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ABSTRACT

This study examines the effect of endorsers' source credibility on emotion towards youtube's advertisement. We analyze the impact of social media influencer and celebrity's credibility on emotional responses of respondents, namely pleasure and arousal. The data were collected by a survey through google form related to source credibility and S-O-R theory. Three hundred and eighty-five people joined the survey distributed via Google Form. The amount of respondent is 385 people using Lemeshow formula with a Margin of Error 5% and purposive sampling technique. The study used Multivariate Regression Analysis and Independent Sample T-Test. Findings showed that there is a significant effect of social media influencer and celebrity's credibility to emotional pleasure and arousal towards the advertisement. It is also found that social media influencer's expertise influenced stronger on pleasure and arousal than attractiveness and trustworthiness. In the other hand, celebrity's trustworthiness has a stronger impact on emotion pleasure and arousal than attractiveness and expertise. We suggested that future research can also analyze purchase intention because some previous studies stated that emotional response could predict purchase intention.

Key Word: source credibility, celebrity, social media influencer, emotional responses

INTRODUCTION

At this time, the internet is common for everyone because almost every level of society knows and uses the internet. According to research by We Are Social (2019), a British media company that works with Hootsuite, Indonesian people spend three hours 23 minutes a day to access social media. Indonesia's population are 265.4 million, and 130 million Indonesian using social media (49 percent). According to Kompas Tekno from We Are Social, in 2019, YouTube occupies the first position with a percentage of 43 percent. Facebook, Instagram, and Twitter trailed in second to fourth place in a row. Social media is not only used for sharing daily activities but also looking for income. In Indonesia, many companies have used celebrity as endorsers to advertising their products (Ramadani, 2013). Also, advertising is used as a promotional tool for innovation and market competition (Farida, 2018). Therefore, companies need to give attention to consumers' perceptions of endorsers' source credibility in advertising their products (Ramadani, 2013).

Sales promotion is based on individual factors, such as consumers who behave affectively, that is pleasure refers to the level where the individual feels good, full of excitement, happy, or satisfied with the product (Situmorang, 2019). In the marketing domain, the PAD model (Pleasure, Arousal, and Dominance) has been used in assessing the emotions associated with the advertisement (Holbrook and Batra, 1987). Pleasure can be seen from how individuals feel like or dislike the product in the advertisement (Situmorang, 2019). Donovan, Rossiter, Marcoolyn and Nesdale (1994) chose to omit the dominance portion of the PAD in their model as did Bakker, Voordt, Vink, and Boon (2014). On the other side of the issue, Yani-de-Soriano and Foxall (2006) made convincing arguments for the continued inclusion of the dominance component.

Endorsers' source credibility is a major determinant in advertising effectiveness (Ohanian, 1990) because endorsers have a beneficial impact on product brands (Spry, Pappu and Cornwell, 2011). The credibility of celebrities such as actors, actresses, entertainers, and athletes are usually used for promotional activities (Tanjung and Hudrasyah, 2016). However, there are also several potential risks of using celebrity endorsement. Celebrity endorsement can inflict high risk and 'no gain' situations such as the scandals' surroundings in celebrities' past (Roozen and Claeys, 2010) and also celebrity's behaviour (Till and Shimp, 1998). As a result, the trend of using non-celebrity to advertising is growing due to the negative effect of celebrity endorsement which could damage the brand image (Saeed, Naseer, Haider, and Naz, 2014). Social Media Influencers are individuals who aren't well-known on television. Usually, they are chosen by companies based on the demographics of existing target markets (Rodriguez, 2008). They are just ordinary people who have high social status on social media platforms such as Facebook, Instagram, Youtube and Twitter (Kaplan and Haenlein, 2010) so that the cost advantage and also possibility to have a better fit between the product and endorsers (Erdogan, 1999).

Previous research found that the credibility of social media influencer has a more significant effect than the credibility of celebrity (Tanjung and Hudrasyah, 2016; Schouten, Janssen and Verspaget 2019). Although this makes for an experimentally valid comparison between endorser types, this is not how influencers on social media normally engage with a product. Usually, the product that is endorsed is part of a larger message and is integrated into a social media post, such as a vlog or an Instagram post (Kapitan and Silvera 2015). Because previous research only included experience goods, this study compares the effects of influencer vs celebrity endorsements on other types of products, as in the study of Schouten, Janssen and Verspaget (2019) who compared endorsements of traditional celebrities with endorsements by social media influencers. However, in reality, this distinction is not always so clear-cut. Numerous cases are known of successful social media influencers transgressing into more 'traditional' celebrities, pursuing a career as talk show presenter or fashion model and making their way to the general public and mass media.

On the other hand, many traditional celebrities have become popular influencers on social media. This raises the question of which type of influencers are the most successful

endorsers, and to what extent popularity of the endorser is an important variable in explaining endorser effectiveness. In our studies, we used well-known influencers with a large follower base, so-called 'micro-celebrities', but influencers who are relatively less popular maybe even more effective endorsers. Based on the background of the problems, the writer wants to find out the differences in credibility between the two types of endorsers on the Emotional Pleasure and Arousal with a study entitled "The Effect of Endorsers' Source Credibility on Emotion Toward Youtube's Advertisement".

LITERATURE REVIEW
Emotional Responses
Mehrabian and Russell (1974) introduced the idea of using three emotional dimensions such as pleasure, arousal, and dominance (PAD), to describe perceptions of physical environments. PAD are three independent emotional dimensions to describe people's state of feeling. They conceived pleasure as a continuum ranging from extreme pain or unhappiness to extreme happiness. They used adjectives such as happy-unhappy, pleased-annoyed, and satisfied-unsatisfied to define a person's level of pleasure. Arousal was conceived as a mental activity describing the state of feeling along a single dimension ranging from sleep to frantic excitement and linked to adjectives such as stimulated-relaxed, excited-calm and wide awake-sleepy to define arousal. Dominance was related to feelings of control and the extent to which an individual feels restricted in his behaviour (Bakker, Voordt, Vink, and Boon, 2014; Samudro, 2017; Farida, 2018). To define the degree of dominance, Mehrabian and Russell used a continuum ranging from dominance to submissiveness with adjectives such as controlling, influential and autonomous.

In the marketing, the PAD model has been used in assessing the emotions associated with television ads (Holbrook and Batra, 1987), the atmospherics in both retail (Donovan, Rossiter, Marcoolyn, and Nesdale, 1994; Turley and Milliman, 2000), online contexts (Chang et al., 2014; Hsieh et al., 2014), and various consumption experiences (Havlena and Holbrook, 1986). Hawkins et al. (2000), defines emotions as strong, relatively uncontrolled feeling that affects our behaviour.

Even though the PAD model was originally configured with three components, pleasure and arousal than dominance seem to have been used to a greater extent by researchers (Bakker, Voordt, Vink, and Boon, 2014). Donovan and Rossiter (1994) chose to omit the dominance portion of the PAD in their model as did Bakker, Voordt, Vink, and Boon (2014). On the other side of the issue, Yani-de-Soriano and Foxall (2006) made convincing arguments for the continued inclusion of the dominance component.

Emotional Pleasure
Pleasure is subjective on how individuals feel like or dislike an environment (Situmorang, 2019). Pleasure refers to the level where the individual feels happy, full of excitement, happy related to the situation. According to Mehrabian and Russell (1974) and Bakker, Voordt, Vink, and Boon (2014), pleasure is measured by evaluating verbal reactions to the environment such as happiness-unhappy, happy-upset, satisfied-dissatisfied, happy-sad,

hopeful-hopeless, relaxed-saturated. This study used measurements from previous research by Farida (2018). She used six semantic differentials that have been translated into Indonesian, namely tidak gembira-gembira, kesal-senang, tidak puas-puas, sedih-senang hati, hilang harap-penuh harapan, jenuh-santai by using 5 Likert scales.

Emotional Arousal

Arousal refers to where someone feels alert, excited or an active situation (Samudro, 2017). Mehrabian (1974) defines arousal (passion) as a combination of mental alertness and physical activity. He operationalizes passion by using passionate, excited, bored, sleepy, restless and high concentration. Arousal is measured by evaluating verbal reactions to the environment such as passionate-not excited, excited-calm, full of madness-lethargic, restless-bored, awake-sleepy, moved-not moved. This study also used measurements from previous research by Farida (2018). She used six semantic differentials that have been translated into Indonesian, namely tidak bergairah-bergairah, tenang-bersemangat, lesu-penuh kegilaan, jenuh-gelisah, mengantuk-tidak mengantuk, tidak tergugah-tergugah by using 5 Likert scales.

Source Credibility

Credibility is one of the most important criteria for assessing the quality of information (Bae and Taesik, 2011). Credibility can be defined as "the attitude towards the source of communication carried out at a certain time by the recipient" (McCroskey, 1966). According to Hovland, Janis, Kelley (1953), the Source Credibility Model fundamentally states that the effectiveness of a message depends on the perceived level of expertise and trustworthiness of an endorser or the source. Therefore, two fundamental dimensions of source credibility are expertise and trustworthiness. Besides those two dimensions, the attractiveness of the source is also accepted as a dimension of credibility (Ohanian, 1990). The source familiarity, likability and similarity were not used in this research. Hence, there are three dimensions of source credibility, which described as follow:

1. Attractiveness
   Evaluations of the different research studies signify that the building block of charisma does not have only one dimension, and to facilitate here are several explanations that were used to categorize charisma. The building block has been described together in terms of facial and substantial charm (Baker and Churchill 1977; Patzer 1983). This measurement was adopted from previous research by Farida (2018) that has been translated into Indonesian, such as menarik-tidak menarik, berkelas-tidak berkelas, tampan-jelek, elegan-tidak elegan, seksi-tidak seksi (Goldsmith, Lafferty, Newell, 2000; Ohanian, 1990).

2. Trust
   Trustworthiness is the spectator's extent of assurance and intensity of identification of the spokesperson as well as the communication. Some studies hold up the impact of trustworthiness on thoughts alter (Miller and Baseheart, 1969). To measure the trustworthiness aspect of the celebrity credibility, this study adopts from previous research by Farida (2018) that have been translated

into Indonesian, such as bertanggung jawab – tidak bertanggung jawab, jujur – tidak jujur, dapat diandalkan – tidak dapat diandalkan, dapat dipercaya – tidak dapat dipercaya, tulus – tidak tulus (Goldsmith, Lafferty, Newell, 2000; Ohanian, 1990).

3. Expertise

This aspect is known as dependability (McCroskey, 1966) , capability, expertise or requirement. Adjectives like "trained-untrained, informed-uninformed, educated – uneducated usually have been exercised to evaluate this element. This study also used five items Likert scale adopted from the previous research by Farida (2018). The indicators have been translated into Indonesian language: ahli-tidak ahli, berpengalaman-tidak berpengalaman, berwawasan luas-tidak berawawasan luas, berkualitas-tidak berkualitas, terampil-tidak terampil (Goldsmith, Lafferty, Newell, 2000; Ohanian, 1990).

Credibility of Endorsers: Social Media Influencer VS. Celebrity

Some studies found the effectiveness and positive influence of endorsers in advertising (Menon, Boone, and Rogers, 2001; Pornpitakpan, 2004; Pringle and Binet, 2005; Roy, 2006). A general study has been accomplished on the impact of endorser credibility on promotion usefulness. A convincing supporter can provide as an essential predecessor in the assessment of commercials and products. A particular variable measuring celebrity reliability is used by combining three celebrity trustworthiness subscales.

People are more interested in getting recommendations from credible communicators because they are in accordance with community values and attitudes (Ahmed, 2012). Celebrities are well-known personalities in the community either because of their credibility or attractiveness. Attributes such as attractiveness, luxurious lifestyle or expertise are just some other examples of general characteristics that usually distinguish celebrities from the general public. At the same time, Social Media Influencer have grown into important marketing tools for companies to advertise the products (Jaakonmäki, Müller, & Brocke, 2017).

Social Media Influencers are people who have high social status on social media platforms such as Facebook, Instagram, Youtube, Twitter. Social Media Influencer usually posts personal information about their daily lives (Kaplan and Haenlein, 2010). The attractiveness of celebrity is more influential than non-celebrity social media influencer. Still, social media influencer is considered to be more trustworthy in delivering statements in advertisements than celebrity endorser (Tanjung and Hudrasyah: 2016). Schouten, Janssen and Verspaget (2019) show that the public is more familiar with and believes social media influencer. Other than that, social media influencer considered to be more knowledgeable and their expertise is more effective than celebrity endorsers.

Stimulus – Organism – Response (S – O – R) Theory

Stimulus-Organism-Response (SOR) theory has long been used to understand consumer behaviour (Hoyer and MacInnis, 1997). According to Wilbur Schramm (1971), S-O-R is the

basis of the hypodermic syringe theory, the classical theory regarding the process of the influential mass media effect process. Hovland *et al.* (1953) say that the behaviour change process is essentially the same as the process of learning. It illustrates the process of behaviour change at the individual learning process consisting of the stimulus were given to the organism can be accepted or rejected. If accepted or not rejected by the organism, it means the stimulus is effective to individual response. A rejected stimulus shows that it's an ineffective stimulus affecting individual response and stop here (Anggraini, Mustofa, and Sadewo, 2014).

The purpose of this study is to develop a conceptual framework by extending the organism of PAD Theory by Mehrabian and Russell (1974) to assess environmental perception, experience, and psychological responses. The conceptual framework would illuminate how related credibility affect viewers' emotionally (Othman, Musa, Muda and Mohamed, 2016).

**Figure 1. S-O-R Theory**
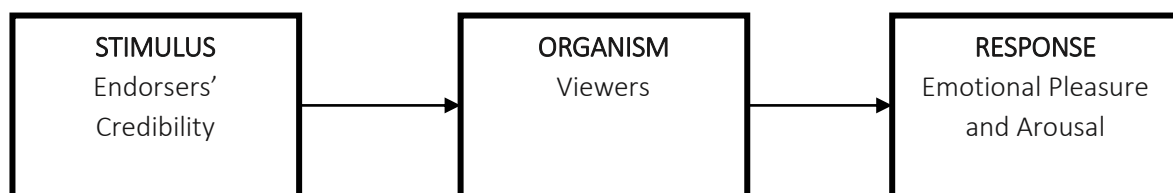
Source: Effendy, 1944, p. 255

Source Credibility Theory
The source credibility theory as propounded by Hovland, Janis, Kelley (1953) stated that people or receivers are more likely to be persuaded when the source presents itself as credible. Furthermore, Hovland and Weiss (1951) later studied the influence of sources in persuasion. Message source credibility refers to how much the message receiver believes in the sender. It is an attitude towards the message source (Gunther, 1992) that affects the receiver level of belief about what the source claims (West, 1994). This credibility is also an important factor affecting persuasion effectiveness (Hovland and Weiss, 1951). If the source has credibility, the receivers will believe the message. Thus, credibility is how much the message reflects reality after the receivers' evaluation (Ling and Liu, 2008).

Message source credibility is a high-order construct consisting of three sub-dimensions, trustworthiness, expertise, and attractiveness. Trustworthiness refers to the degree of confidence and acceptance receivers have towards the message sender. Expertise refers to professional knowledge the sender has about the product. Attractiveness refers to when the sender attracts receivers to consume products or services (Ohanian, 1990).

Theoretical Framework

Figure 2. Theoretical Framework
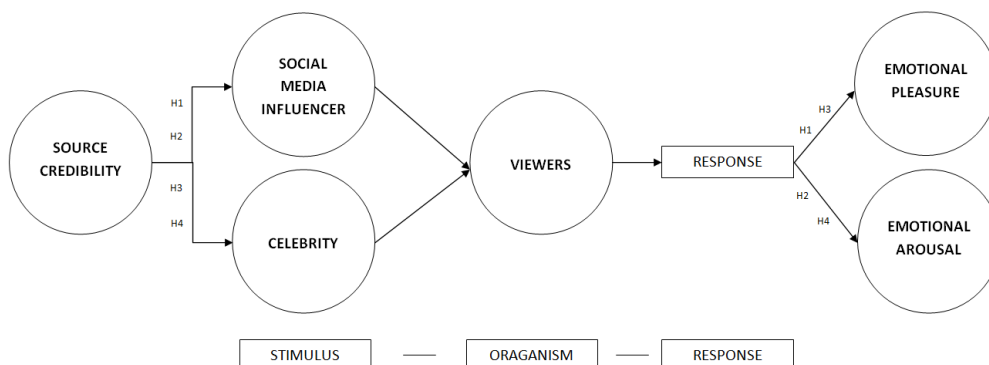
Research Hypothesi*s*

H1: There is an effect of social media influencer's credibility on emotional pleasure
H2: There is an effect of social media influencer's credibility on emotional Arousal
H3: There is an effect of the celebrity's credibility on emotional pleasure
H4: There is an effect of the celebrity's credibility on the emotional arousal

METHODS

The study used Multivariate Regression Analysis to examine the credibility effect of the social media influencer (Suhay Salim) and celebrity endorser (Syahrini) on the audience's pleasure and arousal emotion. Independent Sample T-Test is used to find out whether there is a difference between the influence of social media influencer and celebrity in promoting LAKMÉ Make Up products on pleasure and arousal emotional responses from YouTube channel's viewers. The population is women ranging between 17 to 30 years old. This research applied non-probability sampling, which is purposive sampling technique because the population was unknown. The researchers used the Lemeshow formula with the Margin of Error 5% and got 385 respondents. The population have to know about LAKMÉ Make-Up Products and are familiar with both of endorsers, namely Suhay Salim as a social media influencers and Syahrini as a celebrity.

RESULT

MANOVA, or Multivariate ANOVA, is a statistical test used to measure the effect of independent variables with a categorical scale on several dependent variables. The test is used to measure the effect of independent variables on several dependent variables simultaneously. The result of multivariate ANOVA test on the table below shows that the P-value of the four types of tests is < 0.05 (significant at the 95% confidence level). It can be concluded that there is a significant influence on social media influencer's credibility to emotional pleasure and arousal.

Table 1. Multivariate Anova Result on Social Media Influencer's Credibility

Effect		Value	F	Hypothesis df	Error df	Sig.
SMI's Credibility	Pillai's Trace	.744	4.460	90.000	678.000	.000
	Wilks' Lambda	.345	5.283[b]	90.000	676.000	.000
	Hotelling's Trace	1.645	6.160	90.000	674.000	.000
	Roy's Largest Root	1.471	11.079[c]	45.000	339.000	.000

Source: IBM SPSSS Version 20

The homogeneity test is a test of whether the variances of two or more distributions are equal. The homogeneity test is carried out to see whether the data in independent variables and dependent variables are homogeneous. Table 2 shows the results that all the dependent variables have different variants because of Sig. < 0.05, so the Post Hoc test used is Games-Howell.

Table 2. Levene's Test on Social Media Influencer's Credibility

	F	df1	df2	Sig.
SMI's Credibility to Pleasure	1.568	45	339	.015
SMI's Credibility to Arousal	1.482	45	339	.029

Source: IBM SPSSS Version 20

The table below shows the effect of one independent variable on each of the dependent variables. Table 3 shows significance value < 0.05. It can be concluded that the credibility of social media influencer has a significant influence on emotional pleasure and arousal responses. Then it can be said that:

1. The credibility of social media influencer affects emotional pleasure with a P-value of 0,000, which means H0 is rejected, or H1 is accepted.
2. The credibility of social media influencer affects emotional arousal with a P-value of 0,000, which means that H0 is rejected or H2 is accepted.

Table 3. Multivariate ANOVA on Social Media Influencer's Credibility

Source	Dependent Variable	Type III Sum of Squares	f	Mean Square	F	Sig.	Noncent. Parameter	Observed Power[c]
SMI's Credibility	Emotional Pleasure	3616.839	5	80.374	10.808	.000	486.362	1.000
	Emotional Arousal	3450.781	5	76.684	6.965	.000	313.433	1.000

Source: IBM SPSSS Version 20

Table 4 below shows that the P-value of the four types of tests <0.05, which are similar to the previous MANOVA result on social media influencer. It can be concluded that there is a significant influence on the credibility of celebrity to emotional pleasure and arousal.

Table 4. Multivariate ANOVA Result on Credibility of Celebrity

Effect		Value	F	Hypothesis df	Error df	Sig.
Credibility of Celebrity	Pillai's Trace	.758	5.253	80.000	688.000	.000
	Wilks' Lambda	.299	7.114[b]	80.000	686.000	.000
	Hotelling's Trace	2.156	9.218	80.000	684.000	.000
	Roy's Largest Root	2.064	17.748[c]	40.000	344.000	.000

Source: IBM SPSSS Version 20

The results of the homogeneity test on the table Levene's Test below show the same results as before, that all dependent variables, namely emotional pleasure and emotional arousal, have different variants because Sig 0.000 <0.05, so the Post Hoc test used is Games-Howell.

Table 5. Levene's Test on Credibility of Celebrity

	F	df1	df2	Sig.
Credibility of Celebrity to Pleasure	2.456	40	344	.000
Credibility of Celebrity to Arousal	1.609	40	344	.014

Source: IBM SPSSS Version 20

Table 6 below shows the significance value <0.05 for both emotional pleasure and arousal. This indicates a significant effect of the celebrity's credibility on pleasure and arousal emotional responses. It can be concluded:

1. The celebrity's credibility affects emotional pleasure with a P-Value of 0,000, which means H0 is rejected, or H3 is accepted

2. The celebrity's credibility affects emotional arousal with a P-value of 0,000, which means H0 is rejected or H4 is accepted.

Table 6. Multivariate ANOVA on Credibility of Celebrity

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Noncent. Parameter	Observed Power[c]
Credibility of Celebrity	Emotional Pleasure	6063.594	40	151.590	17.610	.000	704.397	1.000
	Emotional Arousal	5655.992	40	141.400	10.456	.000	418.252	1.000

Source: IBM SPSSS Version 20

Based on results as shown in Table 7, the expertise of social media influencer's credibility is higher than the other two dimensions, with mean value at 22.69. Trustworthiness in celebrity's credibility has a higher value at 21.57 than attractiveness at 20.27, and expertise value at 20.66.

Table 7. Independent Sample T-Test

	GROUP	N	Mean	Std. Deviation	Std. Error Mean
Trustworthiness	Social Media Influencer	385	21.35	3.306	.168
	Celebrity	385	21.57	3.580	.182
Attractiveness	Social Media Influencer	385	21.23	2.943	.150
	Celebrity	385	20.27	3.622	.185
Expertise	Social Media Influencer	385	22.69	2.725	.139
	Celebrity	385	20.66	3.642	.186

Source: IBM SPSSS Version 20

DISCUSSION

After conducting research with the existing methods, it can be concluded that the credibility of the two endorsers on emotional pleasure and arousal responses which is studied using the Stimulus – Organism – Respond (S-O-R) theory shows that respondents can feel emotional pleasure and arousal after watching the advertisements who displayed by social media influencer and celebrity. This can be seen from the results of the P-value is 0.000 < 0.05 to see the effects of the credibility of endorsers on the emotional responses namely pleasure and arousal.

The results of the independent sample t-Test show that the expertise of social media influencer'credibility has more effect on respondents' emotions than trustworthiness and attractiveness. This can be seen from the mean value of 22.69. While the credibility of

celebrity's trustworthiness have a higher value at 21.57 the other two dimensions, namely attractiveness at 20.27, and expertise value at 20.66.

CONCLUSION

This research concludes that there is a significant effect of social media influencer and celebrity's credibility to emotional pleasure and arousal. The homogeneity shows that all the dependent variables have different variants with Sig. < 0.05. After conducting research with existing methods, the authors conclude that the credibility of social media influencer and celebrity towards emotional pleasure and arousal hardly have significant comparison. This study used S-O-R approach to find out whether the credibility of social media influencer and celebrity as a stimulus can arise emotional response of the audience or not. The result proved that the stimulus is quite effective in influencing respondents' emotional pleasure and arousal. The expertise of social media influencer was found to have a higher significance level in comparison to trustworthiness and attractiveness. This result is contradictory to the previous research carried out by Tanjung and Hudrasyah (2016). They conclude that trustworthiness of non-celebrity endorsers, such as social media influencer, has more significant impact while attractiveness don't have a significant effect. Also, the trustworthiness of celebrity was perceived to have a higher significant impact on emotional pleasure and arousal. This finding doesn't contradict with the previous research of Tanjung and Hudrasyah (2016) that shows the trustworthiness of celebrity is more significant than the other two dimensions.

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