

THE INFLUENCE OF CELEBRITY ENDORSERS, ELECTRONIC WORD OF MOUTH, AND LIFESTYLE ON PURCHASING DECISIONS FOR EIGER ADVENTURE PRODUCTS (A STUDY ON EIGER ADVENTURE CONSUMERS IN SURABAYA CITY)



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Abstract

This study aims to analyze the influence of celebrity endorsers, electronic word of mouth (e-WOM), and lifestyle on purchasing decisions for Eiger Adventure products. A quantitative approach was employed with data collected through questionnaires distributed to consumers who have purchased Eiger products. Multiple linear regression analysis was used to examine the effect of each variable. The findings show that simultaneously, celebrity endorsers, e-WOM, and lifestyle significantly influence purchasing decisions. However, partially, only celebrity endorsers and e-WOM have significant effects, while lifestyle does not. These findings highlight that promotional efforts through public figures and consumer reviews in digital media contribute more strongly to purchasing decisions than lifestyle factors. Therefore, companies are advised to maximize the role of endorsers and e-WOM strategies.

Keywords: Celebrity Endorser, E-WOM, Lifestyle, Purchasing Decision, Eiger Adventure

INTRODUCTION

The trend of nature-based tourism activities, such as mountain climbing, has been increasingly developing in Indonesia, particularly as a means to relieve fatigue caused by urban lifestyles. This growing interest has led to a rising demand for outdoor activity equipment, with local brands such as Eiger Adventure emerging as one of the main providers of outdoor gear in the domestic market.

As competition in the outdoor industry intensifies, companies like Eiger need to develop effective marketing strategies to capture consumer attention. In the digital era, purchasing decisions are influenced not only by functional needs but also by psychological and social factors, such as the influence of public figures (**celebrity endorsers**), digital reviews (**electronic word of mouth/e-WOM**), and consumer **lifestyle**.

This study uses **Eiger Adventure** as the research object, focusing on consumers in **Surabaya City**. The research is motivated by the rise of digital marketing phenomena and a viral case once faced by Eiger on social media, which highlighted the strong influence of e-WOM and the role of public figures in shaping consumer perception. Therefore, it is important to determine the extent to which **celebrity endorser**, **e-WOM**, and **lifestyle** influence purchasing decisions for Eiger Adventure products.

The purpose of this study is to analyze the influence of each variable, both simultaneously and partially, on purchasing decisions and to provide practical contributions to marketing strategies and business development in the outdoor industry sector.

REVIEW OF LITERATURE

Marketing Management

According to Ilahi (2023), marketing is a series of strategic activities carried out by individuals or organizations to create, communicate, and deliver value to consumers. According to Rambu Dyah (2022), the concept of marketing focuses on fulfilling consumer needs through valuable exchanges, while considering aspects such as needs, products, value, exchange, and the interaction between marketers and consumers.

Consumer Behavior

According to Dwiputra (2022), consumer behavior examines the process of purchasing decision-making, starting from information search to post-consumption evaluation. According to research conducted by Astin (2020), this behavior is influenced by cultural, social, personal, and psychological factors and reflects complex and varied consumer preferences and habits.

Purchase Decision

According to Gunawan (2022), a purchasing decision is a systematic process in which consumers choose products based on evaluations of several alternatives. Indrasari (2019) stated that the indicators used to measure purchasing decisions include product choice, brand choice, distribution channel choice, purchase timing, and purchase quantity.

Celebrity Endorser

According to research conducted by Kawilarang and Tumbuan (2022), a celebrity endorser is a public figure used to promote products in order to increase consumer interest and trust. According to Gilal et al. (2020), based on the source credibility scale theory, the success of this strategy depends on three main indicators: trustworthiness, expertise, and attractiveness.

Electronic Word of Mouth (E-WOM)

According to Wangsa (as cited in Rizky et al., 2023), Electronic Word of Mouth refers to digital communication that enables consumers to widely share product reviews and recommendations through online media. In a study conducted by Immanuel and Maharia (2020),

e-WOM indicators include positive reviews, product recommendations, online review-reading activity, and purchase confidence derived from the shared information.

Lifestyle

According to Al Shabiyah (2019:108), lifestyle is defined as a comprehensive reflection of an individual's consumption behavior, interests, and opinions that shape their consumption patterns. Its indicators include activity, interest, and opinion, which describe consumer preferences in selecting products that align with their personality and life values.

RESEARCH METHOD

This research applied an associative quantitative method. Data were collected using questionnaires distributed to Eiger consumers in Surabaya. Validity and reliability tests were performed using SPSS software. Classical assumption tests including normality, multicollinearity, and heteroscedasticity tests were also conducted. The data were analyzed using multiple linear regression to assess the simultaneous and partial effects of each independent variable on purchasing decisions.

RESULTS AND DISCUSSION

Validity Test

The validity test was conducted to evaluate whether the instrument could accurately measure the variables being studied. In this research, the validity test was calculated using SPSS software. Testing was carried out for each item in both the independent and dependent variables. Statistically, validity was tested by comparing the *t-count* value with the *t-table* value at a 10% significance level and a degree of freedom of (n-2). If the *r-count* value is greater than or equal to the *r-table* value, then the item is considered valid.

Table 1.
Validity Test Results

Variable	Rcount	Rtable	Information
CELEBRITY ENDORSER (X1)	0.3221	0.1689	Valid
	0.4563	0.1689	Valid
	0.3022	0.1689	Valid
	0.3186	0.1689	Valid
	0.3412	0.1689	Valid
	0.3542	0.1689	Valid
ELECTRONIC WORD OF MOUTH (X2)	0.4475	0.1689	Valid
	0.4507	0.1689	Valid
	0.4205	0.1689	Valid
	0.3080	0.1689	Valid
	0.4346	0.1689	Valid
	0.4698	0.1689	Valid
	0.4407	0.1689	Valid

LIFESTYLE (X3)	0.3802	0.1689	Valid
	0.4111	0.1689	Valid
	0.3836	0.1689	Valid
	0.4248	0.1689	Valid
	0.3402	0.1689	Valid
PURCHASE DECISION (Y)	0.3190	0.1689	Valid
	0.3470	0.1689	Valid
	0.3519	0.1689	Valid
	0.3022	0.1689	Valid
	0.3466	0.1689	Valid
	0.3870	0.1689	Valid

Source: Processed Data from SPSS, (2025)

The validity test table shows that every item across all variables has valid status. This is because each r-count value is greater than or equal to the r-table value. Therefore, all indicators in this study are considered valid. Consequently, the instrument used can be relied upon to measure the variables being studied accurately.

Reability Test

Reliability testing is used to assess how consistent or dependable a measurement instrument is. A statistical approach was employed by calculating the reliability coefficient. If the test results show that the Cronbach's Alpha value is greater than 0.6, the entire set of questions is considered reliable. The following presents the results of the reliability test conducted on the variables in this study.

Table 2.
Reliability Test Results

Variabel	Cronbach's Alpha Calculation	Cronbach's Alpha Minimum	Information
CELEBRITY ENDORSER (X1)	0.691	0.6	Reliabel
ELECTRONICWOR D OF MOUTH (X2)	0.635	0.6	Reliabel
LIFESTYLE (X3)	0.622	0.6	Reliabel
PURCHASE DECISION (Y)	0.683	0.6	Reliabel

Source: Processed Data from SPSS, (2025)

Based on the table above, it can be concluded that the calculated Cronbach's Alpha value for all variables exceeds the minimum threshold of 0.6. Therefore, it can be stated that the questionnaire used in this study is reliable.

Classical Assumption

Normality Test

The normality test is used to determine whether the data follow a normal distribution or not. This can be done by analyzing the distribution of the dependent variable in relation to each independent variable. The normality test in this study was conducted using SPSS, specifically through the Kolmogorov–Smirnov test.

To identify whether the data approximate a normal distribution, the formal distribution can be observed through the Normal Probability Plot, where the data points are expected to align closely with the diagonal line.

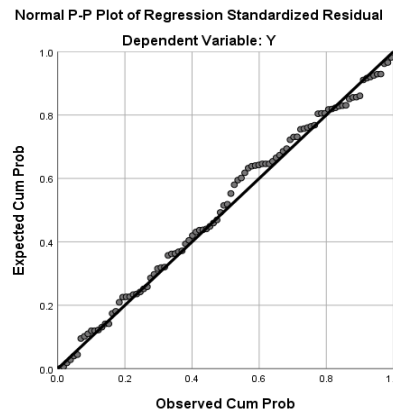


Figure 1.
Normality Test Results

Based on the normality test results shown in Figure 1 (P–P Plot), it appears that the data points are distributed around the diagonal line and follow its pattern. Therefore, it can be concluded that the data obtained in this study follow a normal distribution within the regression model.

Multicollinearity Test

Based on the coefficient table presented, the results of the multicollinearity test using Tolerance and Variance Inflation Factor (VIF) indicate that the tolerance values for the variables of price, location, and service quality are greater than 0.1, and the VIF values are less than 10.00, which aligns with Sugiyono's theoretical criteria. Based on these results, it can be concluded that there is no indication of multicollinearity in the regression model applied in this study.

Tabel 3
Multicollinearity Test Results

No	Independent Variable	Collinearity Statistic		Information
		Tolerance	VIF	
1	CELEBRITY ENDORSER (X1)	0.783	1.525	Non Multicollinear
2	ELECTRONIC WORD OF MOUTH (X2)	0.724	1.490	Non Multicollinear
3	LIFESTYLE (X3)	0.741	1.105	Non Multicollinear

Heteroscedasticity Test

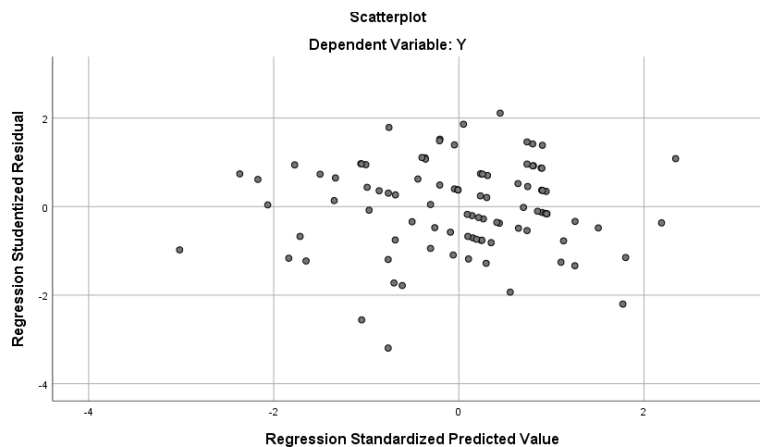


Figure 2.

Results of the Heteroscedasticity Test

Based on the visualization in Figure 2, the scatterplot shows that the data points are randomly distributed both above and below the value of 0 on the Y-axis. This indicates that there is no specific pattern in the data distribution. Therefore, it can be concluded that the regression model used in this study does not experience heteroscedasticity. Consequently, this regression model is suitable for application in hypothesis testing.

Multiple Linear Regression Analysis

Table 4.

Multiple Linear Regression Analysis

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t.	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.868	2.412		6.164	0.000	Tolerance	VIF
	Celebrity Endorser	0.345	0.093	0.389	3.705	0.000	0.656	1.525
	Electronic Word Of Mouth	0.226	0.080	0.294	2.826	0.003	0.671	1.490
	Lifestyle	-0.125	0.068	-0.165	-1.840	0.069	0.905	1.105
a. Dependent Variable: Purchasing Decision								

Based on the results presented in the table above, the multiple linear regression equation obtained is as follows:

$$Y = \alpha_1 X_1 + \alpha_2 X_2 + \alpha_3 X_3 + e$$

$$\text{Purchase Decision} = 14.868 + (0.345) + (0.226) + (-0.125) + e$$

The interpretation of the regression equation above is as follows:

a. $\alpha = 14.868$

The constant (α) value of 14.868 indicates that if all independent variables — X_1 (Celebrity Endorser), X_2 (Electronic Word of Mouth), and X_3 (Lifestyle) — are equal to zero, the purchasing decision level is 14.868.

b. $b_1 = 0.345$

The coefficient of the **Celebrity Endorser (X_1)** variable is 0.345, which means that every one-unit increase in the celebrity endorser variable will increase purchasing decisions by 0.345 units, assuming that the other independent variables remain constant.

c. $b_2 = 0.226$

The coefficient of the **Electronic Word of Mouth (X_2)** variable is 0.226, which means that every one-unit increase in the e-WOM variable will increase purchasing decisions by 0.226 units, assuming that the other independent variables remain constant.

d. $b_3 = -0.125$

The coefficient of the **Lifestyle (X_3)** variable is -0.125, which means that every one-unit increase in the lifestyle variable will decrease purchasing decisions by 0.125 units, assuming that the other independent variables remain constant..

Hypothesis Testing Simultaneous Test (F)

Table 5.
F test

ANOVA a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.137	3	25.712	15.325	0.000b
	Residual	154.353	92	1.678		
	Total	231.490	95			
a. Dependent Variable: Purchasing Decision						
b. Predictors: (Constant), CELEBRITY ENDORSER, ELECTRONIC WORD OF MOUTH, LIFESTYLE						

Based on the results above, it is known that the calculated F-value (F_{count}) of 15.325 is greater than the F-table value (3.095). Therefore, H_0 is rejected at a significance level of 5% (0.05). This indicates that the independent variables — Celebrity Endorser (X_1), Electronic Word of Mouth (X_2), and Lifestyle (X_3) — simultaneously have a significant influence on the dependent variable, namely purchasing decisions for Eiger products.

Partial Test (T)

Table 6.
T Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t.	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.868	2.412		6.164	0.000
	CELEBRITY ENDORSER	0.345	0.093	0.389	3.705	0.000
	ELECTRONIC WORD OF MOUTH	0.226	0.080	0.294	2.826	0.003
	LIFESTYLE	-0.125	0.068	-0.165	-1.840	0.069

a. Dependent Variable: Purchasing Decision

The following conclusions can be drawn:

1. The Influence of Celebrity Endorser on Purchasing Decisions The Celebrity Endorser (X_1) variable has a significance value of 0.000, which is smaller than the threshold of 0.05, and a tcount value of 3.705, which is greater than the ttable value of 1.986 ($3.705 > 1.986$). Therefore, the Celebrity Endorser variable has a significant effect on purchasing decisions. This means that H_0 is rejected and H_a is accepted.
2. The Influence of Electronic Word of Mouth on Purchasing Decisions The Electronic Word of Mouth (X_2) variable has a significance value of 0.003, which is smaller than 0.05, and a tcount value of 2.826, which is greater than the ttable value of 1.986 ($2.826 > 1.986$). Therefore, the Electronic Word of Mouth variable has a significant effect on purchasing decisions. This means that H_0 is rejected and H_a is accepted.
3. The Influence of Lifestyle on Purchasing Decisions The Lifestyle (X_3) variable has a significance value of 0.069, which is greater than 0.05, and a tcount value of -1.840 , which is smaller than the ttable value of 1.986 ($1.840 < 1.986$). Therefore, the Lifestyle variable does not have a significant effect on purchasing decisions. This means that H_0 is accepted and H_a is rejected.

Coefficient of Determination Analysis

Table 7.
Results of the Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.577 ^a	.333	.311	1.295	2.046

a. Predictors: (Constant), X_3 , X_2 , X_1

b. Dependent Variable: Y

According to Table 4.13, the R-square (coefficient of determination) value is 0.333, or approximately 33.3%. This means that the variables Celebrity Endorser (X_1), Electronic Word of Mouth (X_2), and Lifestyle (X_3) collectively contribute 33.3% to the dependent variable, namely purchasing decision (Y). The remaining 66.7% is influenced by other variables not examined in this study.

The Simultaneous Influence of Celebrity Endorser, Electronic Word of Mouth, and Lifestyle on Purchasing Decisions

Based on the analysis conducted, the F-test (simultaneous test) shows that the calculated F-value (F_{count}) is greater than the F-table value (F_{table}), namely $15.325 > 3.095$. Thus, H_1 is accepted and H_0 is rejected, indicating that the independent variables — Celebrity Endorser (X_1), Electronic Word of Mouth (X_2), and Lifestyle (X_3) — simultaneously have a significant influence on Purchasing Decisions (Y) by 33.3%. Meanwhile, the remaining 66.7% is influenced by other factors beyond the three variables studied. The influence of these independent variables demonstrates that Celebrity Endorser (X_1), Electronic Word of Mouth (X_2), and Lifestyle (X_3) are factors that can affect purchasing decisions.

The Partial Influence of Celebrity Endorser on Purchasing Decisions

The results of this study indicate that, partially, the Celebrity Endorser variable has an influence on purchasing decisions, with a coefficient value of 0.345. This means that every one-unit increase in the celebrity endorser variable leads to an increase in purchasing decisions. Based on the hypothesis testing using the T-test, it was found that the Celebrity Endorser (X_1) variable has a positive and significant effect on Purchasing Decisions (Y). This is evidenced by the t_{count} value being greater than the t_{table} value ($3.705 > 1.986$). Therefore, it can be concluded that the Celebrity Endorser has a positive and significant influence on purchasing decisions.

The Partial Influence of Electronic Word of Mouth on Purchasing Decisions

The findings of this study show that, partially, the Electronic Word of Mouth variable influences purchasing decisions, with a coefficient value of 0.226. This means that every one-unit increase in the e-WOM variable leads to an increase in purchasing decisions. Based on the T-test results, the Electronic Word of Mouth (X_2) variable was found to have a positive and significant influence on Purchasing Decisions (Y), as indicated by the t_{count} value being greater than the t_{table} value ($2.826 > 1.986$). Therefore, it can be concluded that Electronic Word of Mouth has a positive and significant effect on purchasing decisions.

The Partial Influence of Lifestyle on Purchasing Decisions

The study results indicate that, partially, the Lifestyle variable has a coefficient value of -0.125 , suggesting a negative relationship with purchasing decisions. However, based on the T-test results, the Lifestyle (X_3) variable was found not to have a significant influence on Purchasing Decisions (Y). This is evidenced by the t_{count} value being smaller than the t_{table} value ($1.840 < 1.986$). Therefore, it can be concluded that Lifestyle (X_3) does not have a significant effect on purchasing decisions.

CONCLUSION

Based on the research conducted, the following conclusions can be drawn:

1. Based on the results above, it is known that the calculated F-value (F_{count}) of 15.325 is greater than the F-table value (3.095). Therefore, H_0 is rejected at a significance level of 5% (0.05). This indicates that the independent variables — Celebrity Endorser (X_1), Electronic Word of Mouth (X_2), and Lifestyle (X_3) — simultaneously have a significant influence on the dependent variable, namely Purchasing Decisions (Y), for Eiger products.
2. Based on the hypothesis testing using the T-test, it was found that the Celebrity Endorser (X_1) variable has a significant effect on Purchasing Decisions (Y). This is evidenced by the t_{count} value being greater than the t_{table} value ($3.705 > 1.986$). Thus, it can be concluded that Celebrity Endorser has a positive and significant effect on purchasing decisions.
3. Based on the T-test, the Electronic Word of Mouth (X_2) variable was also found to have a significant effect on Purchasing Decisions (Y). This is evidenced by the t_{count} value being greater than the t_{table} value ($2.826 > 1.986$). Therefore, it can be concluded that Electronic Word of Mouth has a positive and significant effect on purchasing decisions.
4. Based on the T-test, the Lifestyle (X_3) variable was found not to have a significant effect on Purchasing Decisions (Y). This is evidenced by the t_{count} value being smaller than the t_{table} value ($1.840 < 1.986$). Therefore, it can be concluded that Lifestyle (X_3) does not significantly influence purchasing decisions.

Suggestions

Based on the findings and conclusions obtained, several suggestions can be made for related parties. The following are the author's recommendations:

1. The results of this study are expected to contribute to the advancement of knowledge in the field of business administration and serve as a reference for future research.
2. For future researchers, this study should be used as a learning tool to expand knowledge and deepen understanding of the practical application of related theories.
3. Eiger is advised to continue improving the quality of its Celebrity Endorsers, strengthen its Electronic Word of Mouth (e-WOM) strategies, and optimize Lifestyle-based marketing to enhance consumer purchasing decisions.

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