promote, making me trust their recommendations” with a mean value of 3.25, which falls into the **good** interval category. Meanwhile, the highest mean score is found in the statement “The style of Jiniso endorsers reflects my daily fashion style” with a mean value of 3.41, which is categorized as **very good**.

**Table 4.42 Descriptive Test Results of Variable Y (Brand Image)**

Statement	SD	D	A	SA	Total	Mean	Category
Y1	4	32	138	226	1386	3.47	Very Good
Y2	3	40	158	199	1353	3.38	Very Good
Y3	3	51	166	180	1323	3.31	Very Good
Y4	0	39	190	171	1332	3.33	Very Good
Y5	1	34	198	167	1331	3.33	Very Good
Y6	4	30	190	176	1338	3.35	Very Good
Y7	1	45	187	167	1320	3.30	Very Good
Y8	2	40	186	172	1328	3.32	Very Good
Y9	4	43	164	189	1328	3.35	Very Good

Source: Questionnaire Data Processed Using SPSS by the Researcher (2025)

Based on Table 4.42, the lowest mean score is found in the statement “*I perceive Jiniso fashion product designs as having unique characteristics*” with a mean value of 3.30, which falls into the **very good** interval category. Meanwhile, the highest mean score is found in the statement “*Jiniso is a local fashion brand with good quality*” with a mean value of 3.47, which is categorized as **very good**.

**Validity Test**

The validity test was conducted using data processing with SPSS version 29. The validity test was used as a measurement tool to evaluate respondents’ answers obtained through questionnaires distributed via Google Forms. The researcher conducted the validity test using a sample of 30 respondents by determining the r-table value to be used. The r-table value was calculated using the formula for N at a significance level of 5%, resulting in an r-table value of 0.361. The decision-making criteria are as follows:

**Table 4.43 Validity Test of Variable X1 (Social Media Advertising)**

Statement	r-count	r-table	Remark
X1.1	0.627	0.361	Valid
X1.2	0.732	0.361	Valid
X1.3	0.770	0.361	Valid
X1.4	0.807	0.361	Valid
X1.5	0.782	0.361	Valid
X1.6	0.772	0.361	Valid
X1.7	0.808	0.361	Valid
X1.8	0.507	0.361	Valid
X1.9	0.769	0.361	Valid

*Source: Questionnaire Data Processed Using SPSS by the Researcher (2025)*

Based on the research questionnaire shown in Table 4.43, which involved 30 respondents for the validity test with a total of 9 instrument items for variable X1 (Social Media Advertising), the results indicate that the r-count values for all items exceed the r-table value of 0.361. The r-count values range from 0.507 to 0.808. Therefore, all statement items in the questionnaire are considered valid and can be used to measure the variables in this study.

**Table 4.44 Validity Test of Variable X2 (Celebrity Endorser)**

Statement	r-count	r-table	Remark
X2.1	0.784	0.361	Valid
X2.2	0.775	0.361	Valid
X2.3	0.520	0.361	Valid
X2.4	0.667	0.361	Valid
X2.5	0.501	0.361	Valid
X2.6	0.540	0.361	Valid
X2.7	0.693	0.361	Valid

Statement	r-count	r-table	Remark
X2.8	0.726	0.361	Valid
X2.9	0.576	0.361	Valid
X2.10	0.845	0.361	Valid
X2.11	0.750	0.361	Valid
X2.12	0.527	0.361	Valid
X2.13	0.673	0.361	Valid
X2.14	0.822	0.361	Valid
X2.15	0.803	0.361	Valid

Source: Questionnaire Data Processed Using SPSS by the Researcher (2025)

Based on the research questionnaire presented in Table 4.44, which involved 30 respondents for the validity test with a total of 15 instrument items for variable X2 (Celebrity Endorser), the results show that all r-count values exceed the r-table value of 0.361. The r-count values range from 0.501 to 0.845. Therefore, all statement items in the questionnaire are valid and suitable for measuring the variables in this study.

**Table 4.45 Validity Test of Variable Y (Brand Image)**

Statement	r-count	r-table	Remark
Y1	0.705	0.361	Valid
Y2	0.725	0.361	Valid
Y3	0.648	0.361	Valid
Y4	0.569	0.361	Valid
Y5	0.708	0.361	Valid
Y6	0.812	0.361	Valid
Y7	0.692	0.361	Valid
Y8	0.655	0.361	Valid
Y9	0.539	0.361	Valid

Source: Questionnaire Data Processed Using SPSS by the Researcher (2025)

Based on the research questionnaire presented in Table 4.45, which involved 30 respondents for the validity test with a total of 9 instrument items for variable Y (Brand Image), the results indicate that all r-count values exceed the r-table value of 0.361. The r-count values range from 0.539 to 0.812. Therefore, all statement items in the questionnaire are valid and can be used to measure the variables in this study.

**Reliability Test**

Reliability testing can only be conducted after all questionnaire items have been proven valid. A questionnaire is considered reliable or dependable if an individual’s responses to the questions are consistent or stable over time. In this study, questionnaire reliability was tested using the **Cronbach’s Alpha** method.

To determine whether the questionnaire is reliable, reliability testing was conducted with the assistance of the SPSS version 29 computer program. According to Ghozali, the criteria for assessing reliability are as follows:

- a. If the Alpha coefficient is greater than the 60% significance level or 0.6, the questionnaire is reliable.
- b. If the Alpha coefficient is less than the 60% significance level or 0.6, the questionnaire is unreliable.

**Table 4.46 Reliability Test Results for Variable X1 (Social Media Advertising) Reliability Statistics**

Cronbach's Alpha	N of Items
.889	9

**Source: Results of Questionnaire Data Processing with SPSS by Researcher (2025)**

Based on Table 4.46 above, the overall reliability test for variable X1 (Social Media Advertising), consisting of 9 questions, obtained a Cronbach's Alpha value of 0.889, which is greater than 0.60. Therefore, it can be concluded that this questionnaire is reliable, as it is between 0.80 and 1.00, which means it falls into the "High" category.

**Table 4.47 Results of Reliability Test for Variable X2 (Celebrity Endorser)**

Reliability Statistic	
Cronbach's Alpha	N of Items
.908	15

**Source: Results of Questionnaire Data Processing with SPSS by Researcher (2025)**

Based on Table 4.47 above, the overall reliability test for variable X2 (Celebrity Endorser), consisting of 15 questions, obtained a Cronbach's Alpha value of 0.908, which is greater than 0.60. Therefore, it can be concluded that this questionnaire is reliable, as it is between 0.80 and 1.00, which means it falls into the "High" category.

**Table 4.48 Results of Reliability Test for Variable Y (Brand Image)**

Reliability Statistic	
Cronbach's Alpha	N of Items
.850	9

**Source: Results of Questionnaire Data Processing with SPSS by Researcher (2025)**

Based on Table 4.48 above, the overall reliability test for variable Y (Brand Image), consisting of 9 questions, shows a Cronbach's Alpha value of 0.850, which

is greater than 0.60. It can be concluded that this questionnaire is reliable, as it is between 0.80 and 1.00, which means it falls into the "High" category.

**Coefficient of Determination Test (R<sup>2</sup>)**

The coefficient of determination test is used to measure the extent to which a model can explain the variation in the dependent variable. The higher the Adjusted R<sup>2</sup> value, the greater the independent variable's ability to explain the variation in the dependent variable.

**Table 4.52 Results of the Coefficient of Determination Test**

ModelSummary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788 <sup>a</sup>	.621	.619	1.762
a. Predictors: (Constant), Celebrity Endorser, Social Media Advertising				

Source: Results of Questionnaire Data Processing with SPSS by Researchers (2025). Based on the results of the coefficient of determination test in Table 4.52 above, to determine the extent of the influence of social media advertising and celebrity endorsers on brand image, the following can be explained:

a. The R value is 0.788 (78.8%), indicating that social media advertising and celebrity endorsers contribute significantly to brand image. This is evidenced by the coefficient interpretation table, which is in the range of 50% - 81%, indicating a strong relationship between the variables.

b. The R square value is 0.621 (62.1%), indicating that social media advertising and celebrity endorsers have a 62.1% impact on brand image, while the remaining 37.9% is influenced by other factors.

c. The Adjusted R square value is 0.619 (61.9%) which has a percentage of 61.9% which means that social media advertising and celebrity endorsers have an impact of 61.9% on brand image while the remaining 38.8% is influenced by other factors.

**Hypothesis Testing**

**Partial Test (T)**

The t-test is used to determine whether or not variable X has an effect on variable Y. This test was conducted using SPSS 29.

The following results were obtained:

**Table 4.54 T-Test Results**

<b>Coefficient<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	7.587	.905		8.380	<.001
	Iklan Media Sosial	.344	.037	.421	9.404	<.001
	Celebrity Endorser	.244	.026	.428	9.549	<.001

a. Dependent Variable: Brand Image

Source: Results of Questionnaire Data Processing with SPSS by Researchers (2025) Based on the table above, to determine the t-table value, it can be calculated using the following formula:

$$t_{table} = \frac{t_{\alpha/2, n-k-1}}{n-k-1}$$

Description:  $\alpha$  = Alpha (significance level) 5% (0.05)  $n$  = Number of Samples  
 $k$  = Number of Variables X

It can be determined to find the t table used is:

$$t_{table} = \frac{t_{\alpha/2, n-k-1}}{n-k-1} ; \quad t_{table} = \frac{t_{0.025, 400-2}}{400-2}$$

"  $t_{table} = 0,025 ; 397$  (can be seen in the distribution of t-table values)  $t_{table} = 1,966$

Based on Table 4.54 above, the partial test results (t-test) for each variable are as follows:

**a. Social Media Advertising (X1)**

The calculation results show a calculated t-value of  $9.404 >$  the t-table value of  $1.966$ , with a significance level of  $0.001 < 0.05$ . It can be concluded that social media advertising (X1) partially influences brand image (Y).

**Celebrity Endorser (X2)**

From the calculation results, the calculated t value was  $9.549 >$  t table of  $1.966$  and the significance level obtained was  $0.001 < 0.05$ . It can be concluded that celebrity endorsers (X2) partially influence brand image (Y).

**Simultaneous Test (F)**

The F test is used to determine whether the independent variables collectively influence the dependent variable. The F test is performed by comparing the table f value with the calculated f value. This test was performed using SPSS 29. The following results were obtained:

**Table 4.55 F Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2021.926	2	1010.963	325.447	<.001
	Residual	1233.234	397	3.106		
	Total	3255.160	399			
Dependent Variable: Brand Image						
Predictors: (Constant), Celebrity Endorser, Social Media Advertising						

**Source: Results of Questionnaire Data Processing with SPSS by Researchers**

(2025) Based on Table 4.55 above, the f-value can be calculated using the following formula:  $f\text{-value} = k; n - k$   $f\text{-value} = 2; 400 - 2$   $f\text{-value} = (df-2 \text{ to } 398)$  (can be seen in the distribution of f-values)  $f\text{-value} = 3.02$

Based on Table 4.55 above, it is known that the calculated F-value is  $325.447 > F\text{-value } 3.02$  with a significance level of  $<.001$ , less than 0.05. This indicates that  $H_0$  is rejected and  $H_a$  is accepted, meaning that social media advertising (X1) and celebrity endorsers (X2) jointly have a significant effect on brand image (Y).

## DISCUSSION

Based on the research conducted on “*The Influence of Social Media Advertising and Celebrity Endorsers on the Instagram Account @jiniso.id on Brand Image in Building Followers’ Trust*,” the findings obtained are consistent with the research problems formulated in this study. This research involves three variables, namely Social Media Advertising (X1), Celebrity Endorser (X2), and Brand Image (Y).

The indicators for the social media advertising variable include mission, message, and media. Meanwhile, the indicators for the celebrity endorser variable consist of trustworthiness, expertise, physical attractiveness, respect, and similarity. The indicators for the brand image variable include strength of brand association, favorability of brand association, and uniqueness of brand association.

The object of this study is the Instagram account @jiniso.id, while the subjects are the followers of the Instagram account @jiniso.id, which had approximately 1,500,000 followers as of April 9, 2025. This study employed a non-probability sampling technique, specifically purposive sampling. In purposive sampling, the selected subjects must meet predetermined criteria, namely active Instagram users, individuals who have viewed social media advertisements on the Instagram account @jiniso.id, and followers of the Instagram account @jiniso.id.

The required number of respondents was 400, calculated using the Slovin formula with a margin of error of 5%. Questionnaires were distributed via Google Forms to 400 respondents. The results show that female respondents were more dominant than male respondents, with 310 female respondents and 90 male

respondents. The majority of respondents were aged between 21 and 24 years, totaling 261 respondents.

The results of the validity and reliability tests indicate that all 33 questionnaire items are valid and reliable. Each statement item is considered valid because it has an r-count value greater than the r-table value ( $r\text{-count} > r\text{-table}$ ), with an r-table value of 0.361 obtained from a significance level of 0.05. The instruments are considered reliable as the Cronbach's Alpha values exceed 0.60, namely 0.889 for the social media advertising variable (X1), 0.905 for the celebrity endorser variable (X2), and 0.850 for the brand image variable (Y). After the instruments were confirmed to be valid and reliable, the questionnaires were distributed to 400 respondents.

Furthermore, the researcher conducted classical assumption tests, including normality, heteroscedasticity, and multicollinearity tests. The normality test was conducted using the Kolmogorov-Smirnov test, which showed an Asymp. Sig. (2-tailed) value of 0.176, exceeding the significance level of 0.05 ( $0.176 > 0.05$ ). Thus, it can be concluded that the variables of social media advertising (X1), celebrity endorser (X2), and brand image (Y) are normally distributed.

The heteroscedasticity test results indicate that the significance value for the social media advertising variable (X1) is 0.88 and for the celebrity endorser variable (X2) is 0.346. Since both values exceed 0.05, it can be concluded that there is no heteroscedasticity problem in the regression model.

The multicollinearity test results show a tolerance value of 0.476, which is greater than 0.10, indicating no multicollinearity issue among the variables. Additionally, the Variance Inflation Factor (VIF) value obtained is 2.102, which is less than 10.00, further confirming the absence of multicollinearity.

Based on the coefficient of determination (R), the value obtained is 0.788, indicating that social media advertising and celebrity endorsers collectively explain 78.8% of the relationship with brand image. The R Square value is 0.621, meaning that 62.1% of the variation in brand image can be explained by social media advertising and celebrity endorsers, while the remaining percentage is influenced by other factors outside this study.

The results of the linear regression analysis indicate that social media advertising and celebrity endorsers have a positive and significant effect on brand image. This is reflected in the regression equation:

$$Y = 7.587 + 0.344X_1 + 0.244X_2$$

Based on the hypothesis testing results, the significance value obtained in this study is  $< 0.001$ , while the significance level used is 10% (0.10). Since the significance value is smaller than the significance level ( $< 0.001 < 0.10$ ),  $H_0$  is rejected and  $H_a$  is accepted. This indicates that social media advertising and celebrity endorsers on the Instagram account @jiniso.id significantly influence brand image in building followers' trust.

The t-test results show that the t-count value for X1 is 9.404, which is greater than the t-table value of 1.966. Similarly, the t-count value for X2 is 9.549, which is also greater than 1.966. These results indicate that  $H_0$  is rejected and  $H_a$  is accepted,

meaning that both social media advertising and celebrity endorsers have a significant effect on brand image in building followers' trust.

Additionally, the F-test result shows an F-count value of 325.447, which is greater than the F-table value of 3.02, with a significance level of  $< 0.001$  ( $< 0.05$ ). This further confirms that  $H_0$  is rejected and  $H_a$  is accepted, indicating that social media advertising and celebrity endorsers simultaneously have a significant influence on brand image in building followers' trust on the Instagram account @jiniso.id.

### **Discussion of Research Findings in Relation to the Applied Theory**

In this study, the researcher applied Social Cognitive Theory, which emphasizes that individuals learn through observing the behavior of others. In the context of the Instagram account @jiniso.id, followers can form expectations regarding brand image and trust based on their observations of social media advertisements and the behavior of celebrity endorsers who receive positive responses, such as appreciation, praise, or increased popularity. Through this process, followers are encouraged to trust the brand because they associate the behavior displayed by the endorsers with positive outcomes.

In this study, followers' responses to the Instagram account @jiniso.id can be observed through respondents' evaluations when completing the questionnaire via Google Forms. A total of seven questionnaire items were designed to examine the relevance of Social Cognitive Theory to this research.

The first statement is *"I see messages in advertisements on the Instagram account @jiniso.id that clearly explain the benefits of Jiniso products."* This statement corresponds to item number 4 of the social media advertising variable (X1) under the message indicator. The results show that 178 respondents agreed, 166 respondents strongly agreed, and 7 respondents strongly disagreed. In this context, advertising functions as a model that conveys product benefits, thereby encouraging the formation of understanding and expectations regarding the outcomes that may be obtained by following the behavior presented.

The second statement is *"The content displayed through the Instagram account @jiniso.id attracts my attention and influences my perception of Jiniso products."* This statement corresponds to item number 9 of the social media advertising variable (X1) under the media indicator. The results indicate that 184 respondents strongly agreed, 180 respondents agreed, and 2 respondents strongly disagreed. These findings show that most respondents strongly agreed that they were attracted to and influenced by the displayed content, which aligns with Social Cognitive Theory, where the learning process begins with attention to the model. When social media content attracts attention, individuals are more likely to observe, absorb information, and form perceptions of products through observational processes.

The third statement is *"The style of Jiniso endorsers reflects my daily way of dressing."* This statement corresponds to item number 23 of the celebrity endorser variable (X2) under the similarity indicator. The results show that 197 respondents strongly agreed, 170 respondents agreed, and 1 respondent strongly disagreed. This indicates that the majority of respondents strongly agreed that the endorsers' style reflects their own, which is consistent with Social Cognitive Theory. Similarity

with the model strengthens observational learning because individuals are more likely to identify with and imitate behavior perceived as relevant.

The fourth statement is *"I feel a sense of similarity with Jiniso endorsers because Jiniso products enhance appearance."* This statement corresponds to item number 24 of the celebrity endorser variable (X2) under the similarity indicator. The results show that 174 respondents strongly agreed, 179 respondents agreed, and 6 respondents strongly disagreed. This indicates that most respondents agreed that they observed the endorsers and perceived positive outcomes in the form of enhanced appearance, which supports the formation of new beliefs and attitudes.

The fifth statement is *"I feel more confident using Jiniso products because the endorsers' style matches my personal taste."* This statement corresponds to item number 25 of the celebrity endorser variable (X2) under the similarity indicator. The results show that 197 respondents strongly agreed, 169 respondents agreed, and 3 respondents strongly disagreed. This indicates that the majority of respondents strongly agreed that they felt more confident because the endorsers' style matched their personal preferences. This congruence encourages identification, allowing the influence of endorsers to shape positive attitudes and enhance self-confidence.

The sixth statement is *"Jiniso products suit my character."* This statement corresponds to item number 29 of the brand image variable (Y) under the favorability of brand association indicator. The results show that 171 respondents strongly agreed, 190 respondents agreed, and 39 respondents disagreed. This indicates that most respondents agreed that Jiniso products suit their character. Based on Social Cognitive Theory, individuals form perceptions and attitudes toward a brand through observing models that project a positive image. When the model reflects personal values or characteristics, individuals are more likely to associate the product with themselves and develop positive brand associations.

The seventh statement is *"I feel comfortable using Jiniso products."* This statement corresponds to item number 30 of the brand image variable (Y) under the favorability of brand association indicator. The results show that 167 respondents strongly agreed, 198 respondents agreed, and 3 respondents strongly disagreed. This indicates that most respondents agreed that they feel comfortable using Jiniso products. Through observing confident models, individuals form positive associations and develop confidence in the product.

## CONCLUSION

Based on the results of the analysis and discussion, this study concludes that social media advertising and celebrity endorsers on the Instagram account @jiniso.id have a positive and significant effect on brand image in building followers' trust, both partially and simultaneously.

Partially, social media advertising that is presented consistently through engaging visual content is able to strengthen brand image and encourage positive attitudes among followers toward the brand. Meanwhile, the use of credible celebrity endorsers also contributes to enhancing positive perceptions and followers' trust in the Jiniso brand.

Simultaneously, the combination of innovative social media advertising and the support of celebrity endorsers has proven to be effective in building a strong brand image and reinforcing followers' trust in the Jiniso brand.

## REFERENCES

- Binabu, E. L. (2023). Pengaruh Gaya Hidup, Country Of Origin Dan Citra Merek Terhadap Keputusan Pembelian Sepeda Motor Honda. In *Jurnal Ekonomi Manajemen* (Vol. 5).
- Catur Setyo Pramesti, D., Siyami, N., & Arini, A. (2024). Strategi Iklan Online (Studi Iklan Shopee di Media Sosial). *Jurnal Prospect STIE Rajawali*. (Vol. 23)
- Dewi, A. P., Fauziyah Rohmah, S. H., & Putri, D. M. (2024). Struktur Dan Fungsi Bahasa Dalam Wacana Iklan Kecantikan Berbahasa Rusia Di Media Sosial Youtube. *Journal of Linguistic Phenomena*, 2(2), 49.
- Dwi Prasetya, A., & Hadi Utama, A. (2024). Pemanfaatan Sosial Media Sebagai Penyajian Konten Pembelajaran Digital. *Jurnal Riset dan Inovasi Pembelajaran*. 4(2), 1004-1017.
- Kristina, B., & Elisabeth, S. (2024). Pengaruh Citra Merek, Kepercayaan Merek Dan Kesadaran Merek Terhadap Loyalitas Merek The Botol Sosro. *Jurnal Manajemen Dan Bisnis*. (Vol.24).
- Liani, C., Hermawati, A., & IchwanI, T. (2024). Analisis Pengaruh Kualitas Produk, Harga, dan Iklan Terhadap Keputusan Pembelian Brand Kecantikan Emina. *The Ecobestha International Conference*. 3.
- Megantara, R. D., & Suyanto, A. (2023). Analisis Pengaruh Brand Awareness, Brand Image dan Brand Trust Terhadap Brand Loyalty (Studi Kasus Pada Produk iPhone di Kota-kota Besar di Indonesia) *The Influence of Brand Awareness, Brand Image and Brand Trust on Brand Loyalty (Case Study on iPhone*

*Product in Big Cities in Indonesia). eProceedings of Management (Vol. 10, Issue 5).*

Namira Rahma, A., & Afriani, A. L. (2025). Pengaruh Komunikasi Electronic Word Of Mouth Dan Celebrity Endorser Terhadap Brand Awareness Konsumen Beautyhaul.

Jurnal Ekonomi Kreatif Dan Manajemen Bisnis Digital, 3(3), 250–266.

Nuraini, T. A., & Purworini, D. (2024). Pengaruh Brand Ambassador OH SEHUN Terhadap Brand Image Dan Perilaku Pembelian Produk WHITELAB. Jurnal Ilmu Komunikasi.9.

Octafiani, F., Fithriyah, H., Nazhesda, M., & Maharani Nabila, S. (2024). Pengaruh Paparan Poster Iklan Kecantikan Terhadap Kekhawatiran Diri Masa Depan Pada Mahasiswa Perempuan. *International Journal of Demos.* (Vol. 6, Issue 4).

Permana, E., Amalia, D., Angelica, J., & Agestin, P. (2024). Strategi Meningkatkan Minat Beli Konsumen Melalui Periklanan Produk Erigo Di Media Sosial Instagram. Jurnal Ekonomi. (Vol. 6, Issue 2).

Prasetio, E., & Salman. (2023). Pengaruh Konten Promosi di Instagram @ariefmuhammad terhadap Brand Image. In Jurnal Bisnis dan Komunikasi (Vol. 10, Issue 1).

Reihan Vindashafiya, A., Nugrahani, R. U., & Arifputri, A. N. (2024). Pengaruh Iklan Instagram @calvinklein dan Brand Ambassador Jung Kook BTS Terhadap Brand Image Calvin Klein. In Desember. *eProceedings of Management.* (Vol. 11, Issue 6).

Setyawati, S., & Nurhayati, S. (2024). Pengaruh Celebrity Endorser, Customer Review, Dan Harga Terhadap Keputusan Pembelian (Kasus Pengguna Shoppe Di Kota Pekalongan). *Journal of Accounting and Management.*1(1).

Subhaktiyasa, P. G. (2024). Evaluasi validitas dan reliabilitas instrumen penelitian kuantitatif: Sebuah studi pustaka. *Journal of Education Research*, 5(4), 5599-5609.

Sudarman. (2024). Komunikasi Pola Penggunaan Media Sosial Masyarakat Desa Bligo, Kecamatan Ngluwar, Kabupaten Magelang, Jawa Tengah. *Jurnal Ilmiah Manajemen Informasi Dan Komunikasi*, 8(2).

Tien Haryanto, K., & Roshan, P. (2023). Pengaruh Pesan Kampanye Real People Real Body Dan Persepsi Konsumen Terhadap Brand Image Nipplets Pada Followers Instagram @NIPPLETS\_OFFICIAL. *Jurnal Ilmiah Ilmu Komunikasi*, 20.

Waruru, M. (2023). Pendekatan Penelitian Pendidikan: Metode Penelitian Kualitatif, Metode Penelitian Kuantitatif dan Metode Penelitian Kombinasi (*Mixed Method*). *Jurnal Pendidikan tambusa*. (Vol. 7, Issue 1).

## WEBSITE

*Impact.com* (2023). *3 ways Indonesian brands can benefit from affiliate marketing in 2023*. *Impact.com*

Riyanto, D. A. (2025, February). *Hootsuite (We are Social): Data Digital Indonesia 2025*. Hootsuite.

JPNN.COM. (2024, December). *Brand Lokal JINISO Raih Penghargaan Bergengsi*. JPNN.COM.