

The Effect of Celebrity endorsers and Brand image on Purchasing Decisions for MakeOver Cosmetic Products in Bandar Lampung

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Abstracts

This study aims to investigate the influence of celebrity endorsers as well as brand image on purchasing decisions for Makeover cosmetic products in Bandar Lampung. Celebrity endorsers as well as brand image have been recognized as important factors in shaping customer preferences as well as influencing purchase decisions. This research was conducted to gain deeper knowledge about how these two factors influence consumer behavior in the cosmetics market. The research method used a survey through a questionnaire distributed to 200 respondents in Bandar Lampung who are users of Makeover cosmetic products. The data analysis technique used multiple regression to test the relationship between celebrity endorsers, brand image, as well as purchasing decisions. The results showed that celebrity endorsers as well as brand image have a significant positive influence on purchasing decisions for Makeover cosmetic products. This shows that the presence of celebrity endorsers as well as a strong brand image is able to influence customer perceptions as well as increase their interest in buying these products.

Keywords: Celebrity endorser; Brand image; Purchase Decision; Makeover

INTRODUCTION

In the current era of globalization and the development of information technology, competition in the industrial world is getting tougher, especially in the cosmetics sector. Brand awareness and brand image are the main keys for cosmetic companies to attract



consumers (Efendi & Purwanto, 2023). In addition, the use of celebrity endorsers is also a commonly used marketing strategy to increase product appeal. This study will focus on the influence of celebrity endorsers and brand image on consumer purchasing decisions on Makeover cosmetic products in Bandar Lampung city. Bandar Lampung City was chosen as the research location because it has a promising market in the cosmetics industry and is a fairly representative area to describe consumer behavior in the western part of Indonesia. The influence of celebrity endorsers on purchasing decisions has been an interesting research topic over the past few years. The appearance of celebrities in cosmetic product advertisements has proven to have a significant influence on consumer perceptions of the brand (Alkhawaldeh et al., 2017). On the other hand, brand image is also an important factor in shaping consumer preferences. A strong brand image is able to increase consumer loyalty and influence their purchasing decisions. Through this research, we hope to gain a deeper understanding of how celebrity endorsers as well as brand image influence consumer purchasing decisions in the cosmetics market (Al-Msallam, 2015). The results of this study are expected to make a valuable contribution to the development of marketing strategies as well as brand management for cosmetics companies, especially Make brand management for cosmetic companies, especially Makeover, and can be a reference for further research in this field.

LITERATURE REVIEW

Celebrity endorser is a marketing strategy that involves celebrities or famous figures to promote or recommend a product or brand to consumers (Dzakirah et al., 2021). The presence of celebrities in product advertisements or promotions aims to increase consumer attractiveness and trust in these products (Nisa, 2022). By using public figures who have great popularity and influence, companies hope to create a positive association between the brand and the image possessed by the celebrity. The use of celebrity endorsers can provide various benefits for companies, namely increasing brand awareness, expanding market reach, increasing consumer confidence, and strengthening brand image. The chosen celebrity usually has characteristics or values that are suitable for the message to be conveyed by the brand, so that it can create an emotional connection with consumers (Alhawaldeh & Eneizan, 2018).

Brand image is the perception or image that customers have of a brand or product (Syahrie, 2021). This includes the associations, beliefs, values, and attributes associated with the brand in the minds of consumers. Brand image can be influenced by various factors, including consumers' direct experience with the product or brand, marketing



communications carried out by the company, and opinions or reviews from others (Bastian, 2019). A strong and positive brand image is very important for the success of a company. A good brand image can help differentiate a product or brand from competitors, increase brand awareness, build consumer trust, and influence purchasing decisions (Karla, 2023). Consumers often choose products or brands that have an image that matches their values, lifestyle, or personal identity. To build a strong brand image, companies need to identify the brand's core values and ensure that all communications and interactions with consumers are consistent with these values. The right marketing strategy can also help strengthen brand image, including the use of consistent messaging, attractive visual design, and satisfying customer experiences (Indriyani & Muslihat, 2023).

Purchasing decisions refer to the mental process carried out by customers before finally deciding to buy a product or service (samuel & stefhani, 2020). This process involves various factors that influence consumer choices, including needs and wants, preferences, price, product quality, brand image, recommendations from others, as well as external factors such as promotions or special offers (Ratna & Imam, 2022). Basically, a purchase decision is the result of a customer's evaluation of the various options available and the balancing of the various factors that influence their decision. For example, consumers may consider the value of product benefits compared to the price offered, brand reputation, previous experience with the same product or brand, and the influence of friends or family recommendations. The purchase decision-making process can be more complex depending on the consumer's level of engagement with the product or service. In routine purchases or less expensive products, purchasing decisions are usually made quickly and impulsively (Afifah & Ulya, 2022). However, for more significant purchases or products that require more in-depth consideration, consumers tend to do more research, compare various options, and consider carefully before making a decision.

RESEARCH METHODS

Quantitative research is a research method that uses quantitative approaches in data collection, analysis, and interpretation. This method is usually used to examine phenomena that can be measured quantitatively, and is done by collecting data from certain populations or samples. This quantitative approach is based on the philosophy of positivism, which is the view that knowledge can be obtained through objective empirical observation and testing. Sugiyono (2019). Quantitative research is a type of research

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method used to test theories or hypotheses by measuring certain variables as well as analyzing the relationship between these variables. Quantitative research usually involves collecting measurable data in the form of numbers or statistics, as well as applying statistical analysis techniques to test hypotheses. (Hardani et al., 2020).

RESULTS AND DISCUSSION

1. Illustrates the distribution of respondents based on gender in this study. Of the total 100 respondents involved, all respondents were 100% female.
2. Shows the distribution of respondents based on age group in this study. Out of a total of 100 respondents, the majority of respondents were aged 22-30 years as many as 80 people (80%). Meanwhile, 17-20 years old included 9 (9%), >30 years old included 11 (11%).
3. Illustrates the distribution of respondents based on domicile in this study. Of the total 100 respondents, all (100%) were from Bandar Lampung City.
4. Shows the distribution of respondents based on professional groups in this study. Out of a total of 100 respondents, the majority of respondents work as students, including 45 (45%), while students are 6 (6%), private employees are 32 (32%), civil servants are 7 (7%), entrepreneurs are 4 (4%), and others are 6 (6%).
5. shows the distribution of respondents based on income in this study. Of the total 100 respondents, the majority of respondents have an income of 1.5 million - 2.5 million as many as 54 (54%), <1.5 million as many as 14 (14%), 2.5 million - 3.5 million as many as 14 (14%), and > 3.5 million as many as 18 (18%).



Tabel 6. Uji Validitas Variabel *Celebrity Endorser* (X1)

Item	r hitung	r tabel	Keterangan
X1.1	0.227	0.196	Valid
X1.2	0.455	0.196	Valid
X1.3	0.327	0.196	Valid
X1.4	0.674	0.196	Valid
X1.5	0.731	0.196	Valid
X1.6	0.734	0.196	Valid
X1.7	0.737	0.196	Valid
X1.8	0.691	0.196	Valid

Sumber : Data Diolah oleh peneliti, kuesioner (2024)

The validity test results show that for each indicator tested, the $r_{count} > r_{table}$ value. Therefore, it can be concluded that all celebrity endorser items are statistically valid, because the high r_{count} value indicates that no items need to be removed.

Tabel 7. Uji Validitas Variabel *Brand Image* (X2)

Item	r hitung	r tabel	Keterangan
X2.1	0.670	0.196	Valid
X2.2	0.455	0.196	Valid
X2.3	0.678	0.196	Valid
X2.4	0.679	0.196	Valid
X2.5	0.691	0.196	Valid
X2.6	0.757	0.196	Valid
X2.7	0.651	0.196	Valid
X2.8	0.638	0.196	Valid

Sumber : Data Diolah oleh peneliti, kuesioner (2024)



The validity test results show that for each indicator tested, the $r_{count} > r_{table}$ value. Therefore, it can be concluded that all brand image items are statistically valid, because the high r_{count} value indicates that there are no items that need to be eliminated.

Tabel 8. Uji Validitas Variabel Keputusan Pembelian (X2)

Item	r hitung	r tabel	Keterangan
Y1.1	0.478	0.196	Valid
Y1.2	0.604	0.196	Valid
Y1.3	0.512	0.196	Valid
Y1.4	0.579	0.196	Valid
Y1.5	0.522	0.196	Valid
Y1.6	0.482	0.196	Valid
Y1.7	0.536	0.196	Valid
Y1.8	0.574	0.196	Valid

Sumber : Data Diolah oleh peneliti, kuesioner (2024)

The validity test results show that for each indicator tested, the $r_{count} > r_{table}$ value. Therefore, it can be concluded that all purchasing decision items are statistically valid, because the high r_{count} value indicates that no items need to be removed.

Tabel 9. Hasil Uji Reliabilitas

Variabel	Simbol Variabel	Cronbach's Alpha	N of Item	Standar	Status
<i>Celebrity Endorser</i>	X1	0,670	8	0,60	Reliabel
<i>Brand Image</i>	X2	0,807	8	0,60	Reliabel
Keputusan Pembelian	Y	0,640	8	0,60	Reliabel

Sumber : Data Primer yang diolah, kuesioner (2024)

Shows the results of the Reliability Test for variable X1, with a Cronbach's Alpha value of .670, variable X2, with a Cronbach's Alpha value of .807. A Cronbach's Alpha value of close to or more than .60 is generally considered an indicator of high reliability in measurement instruments.



Tabel 13. Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std Deviaton		3.27361033
Most Extreme	Absolute		.055
Differences	Positive		.055
	Negative		-.043
Test Statistic			.055s
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	sig	Lower Bound	.631
	99% Confidence	U pper bound	.619
			.644

Sumber : Data Primer yang diolah, kuesioner (2024)

In the normality test, the basis for decision making is if the sig value > .05 until the conclusion is obtained that the data is normal. In this study, the sig value is .200 > .05 so that it can be categorized that the data for this study is normal.

Tabel 14. Hasil Uji Multikolinearitas

		Unstandardized Coefficients		Coefficients ^a Standardized Coefficients			Collinearity Statistics	
Model		B	Std.Error	Beta	T	Sig.	Tolerane	VIF
1	(Constant)	8.962	3.156		2.840	.005		
	Celebrity Endorser	.261	.107	.217	2.447	.016	.763	1.310
	Brand Image	.423	.073	.511	5.760	<.001	.763	1.310

Sumber : Data Primer yang diolah, kuesioner (2024)

For the multicollinearity test, the basis for decision making is if the VIF value < 10 and the Tolerance value > .10 so that it can be said that the data does not experience multicollinearity symptoms. In this study, the VIF value of 1.310 < 10 and the Tolerance value of .763 > .10 so that it can be concluded that there are no symptoms of multicollinearity.

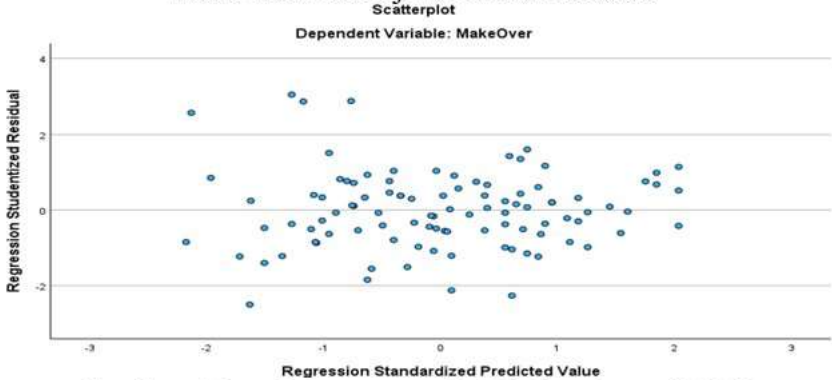


Tabel 10. Tanggapan Responden Tentang *Celebrity Endorser*

No. Item	STS		T S		N		S		SS		JUMLAH	
	F	%	F	%	F	%	F	%	F	%	F	%
X1.1			3	3%	2	2%	12	12%	83	83%	100	100%
X1.2	1	1%	1	1%	8	8%	23	23%	67	67%	100	100%
X1.3	3	3%	1	1%	8	8%	21	21%	28	28%	100	100%
X1.4			1	1%	2 2	22%	39	39%	38	38%	100	100%
X1.5					2 4	24%	42	42%	34	34%	100	100%
X1.6					2 5	25%	44	44%	31	31%	100	100%
X1.7			1	1%	1 8	18%	54	54%	27	27%	100	100%
X1.8			2	2%	1 9	19%	55	55%	24	24%	100	100%

Sumber : Data Primer yang diolah, kuesioner (2024)

Tabel 15. Hasil Uji Heterokedastisitas



Sumber : Data Primer yang diolah, kuesioner (2024)

Able to know if the dots form an unclear pattern and the dots spread above and below the number 0 on the Y axis. Then the data does not occur heteroscedasticity.



Tabel 16. Analisis Regresi Linear

		Unstandardized Coefficients		Coefficients ^a Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	8.962	3.156		2.840	.005
	Celebrity Endorser	.261	.107	.217	2.447	.016
	Brand Image	.423	.073	.511	5.760	<.001

Sumber : Data Primer yang diolah, kuesioner (2024)

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 8,962 + 0,261 X_1 + 0,423 X_2 + e$$

Tabel 17. Hasil Uji Koefisien Determinasi

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 ^a	.417	.405	3.307
a. Predictors : (Constant), Brand Image, Celebrity Endorser				

Sumber : Data Primer yang diolah, kuesioner (2024)

In the results of the determination test, the data obtained that the effect of X1 as well as X2 for Y by .417 or 41.7%, the remaining 58.3%.

Tabel 18. Hasil Uji t

		Unstandardized Coefficients		Coefficients ^a Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	8.962	3.156		2.840	.005
	Celebrity Endorser	.261	.107	.217	2.447	.016
	Brand Image	.423	.073	.511	5.760	<.001

Sumber : Data Primer yang diolah, kuesioner (2024)

In the T test analysis, the basis for decision making is if the sig value < .05 as well as the calculated T value > T table, it can be concluded that there is an influence between



one variable and another. In this study for the halal business legality variable $.016 > .05$ and the calculated T value of $2.477 < 1.660$ so that it can be concluded that variable X1 has an influence on Y. For the product quality variable, the sig value is $<.001 < .05$ as well as the calculated T value of $5.760 > T$ table 1.660 until it can be concluded that variable X2 has an influence on Y.

Tabel 19. Hasil Uji f

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	758.064	2	379.032	34.654	<.001 ^b
	Residual	1060.936	97	10.937		
	Total	1819.000	99			

Sumber : Data Primer yang diolah, kuesioner (2024)

From the results of the F test, it is found that the data has a sig value of $<.001 < .05$ so that and Fcount of $34.654 > F$ table 3.09, therefore it can be concluded that there is an influence between the X1 and X2 variables for variable Y.

CONCLUSION

From the results obtained, the conclusions obtained are:

1. Celebrity endorsers have an influence on purchasing decisions for MakeOver cosmetic products in Bandar Lampung.
2. Brand image has an influence on purchasing decisions for MakeOver cosmetic products in Bandar Lampung.
3. Celebrity endorsers as well as brand image have an influence on purchasing decisions for MakeOver cosmetic products in Bandar Lampung.

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