

The Influence of Celebrity Endorsement on the Customer Decision-Making Process Based on the AISAS Model with the Hedonic Value and Functional Value Approaches

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ABSTRACT

This study aims to analyze the decision-making process of customers towards celebrity endorsement-based promotions using the AISAS (Attention, Interest, Search, Action, Distribution) model by including hedonic value and functional value as factors influencing attention. Unlike previous studies that generally focus on the impact of celebrity endorsement on interest or purchase decisions, this study develops the AISAS model by establishing hedonic value and functional value as antecedents of attention. The study uses a quantitative approach with the Structural Equation Modeling - Partial Least Squares (SEM-PLS) method. Data were collected through an online survey of 314 respondents who are members of the outdoor product enthusiast community in Indonesia. The results show that most of the relationships between the stages in the AISAS model are significant in explaining the customer decision-making process up to the separation stage. However, hedonic value and functional value do not show a significant impact on attention. This finding indicates that customers' attention to celebrity endorsement-based promotions is not solely determined by consumers' perceived emotional or functional value. This study contributes to the development of the consumer behavior-based digital marketing literature by testing the AISAS model integrated with the consumption value approach. Practically, the research results can be used as input for companies in designing the most effective celebrity endorsement-based promotional strategies according to the characteristics of consumer digital behavior.

INTRODUCTION

The transformation of digital technology has changed the way companies communicate with consumers and influenced their decision-making process. The development of the internet, social media, and various digital platforms allows consumers to obtain information more quickly and easily than ever before. In the digital environment, consumers are no longer passive recipients of information, but rather active individuals seeking, evaluating, and

sharing information with other consumers through various digital channels. This behavioral shift indicates that the customer decision-making process is increasingly influenced by digital interactions and information sharing between consumers (Sugiyama & Andree, 2010).

One strategy widely used in digital marketing is celebrity endorsement. The use of public figures, such as artists, athletes, and influencers, is believed to increase the effectiveness of marketing communications through their attractiveness, credibility, and ability to influence consumer perceptions. Celebrity endorsements not only serve to increase brand exposure but can also build trust, create emotional attachments, and strengthen advertising messages delivered to the target market (McCracken, 1989).

In recent years, celebrity endorsement-based promotional strategies have also become increasingly used in the outdoor equipment industry. Outdoor products are characterized by relatively high consumer involvement due to their association with aspects of quality, safety, durability, and user experience. Before making a purchase, consumers generally seek information from various sources, including recommendations from public figures perceived as having experience and credibility in outdoor activities. Therefore, the Indonesian outdoor product enthusiast community provides a relevant context for understanding how celebrity endorsement-based promotions influence customer decision-making (Laurent & Kapferer, 1985).

To explain consumer behavior in the digital environment, the AISAS (Attention, Interest, Search, Action, Share) model is a widely used approach. This model illustrates that once attention and interest are established, consumers actively seek additional information before making a purchase and ultimately share their experiences with others. Compared to traditional consumer behavior models, AISAS is better able to explain the characteristics of digital consumers who actively interact with information through the internet and social media (Sugiyama & Andree, 2010).

Although celebrity endorsements have been extensively studied in the context of digital marketing, most research still focuses on their influence on direct outcome variables, such as purchase intention, purchase decisions, and brand image. On the other hand, research using the AISAS model generally emphasizes the relationships between stages of consumer behavior without examining the factors that shape attention as the initial stage of the decision-making process. Furthermore, the integration of consumption values, particularly hedonic and functional values, into the AISAS model is still relatively limited, particularly in the context of celebrity endorsement-based promotions within the outdoor product community (Cheah et al., 2019).

From a consumer behavior perspective, hedonic value and functional value are two value dimensions that play a crucial role in shaping consumer responses to a product or marketing message. Hedonic value relates to the emotional, pleasure, and experiential aspects perceived by consumers, while functional value relates to utilitarian benefits such as product quality, usefulness, and performance. These two value dimensions are believed to play a

crucial role in shaping consumers' initial attention to promotional stimuli, yet they are relatively rarely studied as factors shaping attention in the AISAS model (Sheth et al., 1991).

Based on this description, this study aims to analyze the customer decision-making process regarding celebrity endorsement-based promotions using the AISAS model, incorporating hedonic value and functional value as antecedents of attention. This research is expected to provide theoretical contributions through the development of an AISAS model integrated with a consumption value approach, as well as provide practical contributions for companies in designing celebrity endorsement-based promotional strategies that are more effective in increasing customer engagement and response.

This study develops the AISAS model by incorporating hedonic value and functional value as factors influencing attention. This approach is based on the assumption that consumer attention to celebrity endorsement-based promotions is influenced not only by the presence of the celebrity but also by the emotional and functional value consumers perceive from the promotional message. Furthermore, attention, interest, search, action, and share are analyzed as a series of customer decision-making processes in the context of digital marketing. Based on this framework, the conceptual research model is presented in Figure 1.

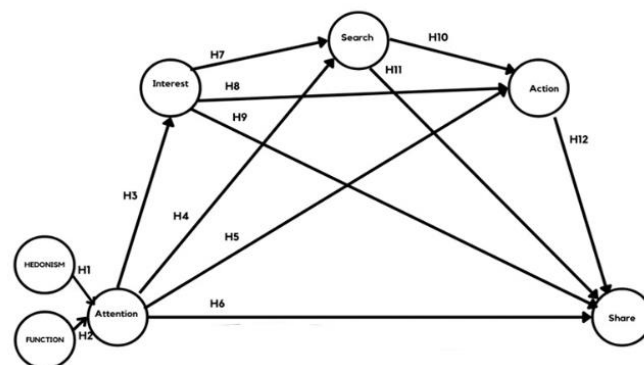


Figure 1. Conceptual Research Model

RESEARCH METHODS

Research Type

This study uses a quantitative approach with an explanatory research design to analyze the relationships between variables in the research model. The focus of the study is to examine the customer decision-making process regarding celebrity endorsement-based promotions using the AISAS model integrated with hedonic value and functional value. Data analysis was conducted using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method through SmartPLS software because it is able to accommodate complex research models and test relationships between constructs simultaneously (Hair et al., 2014).

Population and Sample

The study population comprised members of the outdoor product enthusiast community in Indonesia who actively use digital media as a source of product information. The sampling

technique used purposive sampling, with the criteria being that respondents had seen or interacted with celebrity endorsement-based promotions on digital media. Data were collected through an online survey using a structured questionnaire, resulting in 314 respondents meeting the research criteria.

Data Collection

Data were collected through an online survey using a structured questionnaire distributed to respondents. The research instrument used a five-point Likert scale, ranging from strongly disagree to strongly agree, to measure respondents' perceptions of the research variables. The variables measured in this study included hedonic value, functional value, attention, interest, search, action, and share, as outlined in the AISAS model. Each indicator was adapted from previous research relevant to the context of consumer behavior and digital marketing.

Variable Measurement

The research instrument used a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The variables analyzed included hedonic value, functional value, attention, interest, search, action, and share. The hedonic value construct was measured using nine indicators, functional value using five indicators, while attention, interest, search, action, and share were each measured using three indicators adapted from the AISAS model. The research indicators were adapted from relevant previous research, as presented in Table 1 below:

Table 1. Operationalization of Research Variables

Variable	Number of Indicators	Source
Hedonic Value	9	(Babin et al., 1994)
Functional Value	5	(Sheth et al., 1991)
Attention	3	(Cheah et al., 2019)
Interest	3	(Cheah et al., 2019)
Search	3	(Cheah et al., 2019)
Action	3	(Cheah et al., 2019)
Share	3	(Cheah et al., 2019)

All indicators were measured using a five-point Likert scale and analyzed using SEM-PLS to test the validity, reliability, and relationships between constructs in the research model.

Data Analysis Techniques

Data analysis was conducted in two stages. The first stage was an evaluation of the measurement model (outer model) to test the validity and reliability of the research constructs. The second stage was an evaluation of the structural model (inner model) to examine the relationships between variables and test the research hypotheses through path coefficients, t-statistics, and p-values (Hair et al., 2014).

RESULTS AND DISCUSSION

Respondent Profile

This study involved 314 respondents who met the research criteria. Based on gender, the majority of respondents were female (194 respondents (61.65%), while 120 were male (38.35%). In terms of age, the majority of respondents were in the 17–25 age range (189 respondents (60.15%), followed by the 25–30 age group (76 respondents (24.06%). Based on education level, the majority of respondents had a Diploma 4/Bachelor's degree (193 respondents (61.65%). Meanwhile, based on income level, the majority of respondents had an income of less than IDR 1,000,000 per month (205 respondents (65.41%). These characteristics indicate that the study respondents were predominantly young and actively used digital media, making them relevant to the research context regarding consumer behavior in celebrity endorsement-based promotions.

Measurement Model Evaluation (Outer Model)

Table 2. Construct Validity and Reliability

Variabel	Cronbach Alpha	Composite Reliability	AVE
Action	0.827	0.897	0.744
Attention	0.870	0.920	0.794
Functional Value	0.892	0.916	0.687
Hedonic Value	0.946	0.946	0.663
Interest	0.828	0.897	0.745
Search	0.801	0.883	0.716
Share	0.863	0.916	0.785

Source: SmartPLS data processing results

A measurement model evaluation was conducted to test the validity and reliability of the research constructs. The test results showed that all indicators had outer loading values above the recommended minimum limit. Furthermore, all constructs had Average Variance Extracted (AVE) values above 0.50, and Composite Reliability and Cronbach's Alpha values above 0.70. These results indicate that all constructs met the criteria for convergent validity and reliability, making them suitable for use in structural model testing.

Overall, the constructs of Hedonic Value, Functional Value, Attention, Interest, Search, Action, and Share had good levels of validity and reliability. Therefore, the measurement model met the requirements to continue testing the relationships between constructs in the structural model.

Structural Model Evaluation (Inner Model) and Hypothesis Testing

The structural model evaluation (inner model) was conducted to test the relationships between constructs proposed in the research model. Testing was conducted using the bootstrapping technique in SmartPLS to obtain path coefficients, t-statistics, and p-values. This analysis was conducted by examining the direct and indirect effects between the hypothesized variables. The following are the results of the PLS-SEM analysis:

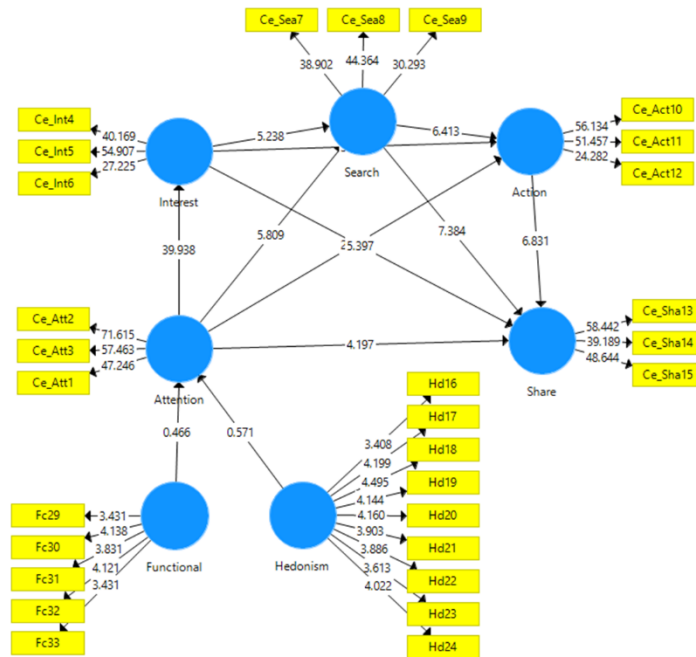


Figure 2. Structural Model Testing

Source: SmartPLS Visual Output

Hypothesis Testing Results

Hypothesis testing was conducted using the bootstrapping technique in SmartPLS. The hypothesis was accepted if the t-statistic value was greater than 1.96 and the p-value was less than 0.05 (Hair et al., 2014).

Table 3. Hypothesis Testing Results

Hipotesis	Sample Mean	Standard Deviation	T-test	p Value	f Square	Status
Action → Share	0.416	0.061	6.831	0.000	0.253	Signifikan
Attention → Action	0.196	0.081	2.416	0.016	0.031	Signifikan
Attention → Interest	0.835	0.021	39.938	0.000	2.302	Signifikan
Attention → Search	0.444	0.076	5.809	0.000	0.164	Signifikan
Attention → Share	-0.323	0.077	4.197	0.000	0.121	Signifikan
Functional → Attention	0.038	0.081	0.466	0.641	0.001	Tidak Signifikan
Hedonic Value → Attention	-0.069	0.120	0.571	0.569	0.005	Tidak Signifikan
Interest → Action	0.268	0.069	3.898	0.000	0.061	Signifikan

<i>Interest</i> → <i>Search</i>	0.389	0.074	5.238	0.000	0.126	Signifikan
<i>Interest</i> → <i>Share</i>	0.377	0.070	5.397	0.000	0.165	Signifikan
<i>Search</i> → <i>Action</i>	0.426	0.066	6.413	0.000	0.208	Signifikan
<i>Search</i> → <i>Share</i>	0.450	0.061	7.384	0.000	0.280	Signifikan

Source: SmartPLS data processing results

Based on the results of hypothesis testing, H1 and H2 were not supported, while H3 through H12 were supported by the research data. These results indicate that the relationships between stages in the AISAS model have a significant influence in explaining the customer decision-making process.

Structural model testing was conducted to determine the relationships between the variables proposed in the research model. The results showed that ten of the twelve research hypotheses were accepted, while the other two were rejected.

The first hypothesis (H1), which tested the effect of Hedonic Value on Attention, was not proven significant. Similarly, the second hypothesis (H2), which tested the effect of Functional Value on Attention, also did not show a significant effect. These results indicate that neither hedonic value nor functional value perceived by consumers directly influence customer attention to celebrity endorsement-based promotions.

Conversely, all relationships within the AISAS model stages showed significant results. Attention was shown to have a significant effect on Interest, Search, Action, and Share. Furthermore, Interest significantly influenced Search, Action, and Share. In the next stage, Search significantly influenced Action and Share, while Action also significantly influenced Share. These findings indicate that the customer decision-making process in the context of celebrity endorsement-based promotions follows a relationship pattern consistent with the AISAS model. The test results indicate that the relationships between the stages in the AISAS model are supported by the research data. Conversely, the influence of hedonic value and functional value on attention was not proven significant.

Discussion

The Effect of Hedonic Value and Functional Value on Attention

The results of this study indicate that hedonic value and functional value do not significantly influence attention. This finding indicates that customer attention to celebrity endorsement-based promotions is not directly shaped by consumers' perceived emotional or functional value. Therefore, hypotheses H1 and H2 are not supported by the empirical data.

Theoretically, hedonic value is often associated with pleasurable emotional experiences, while functional value relates to the utilitarian benefits consumers obtain from a product or service (Sheth et al., 1991). Both values are generally considered capable of attracting consumer attention to marketing messages. However, the results of this study indicate that in the context of celebrity endorsement-based promotions, customer attention is not solely determined by these two aspects.

One possible explanation for this finding is the characteristics of respondents from the outdoor product enthusiast community (Laurent & Kapferer, 1985). This consumer group tends to be highly involved with the products they use, so their attention is more influenced by the relevance of the information, user experience, and credibility of the information source than by the emotional or functional value displayed in the promotion. In other words, consumer attention to celebrity endorsement-based promotions is likely influenced by factors other than hedonic and functional value, but this attention is not automatically formed based on considerations of hedonic or functional value.

This finding suggests that other factors beyond the research model potentially play a greater role in shaping customer attention to digital promotions (McCracken, 1989). Therefore, future research could consider variables such as celebrity credibility, celebrity-product congruence, and the level of consumer involvement as factors influencing attention.

The Role of Attention in Triggering the AISAS Process

The results show that Attention has a significant effect on Interest, Search, Action, and Share. The influence on Interest, Search, and Action was positive, while the influence on Share was negative. These findings indicate that customer attention is a crucial initial stage in the customer decision-making process for celebrity endorsement-based promotions.

Among all the relationships tested in the research model, the influence of Attention on Interest demonstrated the strongest effect strength (Sugiyama & Andree, 2010). This finding indicates that when customer attention is successfully established, customers are more likely to develop interest in the product and promotional message they receive. These results align with the basic concept of AISAS, which positions attention as the initial stage that triggers consumer engagement in subsequent stages.

In addition to increasing interest, attention has also been shown to encourage customers to conduct information searches (Sugiyama & Andree, 2010). In the context of digital marketing, the attention generated after viewing celebrity endorsement-based promotions encourages consumers to seek additional information about the product before making further decisions. Easy access to information via the internet and social media allows this search process to occur quickly and independently.

The results also show that attention has a direct effect on action and share (Cheah et al., 2019). However, the relationship between attention and share is negative. These findings indicate that initial attention to a promotion does not necessarily encourage consumers to immediately share information with others. At the attention stage, consumers tend to be in the initial phase of information acquisition and lack sufficient confidence to engage in sharing. In the context of digital marketing, sharing behavior is more likely to occur after consumers have conducted information searches or gained a more in-depth experience with a product. These findings suggest that information sharing does not always emerge as a direct consequence of attention, but is instead influenced by later stages of consumer evaluation and engagement.

Overall, the research results confirm that attention plays a central role in the customer decision-making process. Although hedonic value and functional value were not shown to influence attention, the attention variable itself was shown to be a key driver connecting customers through the interest, search, action, and share stages in the AISAS model.

The Role of Interest in Driving Consumer Engagement

The research results show that interest has a positive and significant effect on search, action, and share. This finding suggests that customer interest is a crucial factor driving consumers to engage more actively in the decision-making process. Thus, hypotheses H7, H8, and H9 are supported by the empirical data.

In the AISAS model, interest describes the condition when consumers not only pay attention to a promotional message but also begin to show a deeper interest in the product or information offered. This interest encourages consumers to seek additional information to reduce uncertainty before making a decision (Sugiyama & Andree, 2010). Research findings showing the significant influence of interest on search reinforce the assumption that digital consumers tend to explore information independently once interest in a product has been established.

In addition to influencing information search, interest has also been shown to influence action. These findings indicate that high interest can encourage consumers to take direct action, whether in the form of a purchase, product use, or other response to a promotion received. This situation suggests that the customer decision-making process in the digital environment is not always gradual, but rather allows for a more rapid response when consumers already have a strong interest in the promoted product (Cheah et al., 2019).

The results of the study also showed that interest has a significant effect on sharing. This finding indicates that consumers who are interested in a product or information tend to be encouraged to share that information with others through social media, online communities, and interpersonal communication. In the context of digital marketing, information sharing is a form of consumer engagement that can organically expand the reach of promotions (Cheah et al., 2019).

Overall, the results of the study indicate that interest acts as a bridge between initial customer attention and more active engagement in the form of information search, action, and experience sharing. These findings reinforce the role of interest as a crucial stage in the AISAS model, bridging customer attention to more concrete consumer behavior.

Search and Action as Drivers of Sharing

The results of the study indicate that Search has a positive and significant effect on Action and Share, while Action also has a positive and significant effect on Share. These findings suggest that the information search process and customer actions play a crucial role in driving information sharing behavior in the digital environment. Thus, hypotheses H10, H11, and H12 are supported by the empirical data.

The significant influence of Search on Action indicates that information seeking is a crucial stage before customers make a decision. After obtaining information deemed relevant and sufficient, customers tend to have greater confidence in taking action. This finding supports the basic assumption of AISAS that digital consumers not only passively receive information but also actively seek additional information before making a decision (Sugiyama & Andree, 2010).

The results also show that Search has a significant effect on Share. This finding indicates that information seeking activities not only serve to satisfy personal information needs but also encourage customers to share the information they obtain with others (Cheah et al., 2019). In the context of digital communities, consumers who actively seek information often serve as information sources for other community members through social media, discussion forums, and interpersonal communication.

Furthermore, Action has been shown to significantly influence Share. This finding suggests that customers who have taken action, such as purchasing, using, or trying a product, are more likely to share their experiences with others. This behavior is a key characteristic of digital consumers, who not only act as recipients of information but also as producers of information that can influence the decisions of other consumers (Cheah et al., 2019).

Overall, the research findings confirm that Search and Action are crucial stages leading to the formation of Share, the final stage in the AISAS model. These findings indicate that the success of celebrity endorsement-based promotions is determined not only by their ability to capture customer attention, but also by their ability to encourage customers to seek information, take action, and ultimately share their experiences with others. Thus, Share can be viewed as the most tangible form of consumer engagement in the digital marketing environment (Sugiyama & Andree, 2010).

Negative Relationship between Attention and Share

One interesting finding in this study is the significant negative relationship between Attention and Share. These results indicate that consumers' initial attention to celebrity endorsement-based promotions does not necessarily lead to them sharing the information with others. This finding indicates that attention is an early stage in the decision-making process that is not yet sufficient to directly lead to information sharing behavior.

In the context of digital marketing, consumers who have just noticed a promotion are generally still in the initial exploration and evaluation stages. At this stage, consumers tend to try to understand the information received before forming beliefs or experiences that can be shared with others. Therefore, even if attention is successfully generated through celebrity endorsement-based promotions, consumers may not necessarily be motivated to share (Sugiyama & Andree, 2010).

This finding indicates that information sharing behavior occurs more often after consumers have evaluated the information they have received. This finding aligns with research (Sa'ban, F et al., 2022), which shows that digital consumers tend to share information

they deem relevant and credible rather than information that only attracts their initial attention.

This finding is further strengthened by research showing that Search and Action have a positive and significant effect on Sharing. These results indicate that information sharing behavior occurs more often after consumers have searched for additional information or after taking concrete action on the promoted product. In other words, consumers tend to share information they have verified through the search process or user experience rather than simply based on initial attention to a promotion (Cheah et al., 2019).

For the outdoor product enthusiast community, this situation is understandable due to the relatively high level of involvement in products. Before recommending or sharing information with others, consumers tend to first verify the quality, benefits, and suitability of the product for their needs. Consequently, initial attention to a promotion is insufficient to generate information sharing behavior without prior information search and user experience (Laurent & Kapferer, 1985).

Overall, these findings suggest that sharing behavior in digital environments is influenced not only by the promotion's ability to attract attention, but also by the consumer's evaluation process and experience. The results show that digital consumers are more likely to share information they have validated through information search or actual action than information that only attracts attention in the early stages of the decision-making process.

These research findings also reinforce the findings of research (Sa'ban, F et al., 2022), which suggests that consumer behavior in digital environments is influenced by the active information interaction process that occurs before consumers make decisions or share experiences with others.

CONCLUSION

Conclusion

This study aimed to analyze the customer decision-making process regarding celebrity endorsement-based promotions using the AISAS model integrated with hedonic value and functional value as antecedents of attention. The results showed that hedonic value and functional value did not significantly influence attention, thus the two hypotheses testing this relationship were not supported by empirical data. This finding indicates that customer attention toward celebrity endorsement-based promotions is not directly shaped by consumers' perceived emotional or functional value.

Conversely, all relationships between stages in the AISAS model showed significant results. Attention was shown to influence interest, search, action, and share, although the relationship between attention and share was negative. Furthermore, interest significantly influenced search, action, and share, while search significantly influenced action and share. Action also significantly influenced share. These findings indicate that the AISAS model is capable of explaining the customer decision-making process in the context of celebrity endorsement-based promotions within the outdoor product enthusiast community.

Theoretically, this study contributes by developing the AISAS model by integrating hedonic value and functional value as factors shaping attention. Although neither variable proved to have a significant influence, the results of the study indicate that attention remains a central factor connecting customers through the stages of interest, search, action, and share. The finding of a negative relationship between attention and share also suggests that digital consumers are more likely to share information they have validated through information searches or user experiences than simply based on initial attention to promotions.

Recommendations

For marketing practitioners, the results of this study indicate that celebrity endorsement strategies should not only focus on attracting consumer attention, but also be directed at encouraging information search activities, user experiences, and consumer interactions, which can increase the likelihood of sharing information with others.

For future researchers, it is recommended to develop the research model by adding other variables that could potentially influence attention, such as celebrity credibility, celebrity-product congruence, consumer trust, and consumer engagement levels. Research can also be conducted across different product and community contexts to gain a more comprehensive understanding of consumer behavior in the digital marketing environment.

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