

DECISION TO PURCHASE OF WARDAH SKINCARE PRODUCTS VIEWED FROM CELEBRITY ENDORSEMENT, BRAND IMAGE, AND CONSUMER TRUST (CASE STUDY ON WARDAH SKINCARE USERS SAMI LUWES SURAKARTA)

Devi Yulianti¹⁾, Istiatin²⁾, Eny Kustiyah³⁾

Universitas Islam Batik Surakarta^{1),2),3)}

E-mail: deviyulianti0411@gmail.com

Abstract: This study aims to determine the influence of celebrity endorsers, brand image, and trust in purchasing decisions for Wardah Skincare products in Sami Luwes Surakarta. The research design uses a quantitative descriptive method. The population is consumers who buy and use Wardah Skincare in Sami Luwes Surakarta. The sample is 100 people calculated by the unknown population formula and taken by purposive sampling. Linear regression test, t-test, and coefficient of determination were used to analyze the data. The result is celebrity endorsers, brand image, and trust each have positively and significantly affected the decision to purchase Wardah Skincare products at Sami Luwes Surakarta.

Keywords: celebrity endorser, brand image, Trust, Purchase decision

1. Introduction

People from various backgrounds, especially in Indonesia, are currently trying to improve their appearance quality, especially on the skin. Not a few people have started doing various methods such as plastic surgery, or even hormone injections. The increasing public interest in skin-lightening products has encouraged manufacturers, especially beauty companies, both local and international companies, to compete to take advantage of opportunities to produce various kinds of skin-lightening products to be offered to the public. The emergence of multiple kinds of beauty products with various types and brands in the market makes consumers more selective in determining which product is right for them.

The process of making purchasing decisions for consumers begins with efforts to identify consumers with a need for the product they want, which is then followed by searching for information available or provided by the company after that consumers get several choices and evaluate. In the evaluation process, several considerations are determining factors for consumer decisions, including celebrity endorsements, brand image, and consumer trust (Setyawati, 2018).

Marketing methods using celebrity *endorse*, are currently able to feel effective in influencing consumer purchasing decisions for a product, especially on the product skincare. Wardani & Maskur (2022) ole Celebrity Endorser as a person who introduces products and influences consumer attitudes to make purchasing decisions for these products, consumer attitudes and perceptions will increase celebrity *endorser* is their idol. The development of the cosmetic business with the advent of celebrity *endorsers* in branding a product can improve the product's brand image.

Consumers usually also consider it in terms of cosmetic brands or cosmetic brand images that were trending at that time. If the brand image of a product is getting stronger, the product will be increasingly attached to the minds of consumers. Ekasari & Mandasari (2021) states that

if a product brand can make it easy for consumers to remember the product brand, then efforts to maintain consumer consistency with the product's brand image can be done with the aim that consumers do not easily switch to other brands, have confidence in the product, and stay true to the product.

A good brand image can foster consumer confidence in a product. Trust is an important factor in turning consumers or buyers into customers. Customers will always buy products that are believed to have a good image and quality without having to consider many other things. According to Amin & Natalia (2017) trust itself is used as a business foundation that will build consumer loyalty to a company or product, consumer trust in the company that sells the product is very important so that consumers will always be loyal to the product.

According to *Top Brand, index* cosmetics that are in great demand by consumers in 2021 include wardah 26.6%, Maybelline 14.0%, La Tulipe 7.6%, Revlon 5.3%, and Oriflame 2.0%. In these indexes, Wardah's cosmetic products occupy the highest positions for products that are in great demand by women. Apart from being in great demand, Wardah is also a cosmetic product that has been certified halal, which means it is good for Muslim women to use. Cosmetics developed by PT Paragon Technology & Innovation. It is a halal certified product of the Indonesian Food and Drug Evaluation Institute (LPPOM MUI) and its safety is guaranteed. It is listed here in response to consumers' desire to use halal and safe care products in their preparation. The purpose of this study was to determine the influence of celebrity, brand image and trust on purchasing decisions for rose skin care products in Sami Luwes Surakarta.

2. Research Method

The applied research design is descriptive and quantitative. The study was conducted in Sammiruwes Surakarta between December 2022 and February 2023. The sample used is 100 people selected by purposive sampling (sample calculation with unknown demographic formula). The variables used in this study consist of dependent and independent variables. The independent variables are celebrity endorsements, brand image, and trust. The dependent variable for this study is the purchase decision. The data used are primarily in the form of questionnaires distributed directly to respondents. Analysis of study data includes multiple regression test, t-test, coefficient of determination.

3. Results and Discussion

3.1. Results

Multiple Linear Regression Test

Table 1
Multiple Linear Regression Test

Variabel	Coefisien B
<i>Constant</i>	3,758
Celebrity Endorser	0,169
Brand Image	0,382
Trust	0,275

Source: Processed Primary Data, 2023

The regression equation based on Table 1 is as follows:

$$Y = 3,758 + 0,169 X_1 + 0,382 X_2 + 0,275 X_3$$

Interpretation of test results:

- The constant value (a) 3.758 = positive value means celebrity *endorser* (X1), brand image (X2), and trust (X3) value is 0, then the purchase result (Y) is 3,758.
- Variable regression coefficient celebrity *endorser* (b1) = 0.169, meaning that every time there is an increase in celebrity *endorser* equal to 1 unit while brand image variable (X2) and trust (X3) remains (zero), then the purchase decision (Y) will increase by 0.169.
- Brand image variable regression coefficient (b2) = 0.382. This means that every time there is an increase in a brand image by 1 unit while the variable celebrity *endorser* and trust are fixed (zero), then the purchase decision will increase by 0.382.
- Confidence variable regression coefficient (b3) = 0.275. This means that every time there is an increase in confidence by 1 unit while the variable celebrity *endorser* and trust remains (zero), then the purchase decision will increase by 0.275.

t Tes

Table 2
t Test Result

Model	t _{count}	Sig.
<i>Celebrity Endorser</i>	2,020	0,046
Brand Image	3,937	0,000
Trust	2,890	0,005

Source: Processed Primary Data, 2023

- Result t_{count} (2.020) > t_{table} (1,984); significance (0.046) < 0.05, meaning that celebrity *endorsers* have a significant effect on Wardah purchasing decisions *Skinicare* at Sami Luwes Surakarta.
- Result t_{count} (3,937) > t_{table} (1,984); significance (0.000) < 0.05, meaning that brand image has a significant effect on Wardah's purchasing decisions *Skinicare* at Sami Luwes Surakarta.
- Result t_{count} (2,890) > t_{table} (1,984); significance (0.000) < 0.05, meaning that trust has a significant effect on Wardah purchasing decisions *Skinicare* at Sami Luwes Surakarta.

Coefficient of Determination

Tabel 3
Coefficient of Determination (R²)

R	R Square	Adjusted R square
0,584	0,342	0,320

Source: Processed Primary Data, 2023

Table 3 shows the value of R square (R²) 0.320, meaning that there is variable influence *celebrity endorser* (X1), brand image (X2), and trust (X3) to the dependent variable, namely Wardah's purchasing decision *Skinicare* in Sami Luwes Surakarta is 32% while the remaining 68% is influenced by other factors. Other factors such as product quality, price, *brand trust*, and others.

3.2. Discussion

The results of the analysis show $t_{count} (2.020) > t_{table} (1.984)$, a significance value of $(0.046) < (0.05)$, meaning celebrity *endorsers* has a positive effect on Wardah purchasing decisions *Skincare* at Sami Luwes Surakarta. So the first hypothesis (H_1) in this study proved true. In line with the research of Wardani & Maskur (2022) and Munawaroh *et al.*, (2021) which states that celebrity *endorsers* have a positive and significant effect on product purchasing decisions. *Celebrity endorser* Wardah's choices have both physical and personality attractiveness that successfully reflect the character of Wardah products as halal, safe, and trustworthy products to maintain the health and beauty of women's skin.

Data analysis yielded $t_{count} (3,937) > t_{table} (1,984)$; significance $(0.000) < 0.05$, meaning that brand image has a significant effect on Wardah's purchasing decisions *Skincare* at Sami Luwes Surakarta. So the second hypothesis (H_2) in this study proved true. This research is in line with the research of Ekasari & Mandasari (2021) and Amalia (2017) which states that brand image has a significant and positive influence on purchasing decisions. As a local brand, *Wardahskincare* is known for products that are safe and able to meet Indonesian women's healthy and beautiful skin standards. Apart from that, the brand image of Muslim women was also successfully built by Wardah where Indonesia in particular is a Muslim-majority country.

The results of the analysis show $t_{count} (2,890) > t_{table} (1,984)$; significance $(0.000) < 0.05$, meaning that trust has a significant effect on Wardah purchasing decisions *Skincare* at Sami Luwes Surakarta. So the third hypothesis (H_3) in this study proved true. This research is in line with the Amin & Natalia (2017) and (Permatasari, 2019) which states that there is a positive and significant influence between trust in purchasing decisions. *Products skincare* Wardah production, since its emergence, has been the first cosmetics company in Indonesia to carry the halal theme, so it is considered a safe cosmetic for its users so that consumers can be sure that the Wardah products they use are following their desired needs.

4. Conclusion

Based on the results of the analysis from the discussion that has been described in the previous chapter and the tests that have been carried out, the following conclusions can be drawn:

- a. Celebrity endorser positively and significantly affects Wardah Purchasing Decisions *Skincare* at Sami Luwes Surakarta.
- b. Brand image positively and significantly affects Wardah Purchasing Decisions *Skincare* at Sami Luwes Surakarta.
- c. Trust positively and significantly affects Wardah's decisions *Skincare* at Sami Luwes Surakarta.
- d. The results of the regression calculations show that the value adjusted *R Square* obtained by 0.320. This means that 32% of the variations in purchasing decisions can be explained by variable celebrity *endorsers*, brand image, and trust.

Reference

- Amalia, S. (2017). Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Handphone Merk Xiaomi di Kota Langsa. *Jurnal Manajemen Dan Keuangan*, 6(1), 660–669.
- Amin, A. M., & Natalia, Y. (2017). Analisis Pengaruh Celebrity Endorser, Citra Merek Dan Kepercayaan Terhadap Keputusan Pembelian Produk Garnier Pada Mahasiswa-Mahasiswi STIE Pelita Indonesia. *Jurnal Ilmiah Manajemen*, 5(4), 487–496.
- Ekasari, R., & Mandasari, E. D. (2021). Pengaruh Kualitas Produk, Digital Marketing dan Citra Merek terhadap Keputusan Pembelian Lipcream Pixy di Kabupaten Sidoarjo. *IQTISHADequity*, 4(1), 1–10.
- Munawaroh, Gusteti, Y., & Resty, F. (2021). Pengaruh Selebrity Endorser, Citra Merek Dan Harga Terhadap Keputusan Pembelian Kosmetik Wardah (Studi Kasus Mahasiswi Asrama UNDHARI). *Jurnal Ilmiah Manajemen Ubhara*, 3(2), 170–180.
- Permatasari, B. (2019). Pengaruh Daya Tarik, Kepercayaan, Dan Keahlian Celebrity Endorser Terhadap Keputusan Pembelian Motor. *Jurnal Technobiz*, 3(6), 31–36.
- Setyawati, K. E. (2018). Pengaruh Citra Merek (Brand Image) Terhadap Keputusan Pembelian Motor Honda Vario (Studi Kasus Pada CV Kirana Motorindo Jaya). *Jurnal Online Mahasiswa (JOM) Bidang Manajemen*, 3(4).
- Wardani, D. S. D., & Maskur, A. (2022). Pengaruh Celebrity Endorser, Citra Merek Dan Kepercayaan Terhadap Keputusan Pembelian Produk Scarlett Whitening (Studi Kasus Pengguna Scarlett Whitening). *Jurnal Ekonomi & Ekonomi Syariah*, 5(2), 1148–1160.