

Influence Of Celebrity Endorsement Brand Image And Product Quality On Purchase Intention

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ABSTRACT

Consumer buying interest is a consumer behavior where consumers have a desire to choose, use, and consume or even want something a product offered. This study aims to determine how the influence of celebrity endorsements, brand image and product quality on buying interest in Scarlett product. Data obtained by 96 respondents, in this study is multiple regression analysis using the SPSS statistics application program 23. The results of the analysis show that celebrity endorsements and brand image have a positive and significant effect on purchase intention, while product quality has no significant positive effect on buying interest.

Keywords: Celebrity Endorsement, Brand Image, Product Quality, Purchase Intention

1. Introduction

Cosmetic products have become a necessity, especially for women. Various kinds of cosmetic product brands have been circulating in the Indonesian market, both local and foreign cosmetic products. Many cosmetic companies currently use celebrity endorsements in their advertisements to convey their products to the public. The use of celebrities to promote a product must be in accordance with the characteristics and habits of the endorsement. The figure of celebrity endorsement can support the effectiveness of delivering messages through advertisements and build a positive image in the minds of consumers. Based on this phenomenon, it can be said that the cosmetic industry in Indonesia is growing rapidly, which shows the high interest in buying cosmetic products in the community. The rapid development of the cosmetic industry in Indonesia today, This makes companies are required to be able to survive in the midst of the existing competition. Cosmetic products circulating in Indonesia come from local brand cosmetics and foreign brand cosmetics. The presence of foreign brand cosmetics does not make Indonesian local brand products abandoned by consumers,

In fact, local brand cosmetic products are in great demand because the prices are more affordable and the products are in accordance with the needs of the community.

Many skincare businesses use promotional media to attract consumer buying interest, one of which is Scarlett Whitening. Scarlett Whitening has used endorsement services from several artists and celebrities, such as Rachel Vennya, Ria Ricis, Agnezmo, Song Joong Ki, and others who already have a "blue tick" or verified account on their Instagram account. Furthermore, Scarlett creates several types that are differentiated based on the needs of each consumer; such as body care, facial care, and hair care, where all product categories from Scarlett have been registered with BPOM, have the MUI halal label, and are not tested on animals, without mercury, without Hydroquinone, and safe for pregnant women & nursing mothers (Source: www.scarlett-whitening.com).

Therefore, based on the description that the author conveys, the author himself will discuss celebrity endorsement on purchase intention of Scarlett products, where celebrity endorsement is one of the causes that can influence buyers in creating purchase intentions on Scarlett products because there are influencers mentioned above who have attractiveness in terms of popularity, attitude, achievement, and so on. In addition, a celebrity endorser will also affect brand equity if the celebrity endorser or influencer used can explain the advantages of the product correctly, provide information about the company image or product image clearly, and give a good impression to consumers. In addition, if an endorser can explain the product well and attractively,

2. Literature Review

2.1 Celebrity Endorsements

As competition intensifies to attract consumer attention and brand interest, marketers have developed better advertising strategies to get consumers' attention, create interest, generate desire, and trigger buying action (Melford & Nwulu (2015)). On the other hand, endorsement is a testimony in a marketing communication which can be in the form of a written or oral statement that supports a product and is given by a party other than the product maker. Endorsement is a brand communication medium in which an individual or organization acts as a brand spokesperson and certifies a brand's claim and position by extending its personality, popularity, status in society or expertise in its field to the brand. It is the act of giving public approval to someone or something; especially the recommendation of a product in marketing communications (Ateke et al., 2015).

This is reinforced by research conducted by Febriati et al. (2020) that celebrity endorsement has a positive and significant effect on purchase intention. The results of this study are also supported by empirical evidence from the studies of Frimpong et al. (2019) and Chi et al. (2009) which states that celebrity endorsements have a positive and significant effect on purchase intention.

2.2 Brand Image

A brand is a name, term, sign, symbol, design or other feature that identifies one product seller and differentiate it from other sellers (Watkins, 2006; Kotler et al, 1996; Doyle, 1994; Aaker, 1991). is an identifiable entity that makes a promise of a certain value; and is often the most valuable asset value that a company can have (Aaker, 1991).

Keller (2003) further stated that a high level of brand awareness and a strong brand image positive will increase the likelihood of a customer's brand choice, leading to increased loyalty customers and lower marketing costs. This it is important for companies to create a great and effective brand image, because a strong brand image elicits a positive attitude from consumers and generate higher

profit streams, both in the long and short term. If a company fails to provide a positive and strong brand image, it can directly or indirectly

does not directly influence consumer decision making; because consumers can switch to competitors that offer a better experience. To achieve goals related to product and brand management, it is important to build a strong brand.

Previous research from Firdaus, et al (2022), Febriati, et al (2020) and Mohamed, et al (2020) stated that brand image has a positive and significant effect on purchase intention. Therefore, it shows that the superiority of brand association, strength of association, and uniqueness can affect purchase intention because Scarlett's product has several advantages. The product has been registered with BPOM and has a halal label. MUI has many types of variants and unique aromas, selling products ranging from hair care, body care and skin care, Scarlett products can be obtained quickly and easily.

2.3 Product Quality

Product quality is a factor that increases buying interest because product quality is one of the things that consumers pay attention to when buying a product or service. Consumers will not buy a product or service if it is felt that the product or service does not have adequate quality. Adequate quality will give the impression that the product or service offered is feasible and in accordance with the needs of potential consumers. So that the purchase of these products or services will not cause a sense of disappointment to consumers (Arif, Muhamad 2020).

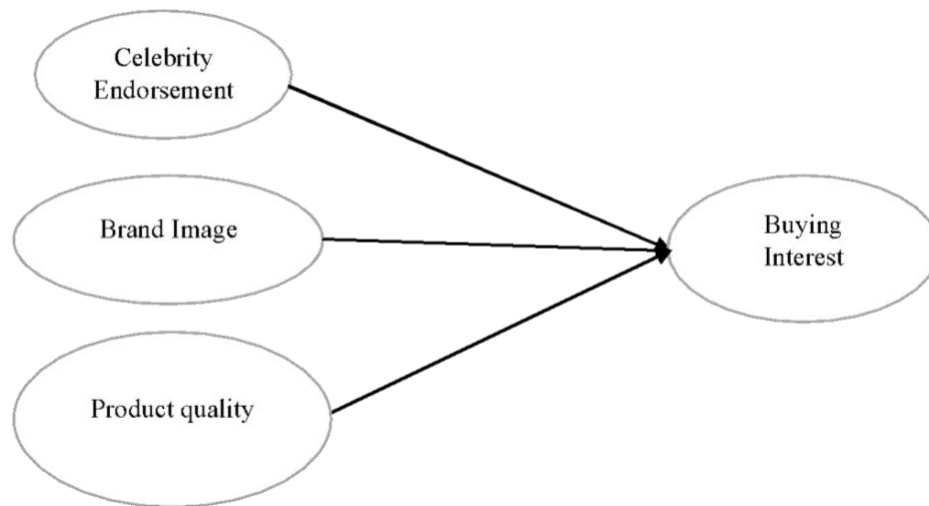
Product quality is one aspect that consumers pay attention to in purchasing intentions. Good product quality will give confidence to consumers which will motivate consumers to buy the product. This means that good product quality can provide satisfaction for consumers (Nazarani & Suparna 2021).

This is reinforced by research conducted by (Febriati et al., 2020) that product quality has a positive and significant effect on purchase intention. Nazarani et al, (2021) and Iskandar et al, (2015) also say that product quality has a positive and significant effect on purchase intention.

2.4 Buying Interest

According to Kotler & Keller (2012), buying interest is consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even in choosing, using and consuming or even wanting a product. According to Keller (2012), buying interest is how likely consumers are to buy a brand or move from one brand to another.

According to (Schiffman and Kanuk, 2000: 206) purchase intention is an internal factor (individual) that influences consumer behavior, intention is a form of real thought from the reflection of a purchase plan to buy several units in a number of brands available within a certain period of time.



3. Research Methodology

3.1 Population and Sample

The population of this study is female and male Scarlett product consumers who have used Scarlett products at least 1 time, Have you ever seen a Scarlett product advert? Have you ever bought a Scarlett product and a Follower of the @scarlett_whitening Instagram account. The sample is part of the number and characteristics possessed by the population. The sample used in this study were users of Body Lotion products from Scarlett. In this study, the exact number of the population is not known. According to (Sugiyono, 2019), the formula for calculating samples in an unknown population is to use the Cochran formula as follows:

$$n = \frac{z^2pq}{c^2} \quad (1)$$

Information :

n = number of samples required

z = price in the normal curve for a deviation of 5%, with a value of 1.96

p = 50% chance = 0.5

q = 50% chance of being wrong = 0.5

e = sampling error rate, 10% = 0.1

So the calculation in determining the number of samples is as follows:

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,1)^2}$$

$$n = \frac{3,8416 \times 0,025}{0,01}$$

$$n = \frac{0,96}{0,01}$$

$$n = 96$$

Based on the above calculation, the sample value is 96 which is rounded up to 96 people. The technique used in taking the sample is using a non-probability sampling technique in which the sample is purposive sampling. Purposive Sampling is a sampling technique by determining certain criteria (Sugiyono, 2016).

3.2 Variable Measurement

Sources of data used in this study is primary data collected using a closed questionnaire. The measurement used in this study is the Likert scale, because the Likert scale is simple and easy to use (Suliyanto, 2011) with a score of 5 points (1-5) which will be used to measure each variable, the Likert scale states agree or disagree with certain subjects, objects or events (Indriantoro and Supomo, 2014). The questionnaire consists of 4 items as indicators of Celebrity Endorsment Stress (Shimp, 2003:460). 3 indicator items Brand Image (Shimp, 2003:460), 7 items indicator Product Quality (Orville, 2005: 422) and 4 items of Purchase Interest indicator (Putra, 2017).

3.3 Data Analysis Tools

The data analysis technique used in this study is Regression Analysis, a special application of linear multiple regression where the regression equation contains elements of interaction (Supriyadi, 2014). The data in the study will be analyzed using SPSS 23 software for windows. Hypothesis testing in this study using the Residual test, the residual test focuses on the lack of fit resulting from the deviation of the linear relationship between the independent variables (Suliyanto, 2011).

4. Results

4.1 Data Analysis

Research on The effect of celebrity endorsement on brand image and product quality on buying interest is done by distributing questionnaires to research respondents. Research respondents are female and male Scarlett product consumers who have used Scarlett products at least once. A total of 96 questionnaires were collected and filled in completely.

4.1.1 Validity Test

Validity test is used to test the validity of each item of the instrument. The statement is declared valid if the significance value is less than 0.05. On the other hand, if the significance value is greater than 0.05, it is declared invalid. After the validity test was carried out, 37 statement items were declared valid, the significance value of the statement items was below 0.05. Then it was stated that the research sample was adequate for further testing.

4.1.2 Reliability Test

Reliability test is used to test the consistency of respondents' answers to the statements submitted. The reliability test used is the Cronbach Alpha model with the provision that if the Cornbach Alpha coefficient is greater than 0.6 then the instrument can be said to be reliable or reliable (Sekaran, 2000).

- The reliability test of the instrument used to measure Celebrity Endorsment resulted in a Cornbach Alpha of 0.868 (Alpha = 0.706 > 0.6), so statistically the Celebrity Endorsment instrument has a good level of reliability.
- The reliability test of the instrument used to measure Brand Image resulted in a Cornbach Alpha of 0.910 (Alpha = 0.910 > 0.6), so statistically the Brand Image instrument has a good level of reliability.
- The reliability test of the instrument used to measure Product Quality resulted in a Cornbach Alpha of 0.946 (Alpha = 0.834 > 0.6), so statistically the Product Quality instrument has a good level of reliability.
- The reliability test of the instrument used to measure Buying Interest resulted in a Cornbach Alpha of 0.893 (Alpha = 0.893 > 0.6). So that statistically the Buy Interest instrument has a good level of reliability.

4.1.3 Normality test

The results of the normality test show that from the number of samples N = 96 samples, the standard deviation is 3.048, the most extreme is absolute 0.087, positive is 0.053 and negative is -0.087, and Kolmogorof-SZ is 0.087 with an asymp.Sig value of 0.700 > 0.05 which indicates that the data used is normally distributed.

4.1.4 Multiple Linear Regression Test

Next is the multiple linear regression coefficient and the significance test of the multiple linear regression coefficient as shown in the table below:

Table 1. Summary Of Multiple Regression Analysis Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1.141	2.144		-.532	.596
Total_X1	.285	.077	.332	3.687	.000
Total_X2	.221	.084	.304	2,638	.010
Total_X3	.127	.065	.227	1,948	.054

a. Dependent Variable: Total_Y

Based on the data in the table, the following multiple regression equation can be made:

$$Y = -1.441 + 0.285X_1 + 0.221X_2 + 0.127X_3 \quad (2)$$

Information:

Y : Buying Interest

X1 : Celebrity Endorsment

X2 : Brand Image

X3 : Product Quality

The results show that the double correlation coefficient R is 0.586 or 58.6%, this shows that the celebrity endorsement variable, brand image, product quality and buying interest have an influence of 58.6% and the remaining 41.4% is influenced by other variables outside this research regression

model. The coefficient is significant because after being tested with the F-test, the F value is 3.14 with a significance of 0.000.

The effect of celebrity endorsements on buying interest with a regression coefficient of 3.687, the number of samples 69, then the resulting degrees of freedom $df = 65$ from $nk-1$ significance value of 5% so that the t table value is 1.66864. The significant value of celebrity endorsements is 0.000, smaller than 0.05 and the regression coefficient value is 3.687, which is strengthened by the t-count value greater than t-table ($3.687 > 1.66864$) which means that celebrity endorsements have a positive and significant effect on buying interest. So it can be said that H1 is accepted.

The effect of brand image on buying interest with a regression coefficient of 2.638, the number of samples 69, the resulting degrees of freedom $df = 65$ from $nk-1$ significance value of 5% so that the t table value is 1.66864. The significant value of brand image is 0.010 which is smaller than 0.05 and the regression coefficient value is 2.638 which is strengthened by the t-count value greater than t-table ($2.638 > 1.66864$) which means that brand image has a positive and significant effect on buying interest. So it can be said that H2 is accepted.

The effect of product quality on purchase intention with a regression coefficient of 1.948, the number of samples 69, the resulting degrees of freedom $df = 65$ from $nk-1$ a significance value of 5% so that the t table value is 1.66864. the significant value of product quality is 0.054 which is greater than 0.05 and the regression coefficient is 1.948 which is strengthened by the t-count value greater than t-table ($1.948 > 1.66864$) which means that product quality has a positive and insignificant effect on purchase intention. So it can be said that H3 is accepted.

The results of hypothesis testing indicate that celebrity endorsements have a positive and significant effect on buying interest. It can be said that if the celebrity endorsement is better in conveying information about Scarlett, then it will also increase consumer buying interest in the product. This is reinforced by research conducted by Febriati et al. (2020) that celebrity endorsement has a positive and significant effect on purchase intention. The results of this study are also supported by empirical evidence from the studies of Frimpong et al. (2019) and Chi et al. (2009) which states that celebrity endorsements have a positive and significant effect on purchase intention.

The results of hypothesis testing indicate that brand image has a positive and significant effect on buying interest. This happens if the increase in terms of endorsement, it will be followed by an increase in brand image. The better an endorsement promotes its product, the better the brand image of a product that uses the service will increase. Previous research from Firdaus, et al (2022), Febriati, et al (2020) and Mohamed, et al (2020) stated that brand image has a positive and significant effect on purchase intention. Therefore, it shows that the superiority of brand association, strength of association, and uniqueness can affect purchase intention because Scarlett's product has several advantages. The product has been registered with BPOM and has a halal label. MUI has many types of variants and unique aromas,

The results of hypothesis testing indicate that product quality has a positive and insignificant effect on buying interest. This can be explained if the quality of Scarlett's products is getting better and better, it will cause consumer buying interest in these products to also increase. From the observations of researchers, many female consumers have said that this Scarlett product has good quality through their social media. They think that this Scarlett product is able to provide

satisfaction for them, because in addition to providing fast results, this product is also able to fulfill what women really need in beauty care. The results of testing this hypothesis are in line with previous research conducted by Febriati et al., (2020) that product quality has a positive and insignificant effect on purchase intention. Nazarani et al, (2021) and Iskandar et al, (2015) also said that product quality had a positive and insignificant effect on purchase intention.

5. Discussion

Based on the research results obtained, the conclusion in this study is that celebrity endorsement has a positive and significant effect on buying interest in Scarlett products, which means that if there is an increase in endorsement, it will be followed by an increase in brand image. The better an endorsement promotes its product, the better the brand image and quality of a product that uses the service will increase. Conversely, if an endorsement gives and is perceived by the customer as lower or not as expected, the brand image can be perceived as low. Appropriate endorsements will create a high perceived value for consumers, this is in accordance with circumstances where the needs, desires, and expectations of consumers can be met. Whether or not the quality of the endorsement depends on what is given by the endorser in meeting consumer expectations consistently. The application of good endorsements to consumers is a strategy that a company can do to improve the brand image of a product, because if the company attaches a famous, trusted and reliable endorsement it will make consumers feel satisfied and will increase high perceptions for the brand itself.

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