Effect of Celebrity Endorser and Brand Image on Purchasing Decision For Scarlett Whitening Product

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Keywords:	*Abstract*
Celebrity Endorsement, Brand Image, Purchasing Decisions	*The purpose of this study was to determine the effect of celebrity endorser and brand image on purchasing decisions for Scarlett Whitening products for students of Economic Education, Faculty of Teacher Training and Education, University of Jember, batch 2018-2021 simultaneously and partially. This research uses correlational quantitative research with the aim of seeing the influence of independent variables on the dependent variable. The sampling technique used in this study is popular sampling, namely 87 students of Economics Education, Faculty of Teacher Training and Education, University of Jember class 2018-2021 who have purchased Scarlett Whitening products. Questionnaires and interview methods were used to collect data. The data analysis technique in this study used multiple linear analysis, regression line variance, F test, T test, coefficient of multiple determination, effectiveness of multiple linear regression lines and standard error of the estimates. The results of the study explain that simultaneously and brand image have a positive and significant effect on purchasing decisions for Scarlett Whitening products, while partially celebrity endorsers have a significant effect on purchasing decisions and brand image has a significant effect on purchasing decisions for Scarlett Whitening products .*

1. INTRODUCTION

Cosmetics for skin care are widely used by women because the organ that has the most area is the skin. In order for the skin to function properly, everyone must be accustomed to caring for the skin. There are many benefits of caring for the skin, besides keeping the skin good, taking care of the skin can also make the skin look more beautiful, especially facial skin. Skincare and bodycare are the most sought after by women because these two things are believed to be able to take care of the skin.

At this time, beauty products are increasingly diverse, these beauty products come with benefits offered to consumers according to their needs. The large number of enthusiasts of beauty products that can provide brightening benefits has made many cosmetic companies produce beauty products that can brighten facial skin. One of the local brands that have products with brightening benefits is Scarlett Whitening. Scarlett Whitening claims that the products they produce can brighten and moisturize, these benefits are what many women are looking for. All Scarlett Whitening products that are

marketed have succeeded in obtaining BPOM circulation permits and are MUI halal certified. Female students become users of beauty products to care for their skin every day. It is undeniable that Scarlett Whitening gains women's share in the decision to buy beauty products. Scarlett Whitening products offer many product variants so consumers can decide which variant to buy according to their needs.

Scarlett Whitening in introducing its products to consumers makes more use of *celebrity endorsers* in it. In addition to *celebrity endorsers,* a factor that can make a product attractive is *brand image* . Purchase decisions taken by consumers in carrying out product purchases are based on an understanding of wants and needs. A consumer to make a useful choice will go through a determination and assessment of the existing alternatives. In buying a product, consumers must assess the benefits and advantages of the product to be purchased with other products.

Poppy Anadia Putri in 2018 conducted research that found that there was a significant influence of 84% between *the celebrity endorser* and *brand image variables* on

purchasing decisions. Partially the most dominant influence on purchasing decisions is *celebrity endorser* , which is equal to 64.3%, while *brand image* influences purchasing decisions by 19.7%. This previous research is used as a reference source in research on the influence of *celebrity endorsers* and *brand image* on purchasing decisions. The research object, research method, year of research are the differences between this research and previous research.

Based on these problems, this study aims to determine the influence of *celebrity endorsers* and *brand image* on the decision to purchase Scarlett Whitening products and to find out which *celebrity endorsers* and *brand image* have the most influence on purchasing decisions for Scarlett Whitening products.

2. LITERATURE REVIEW
2.1 *Celebrity Endorser*

According to Shimp (2014: 259) an endorser is an advertisement star requested by a company to support a product. While a celebrity is someone who is famous for his achievements or talents such as actors, entertainers and athletes. Celebrity is liked by the public because he has an attractive advantage that distinguishes him from other individuals. *Celebrity endorser* is the use of a figure to star in advertisements on social media, television or print media. Celebrity is used because of its popularity including elegance, talent, good looks, attractiveness and strength that can realize an advertised brand.

According to Shimp (2014: 267) *celebrity endorsers* have five basic dimensions known as the TEARS model Trustworthiness, Expertise, Attractiveness, Respect and Similarity

2.2 *Brand Image*

According to Sutisna (2003:84) things that can affect *brand image* is product positioning. Consumers place brands to meet needs based on segments according to suggestions. Tjiptono (2005:19) reveals that *brand image* is the trust that consumers have in a brand. *Brand image* is branding on a certain

impression related to benefits, product attributes, competitor prices, habits, geography, lifestyle and others. *Brand image* or brand image will enhance the impressions and experiences of consumers when consuming a brand, a brand is a unit that exists in various useful forms.

brand image variable has four indicators as measurements, namely (Alma, 2011: 32): Recognition, Reputation, Affinity and Loyalty.

2.3 Buying decision

Purchasing decisions describe the behavior a person takes to decide on the goods or services to be purchased through several existing choices. Kotler and Armstrong (2012: 181) state that purchasing decisions are defined as consumer decisions in purchasing goods or services from the brands they buy. Trust in brands that are well-known and have many enthusiasts will be preferred by consumers when consumers do not have experience of a product to be purchased (Schiffman and Kanuk 2007:173).

Kotler and Armstrong (2012: 159) say that product type selection, brand selection, dealer selection and purchase timing are characteristics in making purchasing decisions.

2.4 Hypothesis
a. There is a significant influence of *celebrity endorsers* and *brand image* on the decision to purchase Scarlett Whitening products for Economic Education students, the Faculty of Teacher Training and Education, University of Jember, class of 2018-2021
b. *Celebrity endorsers* have a dominant influence on the Purchase Decision for Scarlett Whitening products for economic education students class of 2018-2021 FKIP University of Jember.

3. RESEARCH METHODS

This study uses a type of correlational quantitative research with the aim of seeing the influence of the independent variables on the dependent variable. The selection of the

research location was chosen by the purposive area method, where the researcher deliberately set the research location. Student of Economics Education Faculty of Teacher Training and Education, University of Jember class of 2018-2021 who have purchased Scarlett Whitening products are the population in this study. Populative sampling was used as the sampling technique used in this study,

namely all members of the population were 87 female students.

The data used in this study are primary data and secondary data. Primary data is obtained directly using the results of a questionnaire that has been filled in by the respondent. And secondary data obtained from other parties related to research and aims as complementary data.

Table 1. Operational Definition

Research Variables	Operational definition
Celebrity Endorser (X1)	*Celebrity endorsers* in this study are public figures who promote Scarlett Whitening products, which are shown by trust, expertise, attractiveness, respect, similarity with the audience.
Brand Images (X2)	*The brand image* in this study is a perception held by consumers for Scarlett Whitening products, which is indicated by recognition. reputation, affinity, loyalty
Purchase decision (Y)	Purchasing decisions are consumer actions in purchasing Scarlett Whitening products, as indicated by the selection of product types, brand selection, dealer selection, time of purchase

This study uses multiple linear regression models such as:

$$Y = \alpha + b1X1 + b2X2 + ei$$

Information :
Y   = Dependent variable (Purchase decision)
A   = Constant
b1,2, = Regression coefficient
X1   = *Celebrity endorser variable*
X2   = *Brand image variable*
ei   = Coefficient of interference

The significance of the independent variable to the dependent variable can be seen by testing the hypothesis. In this study the hypothesis testing used was the F test (Simultaneous), t test (Partial), R^2 test (coefficient of determination), the effectiveness of multiple regression lines and the standard error of estimate of multiple linear regression .

4. RESULTS AND DISCUSSION
4.1 Research result

The research entitled the influence of *celebrity endorsers* and *brand image* on the purchasing decision of Scarlett Whitening products will be tested for validity and tested requirements analysis, namely multiple regression analysis. The researcher distributed questionnaires to the 2018-2021 Teaching and Education Faculty of Economics Education Students, University of Jember with respondents answering from each variable, namely *celebrity endorsers* , *brand image* and purchasing decisions.

In the study of the influence of *celebrity endorser* and *brand image* on the decision to purchase Scarlett Whitening products, validity testing was used to see whether the questionnaire distribution data was valid or not. The validity test can be measured using *the product moment correlation* with a significant

level of 5%. In this study, it is known that each variable from *celebrity endorser* and *brand image* to the decision to purchase Scarlett Whitening products for Economics Education Students, Faculty of Teacher Training and Education, University of Jember class of 2018-2021 has a correlation value (r count) greater than r table, namely 0.2108, can be it can be concluded that all variables can be said to be valid as in the following table :

Table 4 . 1 *Correlation*

		CELEBRITY ENDORSER	*BRAND IMAGES*	BUYING DECISION
CELEBRITY ENDORSER	Pearson Correlation	1	.689 **	.751 **
	Sig. (2-tailed)		.000	.000
	N	87	87	87
BRAND IMAGES	Pearson Correlation	.689 **	1	.749 **
	Sig. (2-tailed)	.000		.000
	N	87	87	87
BUYING DECISION	Pearson Correlation	.751 **	.749 **	1
	Sig. (2-tailed)	.000	.000	
	N	87	87	87

Source: processed data (2022)

Next is the classical assumption test, this aims to find out the collected data meets the prerequisites for analysis, which consists of a normality test and a heteroscedasticity test.

Table 4.2 Normality Test
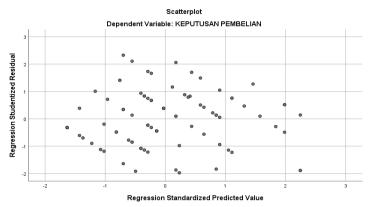
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		87
Normal Parameters a,b	Means	.0000000
	std. Deviation	1.01171865
Most Extreme Differences	absolute	.064
	Positive	.064
	Negative	-.048
Test Statistics		.064
asymp. Sig. (2-tailed)		.200 c,d

Source: processed data (2022)

Based on the table above, it can be seen that from the results of the normality test analysis using the Kolmogorov-Smirnov it can be seen that the significance value of each *celebrity endorser variable* (X1) and *brand image* (X2) on the purchase decision variable (Y) is greater than 0, 05, which is equal to 0.200 > 0.05, then the data is normally distributed. Next is the heteroscedasticity test. This test is used to determine if there is an inequality of variance in the regression model in the various observations that occur. The benefit of the scatterplot image pattern is to analyze the presence of heteroscedasticity in a study. The results of the heteroscedasticity test are:

Figure 4 . 1 Heteroscedasticity Test

Source: processed data (2022)

In the study of the influence of *celebrity endorsers* and *brand image* on purchasing decisions for Scarlett Whitening products, it can be seen in the image above that the dots do not form a special pattern and the dots are spread out, so the writer can conclude that there are no symptoms of heteroscedasticity and multiple linear regression testing can be continued.

Furthermore, testing multiple linear regression analysis which aims to determine the magnitude of the influence of the X variable, namely *celebrity endorsers* and *brand image* on the Y variable on purchasing decisions. Multiple linear regression analysis in this study used the SPSS 26.0 program for Windows. The results of the analysis are as follows:

Table 4. 3 *Coefficients*

		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	1,238	1,056		1.173	.244
	CELEBRITY ENDORSER	.292	057	.448	5.157	.000
	BRAND IMAGES	.375	.074	.440	5,059	.000

Source: processed data (2022)

The equation of the multiple linear regression line in this study is:
$\hat{Y}$ = 1.238 + 0.292 X1 + 0.375 X2 + ei
The regression model that corresponds to the regression equation can be interpreted as follows:
1. Constant value = 1.238. The constant value shows a positive value of 1.238. This shows that if *the celebrity endorser* (X1), *brand image* (X2), and ei are not implemented (none), then the decision to buy Scarlett Whitening (Y) products is 1.238

2. Coefficient value b1 = 0.292, meaning that when the value of the *celebrity endorser variable* (X1) shows an increase of one point, while the other independent variables are fixed, the decision to buy Scarlett Whitening (Y) products has increased by 0.292 points
3. Coefficient value b2 = 0.375, meaning that when the value of the *brand image variable* (X2) shows an increase of one point, while the other independent variables are constant, the decision to buy Scarlett

Whitening (Y) products has increased by 0.375 points.

Next is the F test, which aims to determine the simultaneous effect of the independent variables on the dependent variable in this study. The results of SPSS 26.0 data processing are as follows:

Table 4 . 4 ANOVA

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	175,628	2	87,814	83,796	.000 [b]
	residual	88027	84	1048		
	Total	263,655	86			

Source: processed data (2022)

Based on the results of the F test above, the value of Fcount > Ftable is 83.796 > 3.105 with a significance of 0.000 <0.05. It can be concluded that Ho is rejected and Ha is accepted, *the celebrity endorser* variable (X1) and *brand image* (X2) simultaneously influence the decision to purchase Scarlett Whitening products for Economics Education Students, Teaching and Education Faculty, University of Jember, class of 2018 – 2021, so the first hypothesis is accepted. In this study, the researcher tested the Coefficient of Multiple Determination (R2) to determine the influence of *celebrity endorser* and *brand image variables* on the decision to purchase Scarlett Whitening products for Economics Education Students, Teaching and Education Faculty, University of Jember, class of 2018 – 2021. The correlation coefficient is found in following table :

Table 4 . 5 Summary Models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.816 [a]	.666	.658	1,024	2.142

Source: processed data (2022)

The coefficient of determination in the table above is seen from the Rsquere value of 0.666.

Ry2 x 100%   = 0.666 x 100% = 66.6%

The percentage of the influence of *celebrity endorsers* and *brand image* on the decision to purchase Scarlett Whitening products for the Teaching and Education Faculty of Jember University Economics Education Student class of 2018-2021 is simultaneously 66.6%. 33.4% is influenced by other independent variables not examined in this study. to determine the level of significance partially between *celebrity endorser variables* (X1) and *brand image* (X2) on purchasing decision variables (Y). the results of the t test can be seen in table 4. Coefficients, in column t shows the tcount value of each variable X is greater than ttable, namely 1.663. This means that each variable X (*celebrity endorser* and *brand image*) partially affects variable Y (purchasing decision).

The magnitude of the proportion of independent variable contributions can be seen by analyzing the effectiveness of multiple linear regression lines between *celebrity endorsers* (X1) and *brand image* (X2) which variables influence purchasing decisions (Y) dominantly. the results of the analysis as follows:

Table 4.6 Coefficients

Model	Standardized Coefficients	t	Sig.	Collinearity Statistics		
	Betas			Zero-order	partial	Part
1 (Constant)		1.173	.244			
CELEBRITY ENDORSER	.448	5.157	.000	.751	.490	.325
BRAND IMAGES	.440	5,059	.000	.749	.483	.319

Source: processed data (2022)

Seeing the large percentage of influence that is given, the method used is by means of the beta value multiplied by the zero order value. The results of the analysis obtained:
1. X1 = 0.751 X 0.448 X 100%
   = 33.644%
2. X2 = 0.749 X 0.440 X 100%
   = 32.956%

Based on the results of the calculations that have been done, the celebrity endorser has an influence on the Y variable that is equal to 33.644%, the brand image variable (X2) has an effect of 32.956%.

4.2 Research Discussion

Based on the results obtained, it is known that there is a significant influence from celebrity endorsers and brand image on the decision to purchase Scarlett Whitening products in Economics Education students at the Teaching and Education Faculty, University of Jember, class of 2018-2021. This can prove that the results of this study are in accordance with the objectives of the study, namely to find out the significant influence of celebrity endorsers and brand image on the decision to purchase Scarlett Whitening products in Economics Education Students at the Teaching and Education Faculty, University of Jember, class of 2018-2021.

The influence of celebrity endorsers and brand image on the decision to purchase Scarlett Whitening products for the 2018-2021 Economic Education Student Faculty of Teacher Training and Education, University of Jember, is 66.6%. These results are included in the high category, this is due to the use of celebrity endorsers to advertise a product is

believed to bring its own charm. Celebrities have the power to persuade, seduce and influence consumers with their fame. By utilizing celebrities as advertising stars and a positive brand image, it can influence consumers to purchase a product. According to Sumarwan (2004: 258) consumers can get a strong influence from celebrities to buy a product or service. Celebrities have an attraction that can benefit companies to promote their products because celebrities have many fans and this is not owned by other people. In addition to fans, many celebrities also have inner beauty, charisma and credibility. This shows that the presence of a celebrity endorser and brand image influences purchasing decisions.

Based on the results obtained, it is known that the celebrity endorser variable has a greater influence on the decision to purchase Scarlett Whitening products for the 2018-2021 batch of Economics Education Students at the Teaching and Education Faculty, University of Jember, amounting to 33.644%. The celebrity endorser variable has a greater influence on purchasing decisions because consumers tend to positively evaluate a product based on celebrities who advertise a particular product, such as Scarlett Whitening products. The existence of celebrity endorser figures can increase purchases of a product. Royan (2004: 6) states that the use of celebrity endorser figures in advertising is able to support in creating two things such as creating a personality for a brand that can increase the number of product sales in a very short time.

In this study, it can be seen that *brand image* has a smaller influence on purchasing decisions for Scarlett Whitening products than *celebrity endorsers* . This is because consumers know a brand through *celebrity endorsers* who advertise the product, as well as Scarlett Whitening products. The form of *brand image* in Scarlett Whitening products includes various types of products. Respondents feel compatible with Scarlett Whitening products because the products are of good quality and have many advantages so that respondents always use Scarlett Whitening products.

Respondents in this study assume that *the brand image* of Scarlett Whitening products is good, Scarlett Whitening is a fairly large brand and many consumers buy Scarlett Whitening products, so the respondents decide to purchase the product. Scarlett whitening products are also well-known and trusted because these products are familiar to the respondents. Respondents get product information from advertisements, recommendations from other people and social media. In addition, brands are a consideration for respondents when buying Scarlett Whitening products.

Based on the explanation above, it can be concluded that the *celebrity endorser* and *brand image variables* are several factors that can influence the decision to purchase Scarlett Whitening products for Economics Education Students, Teaching and Education Faculty, University of Jember, class of 2018-2021. Based on the results of the research and discussion in this study, it proves that the hypothesis in this study is accepted, namely that there is a significant influence of *celebrity endorsers* and *brand image* on the decision to purchase Scarlett Whitening products in Student of Economics Education Faculty of Teaching and Education, University of Jember class of 2018-2021 and variable *celebrity endorser* is a variable that has a greater influence on the purchase decision of Scarlett Whitening products

5. CLOSING

5.1 Conclusion

Based on data analysis and discussion of *celebrity endorsers* and *brand image* on the decision to purchase Scarlett Whitening products for Students of Economic Education, Teaching and Education Faculty, University of Jember, class of 2018-2021, it can be concluded that *celebrity endorsers* and *brand image* have a significant influence of 66.6% on purchasing decisions Scarlett Whitening product for Economics Education Students, Faculty of Teacher Training and Education, University of Jember, class of 2018-2021.

Celebrity endorsers have an influence of 33.644% on the decision to purchase Scarlett Whitening products for Students of Economic Education, Teaching and Education Faculty, University of Jember, class of 2018-2021, while the *brand image variable* has an influence of 32.956%. This shows that *celebrity endorsers* can influence consumers to make purchasing decisions, consumers make purchases after receiving information from the Scarlett Whitening product advertisement presented by the *celebrity endorser* .

5.2 Suggestion

Suggestions that can be given based on the conclusions of this study are:

a. For the producers of Scarlett Whitening products, they are encouraged to increase *the celebrity endorsers* used by using artists who are widely known by young people today. And are encouraged to be able to maintain or increase the ability of *a brand image* that is compatible with quality assurance of product quality so that it will still be able to provide an increase in purchasing decisions.

b. For other researchers, to consider several other independent variable factors that influence purchasing decisions that are not examined in this study

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