The Effect of Celebrity Endorser and Brand Image Toward Purchase Decision

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Abstract- **Purchasing decisions play a very important role because they can increase company profits through marketed products. Low purchasing decisions will be an obstacle with a low percentage of market share. The purpose of the study is to understand the celebrity endorser and brand image toward purchase decision as marketing phenomenon. The population of this study was Indonesian society, at least users of Emina moisturizing products aged 15-25. The survey was sent via online and offline 747 randomly, there by individuals had the send probability of being selected from the population and the representing as sample. The data analysis technique in this quantitative study utilized a statistical approach. The program used to analyze the data with the regression method was static product and service solution (SPSS) to meet the criteria for data analysis using regression, an interval scale was utilized. The technique of analyzing the data in this study was regression. The data obtained in this study is accurate and reliable with a significance level of 95%. Based on the results of research on the analysis of celebrity endorsers influenced by brand image through purchase decision. Celebrity endorsers and brand image are important to increase sales and consumer loyalty, as well as attract new consumers.**

Keywords- Brand Image; Celebrity Endorser; Purchase Decision

I. INTRODUCTION

Purchasing decisions are a purchasing process carried out by consumers in several stages, including problem recognition, need recognition, information search, alternative evaluation, purchase decisions, and subsequent purchasing behavior. Purchasing decisions play a very important role because they can increase company profits through marketed products. Purchasing decisions are based on consumer desires for products that they have considered according to their needs and desires. Purchasing decisions will occur when potential consumers have similar problems with the company's offerings. Purchasing decisions can currently occur in online marketing channels, especially if they have a good brand image and are conveyed by celebrity endorsers[1].

The celebrity endorser activity that dominates marketing activities on online channels in Indonesia is cosmetics [2]. The cosmetics industry, which includes the pharmaceutical, chemical and traditional medicine industry sectors, experienced growth of 9.61%[3]. The use of celebrity endorsers, especially for cosmetic products, which mostly depict ideal women, is an attraction for consumers. This is done with the hope that the message or information conveyed can represent information about the advantages of the product it supports to influence consumer attitudes in making purchases[4]. From a consumer perspective, one of the cosmetics that should not be missed is a moisturizer that functions to hydrate the face. Sales transactions for moisturizers on *e-commerce* channels reached 46.8%.

Table 1. Market Share of Moisturizing Products in Indonesia

No.	Products	Market Share
1	Ms. Glow	11.7
2	Skintific	9.7
3	Wardah	4.2
4	Pond's	3.12
5	L'Oreal	2.23
6	Somethinc	1.98
7	Whitelab	1.68
8	Olay	1.58
9	Scarlett	1.2
10	Emina	1.12

Source: [5], [6]

According to previous research, low purchasing decisions can be resolved through celebrity endorser management. Consumers make purchasing decisions

after receiving stimulation from celebrity endorsers [7][8] Currently, the use of celebrity endorsers by companies is an effective way to increase sales[9]. Companies choose celebrity endorsers based on the number of followers, physical appearance, and a good public image in order to build consumer trust and positively influence purchasing expectations [10] .The celebrity endorser process in influencing consumers to make purchasing decisions is carried out by providing positive statements about a product [11] Artists, entertainers, athletes and public figures are said to be celebrity endorsers because they can influence consumer perspectives in making purchasing decisions [12], [13]. Social media is a place that is often used by celebrity endorsers to introduce the products they support [14], [15].

Apart from celerity endorsers, efforts that companies can make to improve marketing performance, especially in the aspect of purchasing decisions, are in the form of brand image formation [16] [17]. Brand image is the identity of a product that aims to introduce consumers to purchasing decisions. Consumers will tend to be interested in purchasing products that already have a good identity [18], [19]. Brand Image is very important for the sustainability of the company because at this time the competition between product brands of the same type is getting higher [20]. Through brand image, consumers will be able to recognize products, evaluate products, minimize purchasing risks and gain experience and satisfaction from product differentiation [21] In connection with the low market share of Emina brand moisturizing products, it has the potential to affect the low marketing performance, so the authors are interested in analyzing celebrity endorser programs and strengthening brand image as predictors.

II. LITERATURE REVIEW

1. Purchasing Decisions and Celebrity Endorsers

Purchasing decisions are defined as choosing from two or more alternatives that are made choices to choose one of them [22]. Purchasing decisions are a method when consumers try to recognize a problem, find information about a particular product or brand, and test how well each alternative can solve their problems, then make a purchase decision [23]. Purchasing decisions are a view where a person tests

various options and makes a choice on a product from many choices [24][25]. Purchasing Decision is a determination of a buyer who can be influenced by financial conditions, technology, politics, price, location and also promotions carried out [26]. Purchasing decisions are steps in consumer behavior when making real purchases [27][28]. Purchasing decisions are the final result of several considerations or stages carried out by consumers before making a purchase. Previous research explains that purchasing decisions are influenced by celebrity endorsers [29].The following is the hypothesis proposed

H1 : Celebrity endorsers influence purchasing decisions.

The indicators used to measure purchasing decisions are needs, number of products, habits, and consumer satisfaction [30]. Indicators of purchasing decisions are selection, product priority, sacrifice, and liking the product [31]. Dimensions of purchasing decisions include buying goals, information processing, product stability, and repeat purchases [32]Factors that influence purchasing decisions are product stability, payment methods, and buying habits [30]. In this study, the constructs that build purchasing decision variables are the number of products, habits, selection, sacrifice, and product stability. The consideration for determining these five indicators in measuring purchasing decision variables is the high validity category (interval 0.70 - 0.90). The number of products is aimed at increasing the use of Emina moisturizers. Habits are aimed at the suitability of Emina moisturizers that consumers get. Selection is aimed at the considerations made by consumers on Emina moisturizers. Sacrifice is aimed at the desire to spend money, time, and energy for consumers to get Emina moisturizers. Product stability is aimed at the satisfaction that consumers get from Emina moisturizers.

Celebrity endorsement is one of the marketing strategies that can help companies create awareness of a brand [20] *Celebrity endorsers* are individuals whose achievements are recognized in providing a significant influence on improving the brand image of a product [30]*Celebrity endorser* means public recognition obtained by individuals based on several achievements that support them and then use this recognition to

display and show products to the *public* [33]. *Celebrity endorsers* are one of the endorsers that are often used am marketing a company [34]*Celebrity endorser* is someone who can build a personal brand image and provide attractive benefits through their physical appearance, voice, and humor in the hope that glamorous charm can be transferred to consumers [35] *Celebrity endorsers* are *public figures* who act as messengers to influence consumer attitudes towards a product they are promoting.

Indicators of measurement of *celebrity endorser* variables are trust, expertise, attractiveness, attitude towards advertising, and repurchase In addition, the dimensions of *celebrity endorsers* consist of trust, expertise, attractiveness, respect, and similarity [29]. Other indicators of *celebrity endorsers* include attractiveness, trustworthiness, and expertise[22][30]. In this study, the constructs that build *celebrity endorser* variables are expertise, trust, and attractiveness. The consideration for determining these three indicators in measuring the *celebrity endorser* variable is the high validity category (interval 0.70 - 0.90). Expertise is aimed at the skills that *celebrity endorsers* have to influence consumers to make purchases of Emina moisturizers. Trust is aimed at consumer confidence in Emina moisturizer *celebrity endorsers*. Attractiveness is aimed at the uniqueness of the delivery of messages by Emina moisturizer *celebrity endorsers*.

2. *Brand image and purchase decision*

Brand image is the impression of consumers in their memory about the brand which is reflected as a brand association [36]. Brand image is consumer responses to market brands (Anggoro Wilis & Nurwulandari, 2020). Brand image is a set of consumer beliefs about a particular brand [24]. The definition of brand image is the first impression, understanding, and belief of consumers as a reason for purchasing a product [37]. Brand image is defined as an initial assessment of how consumers see and remember a brand [38]. So that brand image in this study is defined as a person's perception or understanding of a brand based on its quality. Previous research explains that in addition to celebrity endorsers, purchasing decisions are influenced by brand image [39] The following is the proposed hypothesis:

H2 : Brand image affects purchasing decisions.

H3 : Celebrity endorsers and brand image influence purchasing decisions.

Brand image measurement has six indicators including liking, strength, uniqueness, *image maker*, user image, and product image [36]. Then, *brand image* variables can be measured by indicators consisting of strength, favorite, and level of uniqueness [31][40]. *Brand* image consists of several indicators including quality, trust, benefits, product self-image [41]. In this study, the constructs that build brand image variables are liking, strength, and benefits. The consideration for determining these three indicators in measuring *brand image* variables is the high validity category (interval 0.70 - 0.90). Liking is aimed at consumer interest in Emina moisturizers. Strength is aimed at the ability of Emina moisturizers to create a good impression for consumers. The benefits are aimed at the value of Emina moisturizers in increasing consumer confidence ...

III. RESEARCH METHODS

The research design utilized was to solve the problem of the research, the low market share of Emina moisturizer product users. The research design was casual design, it is a design to collect data and to create a data structure that allows researchers to comprehend the cause effect relationship in the research variable [33][34]. The purposes of casual research are: 1) Understanding the independent and dependent variables on the marketing phenomenon, 2) Determining the relationship between the cause-effect variables, 3) Testing the casual variable relationship hypothesis. According to the review of literature, this study was conducted based on the theory of marketing, customer loyalty, e-service quality, and customer satisfaction as shown in fig.1.
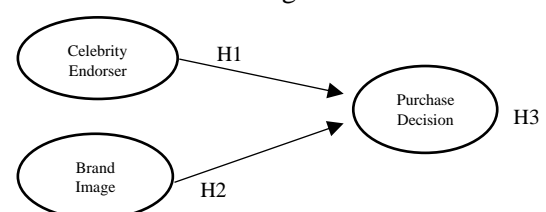
Source: [42][43]

Figure. 1 relationship between celebrity endorser, brand image, and purchase decisions

The population of this study was Indonesian society, at least users of Emina moisturizing products aged 15-25 [44]. The research provided the population limit in the unit of analysis in which the user as an individual. The survey was sent via online and face to face 747 randomly, there by individuals had the send probability of being selected from the population and the representing as sample. The study had an 8.03% response rate with a total of 60 respondents who used Emina moisturizer. around 7.76% of respondents had the same rating for all items. Therefor the sample of this study was 58 which are the respondents provided varied ratings for all items.

The data analysis technique in this quantitative study utilized a statistical approach. The technique of analyzing the data in this study was regression. Regression is a versatile and powerful analytical method that can be used to model the effect of independent variables on the dependent variable research method. Regression analysis can gift a combination of two basic objectives: 1) predicting the dependent variable based on the independent variable, and 2) understanding the relationship between the dependent and independent variables.

The program used to analyze the data with the regression method was statiscal product and service solution (SPSS) to meet the criteria for data analysis using regression, an interval scale was utilized. It allowed researchers to perform arithmetic calculations on the data collected from respondents Reseach Method. The measurement does not have zero value because the measurement of entrepreneurial behavior in entrepreneurship research was the Likert scale. It is a scale that asks respondents to respond wheter their agreement or disagreement about a perceived object. To avoid misunderstanding in analyzing and interpreting the title sentence and research variables, the variables were referred to as celebrity endorser (first independent variable), brand image (second independent variable), and purchase decision (dependent variable).

IV. RESULTS AND DISCUSSION

The description of celebrity endorsers on Emina's customers was based on the three dimensions, such as ingredient expertise, trust, and attractiveness were at a fairly influential level. The average value obtained from celebrity endorsers on Emina's customers was 3.68. Besides, the dimension which had the highest value was the attractiveness of 3.84. Meanwhile, the dimension with the lowest score was expertise 3.48,

Based on the data, while promoting Emina products, 15.52% of consumers buy Emina moisturizers because of the influence of *celebrity endorsers,* 20.69% of consumers buy Emina moisturizers because of the skilled delivery of *celebrity endorsers*, 24.14% of consumers buy Emina moisturizers because of convincing *celebrity endorsers*, 36.21% of consumers believe in Emina moisturizers after seeing reviews from influencers, 27.59% of consumers believe in Emina moisturizer after seeing reviews from beauty vloggers, 27.59% of consumers believe in Emina moisturizer after seeing reviews from favorite artists, 29.14% of *celebrity endorsers* convey Emina moisturizer in a unique way, 29.14% of *celebrity endorsers* convey Emina moisturizer with a unique concept, 22.41% of *celebrity endorsers* convey Emina moisturizer in a creative way.

The description of brand image on Emina's customers was based on the three dimensions, such as ingredient liking, strength, and benefits were at a fairly good level. The average value obtained from brand image on Emina's customer was 3.83. Besides, the dimension which had the highest value was the benefits 3.89. Meanwhile, the dimension with the lowest score was the liking 3.75, (as shown in Fig. 3).

Based on the data, while promoting Emina products, 31.03% of consumers buy Emina moisturizers because they like the packaging, 20.69% of consumers buy Emina moisturizers because they are interested in brightening claims, 20.69% of consumers buy Emina moisturizers because they are interested after seeing artist reviews, 25.86% of companies create Emina moisturizers that can make skin bright instantly, 22.41% of companies create Emina moisturizers that can overcome dry skin, 43.10% of companies create Emina moisturizers that can be reached by all circles of society, 34.48% of consumers think Emina moisturizers can increase self-confidence, 27.59% of consumers think Emina moisturizers can improve the skin regeneration process, 39.66% of consumers think Emina moisturizers can optimize skin conditions.

The description of purchase decision on Emina's customer was based on the five dimensions, such as ingredient number of products, habits, selection, sacrifice, and product stability were at a fairly high

level. The average value obtained from brand image on Emina's customer was 3.64. Besides, the dimension which had the highest value was the selection 4.10. Meanwhile, the dimension with the lowest score was the number of products 3.33,

Based on the data, while promoting Emina products, 10.34% of consumers use Emina moisturizers continuously, 22.41% of consumers use Emina moisturizers regularly, 20.69% of consumers use Emina moisturizers as a necessity, 34.48% of consumers get Emina moisturizers because they match the price, 63.79% of consumers get Emina moisturizer easily in shopping centers, 10.34% of consumers get Emina moisturizer only in the marketplace, 43.10% of consumers consider Emina moisturizer before making a purchase, 56.90% of consumers consider Emina moisturizer before using it, 32.76% of consumers consider Emina moisturizer after receiving recommendations from other consumers, 44.83% of consumers buy Emina moisturizer using their own money, 34.48% of consumers take the time to buy Emina moisturizer because of their own desires, 15.52% of consumers take the time to buy Emina moisturizer because they are forced to, 27.59% of consumers use Emina moisturizer because they are satisfied with the results, 34.48% of consumers are satisfied with Emina moisturizer because the price is not too expensive, 25.86% of consumers are satisfied with Emina moisturizer because the results make consumers confident.

1. Analysis of Celebrity Endorser on Purchase Decision

The first analysis was conducted to determine the level of relationship between celebrity endorser and purchase decision. The test was carried out using the relationship coefficient value and the coefficient of determination found in Table. *Model Summary*

Based on Table 2, the coefficient of the relationship between celebrity endorser and the purchase decision was indicated by R-value of 0.701. (Radjab & Jam'an, 2020), if the coefficient interval is 0.70- 0.90, it shows the correlation between celebrity endorser and purchase decision (Radjab & Jam'an, 2020). Meanwhile, the value R^2 of 0.491 was the coefficient of determination between celebrity endorser and purchasing decision. This means that celebrity endorser affects purchasing decision by 49.1%. While 50.9% is another independent variable outside the regression model performed. The second

analysis was conducted to determine whether the celebrity endorser dimension influenced purchasing decision. In this study, there was a main hypothesis to be tested. H1: celebrity endoser on purchasing decision. The testing was done using the significance value found in Table 3.

Table 2. Anova
ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regres sion	3575,918	1	3575,918	54,001	.000ᵇ
	Residu als	3708,306	56	66,220		
	Total	7284,224	57			

a. Dependent Variable: PurchaseDecision
b. Predictors: (Constant), Celebrity Endorser
Source: (*SPSS*, 2023)

Based on Table 3, if the significance value is 0.000 <0.05, then H1 is accepted. This means that celebrity endorser has significant effect on purchasing decision. The study's results were assumed to be widely applicable outside the focus of research on the effect of celebrity endorsers on Emina's purchasing decision by providing the same research results on different samples. The result of this study where supported to the previous study which states that celebrity endorser on purchasing decision.[4][45]. After conducting research, the most influential indicators of celebrity endorser variables are attractiveness and trustworthiness, while the least influential indicator is expertise. With that, the attractiveness and trustworthiness of celebrity

Table 3 Model Summary

Model Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701ᵃ	0,491	0,482	8,138

a. Predictors: (Constant), Celebrity Endorser

b. Dependent Variable: PurchaseDecision

Source : (*SPSS*, 2023)

endorsers drive consumers to make purchasing decisions. Celebrity endorsers with expertise, trust and attractiveness build consumer views on the image they have to transfer Emina product information well.

2. Analysis of Brand Image on Purchasing Decision

The second analysis was conducted to determine the level of relationship between brand image and purchase decision. The test was carried out using the relationship coefficient value and the coefficient of determination found in Table. *Model Summary*

Table 4. Model Summary
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733ᵃ	0,538	0,529	7,756

a. Predictors: (Constant), BrandImage

b. Dependent Variable: PurchaseDecision

Source : (*SPSS*, 2023)

Based on Table 4, the coefficient of the relationship between brand image and the purchase decision was indicated by R-value of 0.733. (Radjab & Jam'an, 2020), if the coefficient interval is 0.70- 0.90, it is shown correlation between brand image and purchase decision [46]. Meanwhile, the value R^2 of 0.538 was the coefficient of determination between brand image and purchasing decision. This means that brand image affects purchasing decision by 53.8%. While 46.2% is another independent variable outside the regression model performed. The second analysis was conducted to determine whether the brand image dimension influenced purchasing decision. In this study, there was a main hypothesis to be tested. H2: brand image on purchasing decision. The testing was done using the significance value found in Table 5.

Table 5. ANOVA
ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	3915,312	1	3915,312	65,083	.000ᵇ
1	Residuals	3368,912	56	60,159		
	Total	7284,224	57			

a. Dependent Variable: PurchaseDecision

b. Predictors: (Constant), BrandImage

Source : (*SPSS*, 2023)

Based on Table 4, if the significance value was 0.000 <0.05, then H2 accepted. This means that brand image has significant effect on purchasing decision. The study's results were assumed to be widely applicable outside the focus of research on the effect of brand image on Emina's purchasing decision by providing the same research results on different samples. The result of this study where supported to the previous study which states that brand image on purchasing decision.[45]. Based on the research results, brand image consists of three indicators, namely liking, strength, and benefits. The benefit indicator has a high influence because consumers prioritize the valuable use of the brand image. Not all companies can create a valuable brand image, therefore consumers make benefits a benchmark before making purchasing decisions. This shows that the better the brand image, the more purchasing decisions will increase for Emina softeners.

3. Analysis of Celebrity Endorser and Brand Image on Purchasing Decision

The third analysis was conducted to determine the level of relationship between celebrity endorser and brand image on purchase decision. The test was carried out using the relationship coefficient value and the coefficient of determination found in Table. *Model Summary*

Table 6. Model Summary
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.777ᵃ	0,604	0,590	7,240

a. Predictors: (Constant), BrandImage, CelebrityEndorser

b. Dependent Variable: PurchaseDecision

Source : (*SPSS*, 2023)

Based on Table 5, the coefficient of the relationship between celebrity endorser and brand image on the purchase decision was indicated by R-value of 0.777. [46], if the coefficient interval is

0.70- 0.90, it shows the correlation between celebrity endorser and brand image on purchase decision [46]. Meanwhile, the value R^2 of 0.604 was the coefficient of determination between celebity endorser and brand image on purchasing decision. This means that celebrity endorser and brand image affect purchasing decision by 60.4%. While 39.6% is another independent variable outside the regression model performed. The third analysis was conducted to determine whether the celebrity endorser and brand image dimension influenced purchasing decision. In this study, there was a main hypothesis to be tested. H3: celebrity endorser and brand image on purchasing decision.

Table 6. ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4401,342	2	2200,671	41,985	.000[b]
	Residuals	2882,882	55	52,416		
	Total	7284,224	57			

a. Dependent Variable: PurchaseDecision

b. Predictors: (Constant), BrandImage, CelebrityEndorser

Source : (SPSS, 2023)

Based on Table 6, if the significance value was 0.000 <0.05, then H3 is accepted. This means that celebrity endorser and brand image have significant effect on purchasing decision. The study's result was assumed to be widely applicable outside the focus of research on the effect of celebrity endorser and brand image on Emina's purchasing decision by providing the same research result on different samples. The result of this study where supported to the previous study which states that celebrity endorser and brand image on purchasing decision.[45]. Based on the results of the study, it shows that the brand image indicator has more influence on purchasing decisions than the celebrity endorser. Benefits are an important indicator because they have a high percentage and have a significant influence on purchasing decisions. The results of this study are in line with the opinion of [45] , which states that the main factors that influence purchasing decisions are celebrity endorsers and brand image.

V. CONCLUSIONS AND SUGGESTIONS

After analyzing the theory and results of previous studies, researchers found that celebrity endorsers and brand image have a significant effect on purchasing decisions. Of the two independent variables above, brand image has a higher influence than celebrity endorsers. A positive brand image will play a role in increasing brand favorability, strength and benefits. Choosing the right celebrity endorser can help build brand image with the expertise, trustworthiness and attractiveness of the celebrity endorser. Celebrity endorsers and brand image are important to increase sales and consumer loyalty, as well as attract new consumers. To build good celebrity endorser and brand image variables, a competitive strategy is needed given the high competition so that in this case it is necessary to measure both. In this study, researchers found several obstacles such as involving limited subjects, namely 58 respondents, so that the results cannot be generalized to large groups of subjects. The sample in this study also tends to dominate the female category only, of course, it is still not enough to describe the truth. In this study using a questionnaire, so the answers given by respondents sometimes do not show the real situation. Obstacles in data processing were caused by respondents skipping filling in statement items in the questionnaire, requiring researchers to re-process the data.

It is recommended that for researchers who want to continue further research, determining independent variables can be done by expanding the scope of existing variables so that the research results achieved can be more comprehensive. Future researchers can also use other methods in examining purchasing decisions. It is hoped that the results of this study can be used as evaluation material in determining the sales strategy for Emina moisturizers.

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