

The Influence of Celebrity Endorser and Brand Image on Purchase Decisions of Wardah Cosmetics Consumers in Palembang City

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Abstract

This study aims to determine: (1) the influence of celebrity endorsers on Wardah cosmetic purchasing decisions, (2) the influence of brand image on Wardah cosmetic purchasing decisions, and (3) the influence of celebrity endorsers and brand image on Wardah cosmetic purchasing decisions. This study uses a quantitative approach by collecting data through survey methods. The population in this study are consumers who have purchased and used Wardah cosmetics in Palembang City. The sample collection technique used purposive sampling method with criteria that included consumers who had purchased and used Wardah cosmetics in Palembang City and were aware of Wardah's advertisements. The sample is a minimum of 110 respondents with data collection techniques using a questionnaire through Google Form. Data analysis techniques in this study used descriptive analysis techniques, classical assumption test, multiple linear regression and hypothesis testing. The test was carried out using the help of SPSS 23. The results of this study indicate that: (1) celebrity endorser has a positive effect on purchasing decisions, as evidenced by the t-count value of 5.613 with a significance value of 0.000, less than 0.05 and the regression coefficient having a positive value of 0.562; (2) brand image has a positive effect on purchasing decisions, as evidenced by the t-value of 3.900 with a significance value of 0.000 less than 0.05 and a regression coefficient of 0.375; (3) celebrity endorser and brand image simultaneously have a positive effect on purchasing decisions, as evidenced by the F-count of 36,390 with a significance value of 0.000 less than 0.05.

Keywords: celebrity endorser, brand image, purchase decision

1. Introduction

Modern life makes it easy to support appearance, one of which is the use of cosmetic products. Cosmetics today have become a major need for women to support its popularity for women. Beauty is an asset that must be maintained in order to remain attractive to the eye. In addition, looking charming and beautiful can also increase a woman's self-confidence in front of the opposite sex. In the business world, the level of competition between the personal care and cosmetic industry markets is increasingly competitive. Cosmetics has now become a human need that can not be underestimated anymore. Both women and men every day can not be separated from cosmetics. Cosmetics are unique products because apart from having the ability to fulfill women's basic needs for beauty, they are often a means for consumers to clarify their social identity in the eyes of society. This is evidenced by the many types of cosmetics produced in the country and produced abroad circulating in Indonesia. The number of cosmetic products on the market affects a person's interest in purchasing and has an impact on purchasing decisions.

From previous studies that were made, there were seven studies, among the seven studies there was one research that had no effect on celebrity endorsers such as Ramadhani & Nadya's (2020) research. This study aims to determine the effect of celebrity endorsers and brand image on Muslim Hijup Fashion Purchase Decisions. The results of this study indicate that celebrity endorsers have no significant effect on purchasing decisions, while brand image has an effect

on purchasing decisions for Muslim Hijup fashion.

2. Literature Review

According to Bramantya & Jatra in Rosita (2021) celebrity endorsers are celebrities, entertainment, public figures or public figures who play a role in advertising to promote company products in order to influence consumers in purchasing decisions. The celebrity endorser indicators are:

1. Credibility
2. Attraction
3. Strength

According to Kotler & Keller (2016) brand image describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs. Which means explaining the extrinsic nature of the product or service including the way in which the brand tries to satisfy the psychological or social needs of the customer. Brand Image indicators are:

1. Perceived value
2. Brand personality
3. Organizational association

According to Citra et al. (2018) the purchase decision is the stage of the decision process where consumers actually make product purchases. Consumers are the main actors in the buying process. Purchasing decision indicators are:

1. In accordance with the needs and desires of consumers
2. Purchase due to product quality
3. Purchase due to celebrity endorser influence
4. Purchases because of the brand image owned

3. Research Method

3.1 Data Type

This study uses a type of quantitative research with a survey approach, namely research by analyzing the numbers obtained from the survey results in the form of distributing questionnaires to the research sample.

3.2 Population and Sample

According to Sugiyono (2012) population is a generalization area consisting of: objects/subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions. The population in this study were all customers who had made a purchase and who had used Wardah products in Palembang City for the past month, namely

According to Sugiyono (2009) the sample is part of the number and characteristics possessed by the population. The sample is part of the population that can represent the characteristics of the entire population. According to Malihotra (1993) provides guidance on the sample size taken can be determined by switching the number of variables by 5, or 5 x the number of

variables. Thus, if the number of variables observed is 20, then the minimum sample is $5 \times 20 = 100$. So the researchers obtained the number of samples studied were 110 respondents who are consumers who have purchased Wardah products who can represent consumers as a whole and have the required knowledge to meet research needs.

3.3 Analysis Techniques

Data analysis techniques used by researchers are Classical Assumption Test, multiple linear regression analysis, hypothesis testing using t test, F test and Coefficient of Determination Analysis (R²).

4. Findings and Discussions

Based on the results of the classical assumption test, the data of this study were normally distributed, there was no multicollinearity, and there was no heteroscedasticity in the regression model.

4.1 Hypothesis Testing Results

4.1.1 t test results

This test is used to determine whether each independent variable independently significantly influences the dependent variable.

Table 1. t test results

No.	variable	t value	Sigt
1	Constant	3,350	0,001
2	<i>Celebrity endorser (X₁)</i>	5,613	0,000
3.	<i>Brand image (X₂)</i>	3,900	0,000

Based on table 1 above, it can be seen that there is a partial effect of the independent variables on the dependent variable so that the results of research on hypothesis testing are obtained. The t-value of the celebrity endorser variable is 5.613 with a significance of $0.000 < 0.05$. The results of this study prove the truth of hypothesis 1 (one) or there is a significant influence of celebrity endorser on Wardah product purchasing decisions. Based on table 1 shows that the brand image value is 3.900 with a significance of $0.000 < 0.05$. The results of this study prove the truth of hypothesis 2 (two) or there is a significant influence of brand image on purchasing decisions for Wardah products.

4.1.2 F test

Basically the F statistical test shows whether all independent variables (free) have a significant effect on the dependent (bound) variable together with $= 0.05$ (Fauzi, 2019).

Table 2. F test

variable	F value	Sig.
<i>Celebrity endorser and Brand image on purchase decision</i>	36,390	0,000

Based on the table 2, it shows that the Fcount value for the regression model is 36,390 with a significance level of $0.000 < 0.05$, the significance level of the regression model is smaller than the real level. These results indicate that the independent variables, namely celebrity endorser and brand image simultaneously have a significant influence on the dependent variable, namely buying interest in Wardah's products.

4.1.3 Coefficient of Determination Analysis (R^2)

In the multiple linear regression model, the contribution of the independent variables together to the dependent variable can be known by looking at the total coefficient of determination (R^2). If the value (R^2) obtained is close to 1, the relationship of the independent variable to the dependent variable is getting stronger. Conversely, if the value (R^2) obtained is close to 0 then the relationship of the independent variable to the dependent variable is getting weaker. The value (R^2) can increase or decrease if one independent variable is added to the model.

Table 3. Determination Analysis (R^2)

variable	R Square
<i>Celebrity endorser and Brand image on purchase decision</i>	0,636

Based on the table 3, it explains the percentage of the influence of the independent variable on the dependent variable called the coefficient of determination which is the result of the square of R. From the output, the coefficient of determination (R Square) is 0.636 which implies that the magnitude of the influence of the independent variable is 0.636. (celebrity endorser and brand image) on the dependent variable (purchase decision) of 63.6%, while the remaining 36.4% is influenced by other variables not examined.

4.2 Discussion

The results of this study indicate that the celebrity endorser variable obtains a t_{count} of 5.613 with a significance value of 0.000, so this study succeeded in proving the first hypothesis which states that celebrity endorser (X_1) has a positive effect on purchasing decisions (Y). This shows that the better the role of celebrity endorsers in Wardah product advertisements, the more likely they will make purchasing decisions. The selection of celebrity endorsers is part of the brand strategy, the selection of the most trustworthy, expert and interesting celebrity endorsers. The use of the right celebrity endorser can have a positive impact on the financial strength of the company, with the proven role of the celebrity endorser in shaping the perception of value, the consumer will have a positive perception of the value of the brand. However, companies must also take care that celebrity endorsers do not cause negative effects, such as declining popularity, overexposure, or changing images.

According to Rosita (2021) celebrity endorsers are celebrities, entertainment, public figures or community leaders who play a role in advertising to promote company products to influence consumers in purchasing decisions. The results of research such as previous research conducted by Rosita (2001) showed that celebrity endorsers significantly influence purchasing decisions. In Wulandari's research (2015) it is proven that celebrity endorsers have a positive and significant effect on purchasing decisions for Clear shampoo in Denpasar City. Sukma's research (2016) shows that celebrity endorsers have a positive and significant effect on purchasing decisions for Men's Biore facial cleansing products in Denpasar City. The results of

this study are also supported by Bramantya & Jatra (2016) which proves that celebrity endorsers are more dominant in influencing purchasing decisions.

The results showed that the brand image variable obtained a tcount of 3.900 with a significance value of 0.000 and the regression coefficient had a value of 0.375; then this study succeeded in proving the second hypothesis which states that "brand image (X1) has a positive effect on purchasing decisions (Y). One of the factors that influence purchasing decisions is brand image. According to Gumelar (2016) brand image is the impression obtained according to the level of knowledge and understanding of facts about people, products, and situations. The impression obtained on a product or service will be remembered by consumers as a reference for the selection of the next product or service. If a product or service gives a positive impression it will create a good image in the minds of consumers. So that it is expected to improve purchasing decisions for these products or services. Brand image is the most important thing that must be considered by the company, because through a good image will lead to a positive perception of consumers when they will make a purchase. In addition, a product or service with a good brand image will be a unique differentiator as well as an added value for the company to face competition and increase sales.

The results of this study are in line with the results of previous research conducted by Jayanti & Siahaan (2021). The results of this study indicate that brand image simultaneously has a significant influence on purchasing decisions. In a study conducted by Kristanto et al. (2017) the results showed that brand image had a positive and significant effect on purchasing decisions. In a study conducted by Kiswalini & Nurcahya (2017) the results showed that brand image had a positive and significant effect on purchasing decisions. In research conducted by Andini & Chandra (2020) the results showed that brand image had a significant effect on purchasing decisions.

From the results of the Fcount test of 36,390 with a significance value of 0.000 less than 0.05, this study succeeded in proving the third hypothesis which states that "celebrity endorsers and brand image simultaneously affect purchasing decisions". According to Gumelar (2016), consumer decision-making to purchase a product begins with an awareness of the fulfillment of needs and desires. Furthermore, consumers will identify these needs and desires to be followed up. This will encourage consumers to search for information and make alternative choices.

Ideal consumers are those who always prioritize satisfaction, quality, and good service when meeting their needs. This encourages producers to continue to innovate in various aspects to increase sales of the products or services offered, for example by providing convenience for consumers to make purchases, offering products or services that are not owned by competitors, to conducting evaluations involving consumers.

The results of this study are supported by previous research conducted by Ardianti et al. (2016). The results of this study indicate that celebrity endorser and brand image simultaneously have a significant effect on purchasing decisions. In research conducted by Sari & Manurung (2017) the results of this study indicate that celebrity endorsers and brand image have a significant effect on purchasing decisions. In research conducted by Nugroho & Sarah (2021) the results of this study indicate that celebrity endorsers and brand image have a significant effect on purchasing decisions. In a study conducted by Siswandi (2016) the results of this study indicate that celebrity endorsers and brand image have a significant effect on purchasing decisions.

5. Conclusions

Based on the analysis and discussion of respondents' assessment data about the influence of celebrity endorsers and brand image on consumer purchasing decisions for Wardah cosmetics in the city of Palembang, the following conclusions can be drawn:

1. From the analysis of the F test conducted, it can be concluded that celebrity endorser and brand image together (simultaneously) affect the purchase decision. This is evidenced by the results of the F test analysis which shows that the significance value of the results of the data processing is smaller than the specified significance level of $0.000 < 0.05$, then H_a is accepted.
2. From the results of the T test analysis, it can be concluded that the significance value of the celebrity endorser (X_1) shows a number of $5,613 < 0.05$, then H_0 is rejected, meaning that the celebrity endorser partially influences purchasing decisions.
3. From the results of the T-test analysis, it can be concluded that the significance value of the brand image (X_2) shows a number of $3.900 < 0.05$, then H_0 is rejected, meaning that brand image partially influences purchasing decisions.
4. The regression coefficient formed by the interaction of the independent variables (celebrity endorser and brand image) and the dependent variable (purchase decision) obtained is 0.636 which can be interpreted that the independent variable has a contribution of 63.6% to the other 36.4% dependent variable.

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