

The Effect of Celebrity Endorser and Brand Image on The Purchase Decision of Beauty Product (Brand Ms. Glow by PT. Kosmetika Global Indonesia)

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Abstract:

PT. Kosmetika Global Indonesia is a company that produces quality beauty products and already has a Brand Image in Indonesia. The development of product sales for MS Glow is at its lowest position in the period 1-15 August 2021. In marketing its products using several ways, two of them are using Celebrity Endorser and also improve the image (Brand Image). Female consumers are often faced with the choice of cosmetic products for beauty that are available in the market with various brands, so consumers must properly consider their decision making in making purchases of products of interest that are in accordance with the consumer's skin condition. especially for consumers who have sensitive skin conditions. Purchasing decisions for beauty products require a process by considering the factors that can affect consumers. beautiful with propaganda using MS Glow products makes consumers interested in trying these products and is supported by the brand image of the product so that consumers make decisions to buy. Therefore, this research is important to prove and analyze the effect of Celebrity Endorser and Brand Image on purchasing decisions of MS Glow products at PT. Kosmetika Global Indonesia in Denpasar city. The number of samples used were 105 MS Glow consumers with Multiple Linear Regression analysis tools. The results showed that there was a positive and significant influence simultaneously or partially Celebrity Endorser and Brand Image on the decision to purchase MS Glow products in Denpasar City.

Keywords —brand image, celebrity endorser, purchase decision

I. INTRODUCTION

In the current era of globalization, many companies have advanced and developed following the existing trends. This will trigger companies to be able to compete in the global market by improving the quality and innovation of new products and improving services for a particular product. Creating a unique service requires innovation that leads to innovation implementation behavior [1]. Innovation implementation behavior is an advantage possessed by a company where the advantage is used by the company to compete and compete with other companies to get a product in the eyes of consumers [2]. Organizational success

in creating competitive advantage is closely related to any organizational resource as a determining factor for its existence and role in contributing effectively and efficiently to the achievement of organizational goals [3]. Each manufacturer tries to design a meaningful difference to differentiate its products from the products offered by its competitors, so that each product has its own characteristics that distinguish it from its competitors' products [4]. The difference between products and their competitors can also be seen in cosmetic companies. Business competition in the current era of globalization is getting tougher, not only providing opportunities but also challenges for

companies. The challenge faced by the company is none other than achieving a competitive advantage in order to compete for market share and maintain market share. Every company always tries to attract the attention of potential customers by providing information about their products using marketing strategies. Companies compete with each other in terms of marketing their products and positioning their products in the minds of consumers [5].

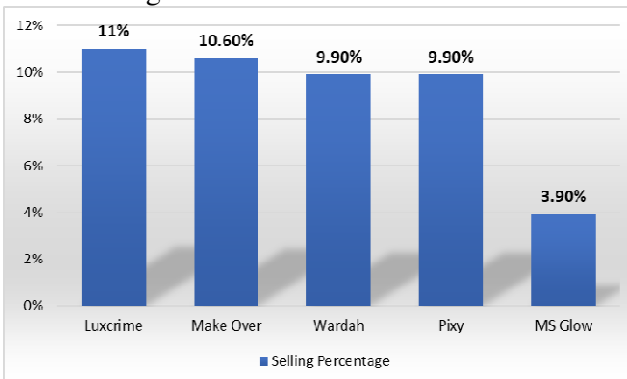
The difference between the product and its competitors can also be seen in the current technological developments, making beauty products increasingly needed and becoming a primary need for women who are the main target of the beauty industry. The growth of the beauty industry in Indonesia also continues to grow rapidly. Skin protection beauty products (skincare) are increasingly becoming a trend among Indonesians. Not only young women but also men need this product to protect the skin from the sun. The high attention to these products also attracts local manufacturers to produce skincare (Rahma et al, 2021). No wonder we are starting to see quite high sales for skincare products at this time. Sales for the skincare category itself have managed to reach Rp. 378 billion in just two weeks at the beginning of February 2021. PT Kosmetika Global Indonesia is a cosmetic company that prioritizes the best quality for customer satisfaction as well as the best products. Each product produced also meets high standards in accordance with the standards of cosmetic manufacturers that use CPKB (Good Ways of Making Cosmetics). PT Kosmetika Global Indonesia provides halal guarantees in accordance with the Indonesian Ulema Council (Indonesia) for customer products. With these advantages, providing the best cosmetic and skin care products as the first step in the beautypreneur business. MS Glow is one of the skincare and cosmetic products from PT Kosmetika Global Indonesia, where this local product is in great demand by teenagers to adults. The product has obtained a BPOM certificate so that it is proven to be safe. The growth of the MS Glow industry continues to improve from time to time, this is shown by the industry continuing to develop its products into skincare, bodycare and cosmetics that have agents and formal

members throughout Indonesia, let alone entering foreign countries.

The purchase decision is a process in a real purchase after going through certain stages. After evaluating a number of alternatives, the customer can decide whether a product will be purchased or decided not to buy it at all. The decision-making process to buy a product starts from problem identification, information search, evaluation of several alternatives, which will then create a purchase decision and the formation of post-purchase behavior [6]. Based on previous studies related to the variable product purchase decisions made by. [7] shows that celebrity endorsers and brand image have a significant positive effect on purchasing decisions for Clear brand shampoo. [5] shows that celebrity endorsers and brand image have a significant positive effect on purchasing decisions for Lifebuoy Bath Soap. Several factors that influence purchasing decisions for MS Glow products are celebrity endorsers. Celebrity Endorser is one of the most popular methods in the world, by using celebrities who are attractive, have high popularity and can be trusted by the target public to make the promoted product known, known and in demand. The use of celebrity endorsers must go through several considerations, including attractiveness, trustworthiness and expertise [8]. MS Glow itself uses a lot of artists and celebrities to endorse its products. Based on previous studies related to the celebrity endorser variable, [8] shows that celebrity endorsers have a significant positive effect on buying interest in MS skincare products. glow. [9] show that celebrity endorsers have a significant positive effect on buying interest in MS skincare products. glow. [10] show that celebrity endorsers have a significant positive effect on buying interest in Scarlett Whitening products. Another factor that influences product purchasing decisions is brand image. Brand image is a name, term, sign, symbol, design, or a combination of these, to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors [11]. The brand image of a product is not only intended as an attraction for consumers, but is also used as a tool to increase competitiveness. The function of the brand image

has developed into a promotional tool that has an important role in attracting consumer interest in the products offered by the company, so that it is expected to encourage consumers to make purchases. To get a positive brand image, the company must make efforts to direct the perceptions that are expected to appear and be communicated consistently in the minds of the target market [12]. When forming purchasing decisions on consumers, producers can use the promotional mix. One of the promotional mix that is often used by companies today is advertising. Advertising is a form of indirect communication based on information about the advantages or benefits of a product that is arranged in such a way that it creates a pleasant feeling that changes a person's mind to make a purchase. Based on previous studies related to the brand image variable. [13][14][15] show that brand image has a significant positive effect on purchasing decisions for hand and body lotion products.

Based on the results of a survey conducted by kompas.co.id regarding sales of cosmetic products for the period 1-15 August 2021, the results are shown in Figure 1.



Source: Kompas.co.id

Figure 1. The bestselling cosmetic products in Indonesia (1-15 August 2021)

Based on the table, it shows that sales in the best-selling powder category were occupied by Luxcrime with a sales percentage of 11%, then followed by the second rank, namely Make Over with a sales percentage of 10.6%, in third and fourth place Wardah with a sales percentage of 9.9%. and Pixy with a sales percentage of 9.9%.

Then followed by MS Glow product with a sales percentage of 3.9%. Based on these data, it can be concluded that the consumer's decision to buy MS Glow products is still relatively low.

There are still problems related to celebrity endorsers such as, these artists and celebgrams besides promoting MS Glow products on their social media, they also promote other products. This results in consumers being hesitant to buy MS Glow products. There are still problems related to brand image in MS Glow. Where every promotion carried out by MS Glow does not convey the tagline and every promotion MS Glow conveys its brand image clearly to consumers. Therefore, there are some products that do not get the attention of consumers and consumers are reluctant to buy these products. This phenomenon is very interesting to study. The purpose of this study was to analyze the effect of celebrity endorses and brand image on product purchase decisions Ms. Glow at PT. Indonesian Global Cosmetics in Denpasar City.

II. THEORITICAL REVIEW

A. Product Purchase Decision

In general terms, a decision is the selection of an action from two or more alternative choices. In other words, a decision can be made only if several alternatives are selected. If the alternative choice does not exist, then the action taken without the choice cannot be said to make a decision [7].

Decision making is an individual activity that is directly involved in obtaining and using the goods offered. The purchase decision is a process in a real purchase after going through certain stages. After evaluating a number of alternatives, the customer can decide whether a product will be purchased or decided not to buy it at all [7]. According to [16], defines "The purchase decision is part of the attitude. Consumer attitudes are research on how people, groups and organizations select, buy, use, and how goods, services, ideas or experiences satisfy their needs and wants.

According to [8], product purchase decisions are an impulse that arises in a person to buy goods or services in order to fulfill their needs. [8] argues

that consumer buying interest is part of the component of consumer behavior in consuming attitudes, the tendency of respondents to act before buying decisions are actually implemented. So it can be concluded that product purchase decisions are intentions that arise from within a person to make a purchase of a product or service with consideration before the buying process takes place.

Buying decision making can be influenced by several factors that are grouped into two parts, namely from the environment (external) and individual (internal). According to [7], several factors from the (external) environment include culture and sub-culture, social class, demographics, group influence, and family. As for the individual factors (internal) that influence buying decisions, namely perception, learning and memory, lifestyle, attitude, and motivation and personality. There are five ways in making purchasing decisions [11] including: (1) stability in a product, (2) habits in buying products, (3) providing recommendations to others, (4) making repeat purchases

B. Definition of Celebrity Endorsers

According to [8], Celebrities are people who have prominent profiles and have public appeal and everyday influence in the media. Celebrities can be used as a quick tool to represent the targeted market segment.

Celebgram is a term for users of the famous Instagram account on the social networking site Instagram. The term refers to the words celebrity and Instagram where the combination of the words means people who are famous like celebrities on Instagram. Celebrity endorsers often benefit from their popularity. Besides being able to become a public figure and get many connections, by becoming a celebrity, you can get a lot of endorsements from various brands and online stores [8].

According to [17], Endors comes from the word endorsement which means an act of supporting or agreeing to something. In today's online shop world, the notion of endorsers is shifting. Endors are no longer a word that means approval and support, but become a word used by the owner of goods or

services to provide incentives to the artist who promotes the product. The endorser is a person or character who appears in advertisements to communicate the company's products, be it celebrities, public figures, public figures or even ordinary people who can influence consumers' minds as preferences in making purchasing decisions [17].

Celebrity endorsers are individuals who are known to the public for their achievements other than the products they endorse. Celebrities who are used to promote a product, can serve to: give testimony (testimonials), provide encouragement and encouragement (endorser), act as actors in advertisements, act as company spokespeople. [11] define that a celebrity endorser is a figure as a resource person who is used to help an advertisement so that the advertisement becomes more attractive and able to get the attention of consumers of a product. The use of celebrity endorsers in a product advertisement is a creative way to market products or services, because it can be said that if the celebrity endorser used is able to convey a message and information well, then this will be a driving factor in influencing buying interest in a product or service. services that consumers want.

It can be concluded that the notion of celebrity endorser is someone who is popular on social media who has followers above 10 thousand, both from artists, singers, athletes, community leaders, and ordinary people who support and promote a product (goods/services) accompanied by photos wearing merchandise and providing captions to attract the attention of potential consumers. According to Ohanian in [5] there are three factors that celebrities have in attracting consumers, namely: attractiveness, trustworthiness, and expertise.

C. Brand Image

According to [11] it describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers psychological or social needs. It can be defined as dealing with the extrinsic properties of products and services, including the way the brand satisfies the social or psychological needs of customers. [14],

defines that "Brand image (brand image) is a description of associations and consumer confidence in certain brands. Brand image is an observation and belief held by consumers, such as reflected in associations or in consumers' memories.

In addition, brand image is an asset and a liability, which can simultaneously increase or decrease the value with the availability of products or services to consumers. By having the attributes and benefits it brings, the characteristics that have been attached to the brand and it become different from other existing competitors. It makes consumer perceptions that are influenced by the strong characteristics of the product will lead to a higher brand image in the eyes of consumers [18]. Brand image is formed by several indicators, namely company image, user image and product image.

It can be concluded that the notion of brand image is in the form of belief in a brand. Consumers who have a positive image of a brand allow consumers to make purchases. According to [5], brand image has 3 supporting variables, namely: (1) corporate image, (2) user image, (3) product image. Indicators of brand image (brand image) can be done based on aspects of a brand [11], namely strengths, uniqueness, and favorable.

III. METHOD

[19] explained that several experts explained that there were three types of research, namely exploratory research (aiming to explore), descriptive (aiming to describe), and explanative (aiming to testing). Given that this research is to test, then this research can be categorized as an explanatory research. This study uses primary data, by collecting data from consumers who use MS Glow products from PT Kosmetika Global Indonesia in Denpasar City. The sample size is ten times the number of indicators (5 x 20 indicators = 105 samples). The sampling process or sampling technique is carried out by incidental sampling.

Data was collected through a questionnaire instrument (with a Likert scale) which had been tested for validity and reliability. The collected data was then tabulated and analyzed using the Multiple Linear Regression analysis technique. The forms of

multiple linear regression equations based on the model in this study are:

$$Y = a + b_1X_1 + b_2X_2$$

Where:

Y = Product Purchase Decision

X1 = Celebrity endorser

X2 = brand image

A = constant

B1, b2 = regression coefficient

IV. ANALYSIS AND FINDINGS

Goodness of Fit Results

Goodness of fit test in this study includes data normality test, multicollinearity test and heteroscedasticity test. The summary of the results shows at Table 1.

Table 1. Results of Goodness of Fit Test

	Results	Cut-off	Conclusion
Kolmogorov-Smirnov Test	0.081	> 0.05	Data distributed normally
Multicollinearity Test:			No multicollinearity
-VIF of X1	2.049	VIF < 10	
-VIF of X2	2.049		
-Tolerance of X1	0.488	Tolerance > 0.10	
-Tolerance of X2	0.488		

Where: X1=celebrity endorser; X2=brand image

Table 1 shows that the analyzed data has met the Goodness of fit standard.

Results of Multiple Regression Analysis

Results of multiple regression analysis as shows as Table 2.

Table 2. Summary of Results of Multiple Regression Analysis

	Celebrity Endorser (X1)	Brand Image (X2)
Unstd. Coefficient	0.571	0.833
Std. Coefficient	0.329	0.439
t-test	3.309	4.419
Sig.	0.001	0.000
Constant	-5.141	
F-test	52.676	
Sig.	0.000	

Based on Table 2, the regression line equation is obtained:

$$Y = -5.141 + 0,571X_1 + 0,833X_2$$

From this regression line equation, it can be seen that Celebrity Endorser and Brand Image simultaneously have a positive effect on the purchase decision of MS Glow products in Denpasar City, this means that if Celebrity Endorser can influence and convince consumers and MS Glow products have a good Brand Image from consumers, the decision consumer purchases are increasing.

Discussion

Celebrity Endorser and Brand Image simultaneously have a positive and significant effect on purchasing decisions for MS Glow products. This means that if MS Glow Products use Celebrity Endorser which can influence and be able to convince consumers and MS Glow products have a better Brand Image in the eyes of consumers, then the purchase decision on MS Glow products will increase. The results of the determination analysis obtained the Adjusted R Square value of 0.698. This means that 69.8 percent of the variation in purchasing decisions is influenced by Celebrity Endorser and Brand Image, while 30.02 percent is influenced by other factors not analyzed in this study such as price, service quality. The results of this study are in line with research conducted by [5][7] found that celebrity endorsers and brand image have a simultaneous and significant effect on product purchasing decisions.

Celebrity endorsers have a positive and significant effect on purchasing decisions. This means that if MS Glow Products use Celebrity Endorser which can influence and be able to convince consumers about MS Glow products, purchasing decisions will increase. The results of this study are in line with research conducted by [8], [9][10] found that celebrity endorsers have a significant positive effect on product purchase decisions.

Celebrity endorsers are individuals who are known to the public for their achievements other than the products they endorse. [11] define that a celebrity endorser is a figure as a resource person who is used to help an advertisement so that the

advertisement becomes more attractive and able to get the attention of consumers of a product. The use of celebrity endorsers in a product advertisement is a creative way to market products or services, because it can be said that if the celebrity endorser used is able to convey a message and information well, then this will be a driving factor in influencing buying interest in a product or service. services that consumers want.

Brand Image has a positive and significant effect on product purchasing decisions. This effect indicates that the increase in brand image can improve product purchasing decisions. The results of this study are in line with research conducted by [13][14][15] found that brand image has a significant positive effect on product purchasing decisions..

V. CONCLUSION

Based on the results of data analysis and discussion of the simultaneous and partial influence of Celebrity endorser and brand image on product purchasing decisions of PT. Kosmetika Global Indonesia (Ms Glow) in Denpasar City, the conclusion of the research is that celebrity endorser and brand image simultaneously have a significant effect on product purchasing decisions at PT. Kosmetika Global Indonesia (Ms Glow) in Denpasar City. It is also known that celebrity endorsers have a positive effect on product purchase decisions at PT. Kosmetika Global Indonesia (Ms Glow) in Denpasar City. Brand image has a positive effect on product purchasing decisions at PT. Kosmetika Global Indonesia (Ms Glow) in Denpasar City.

Based on the results of data analysis and conclusions from this study, in an effort to improve product purchasing decisions PT. Kosmetika Global Indonesia (Ms Glow) in Denpasar City which is related to Celebrity endorsers and brand image, it can be suggested that PT. Kosmetika Global Indonesia (Ms. Glow) is selective in choosing product endorsers, especially those who have become endorsers of other brand cosmetic products, so that consumer confidence is maintained.

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