The Effect of Celebrity Endorser, Brand Image, and Product Quality on The Purchase Decision of Sariayu Martha Tilaar Cosmetics

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Abstract

This research aims to prove empirically the effect of a celebrity endorser, brand image, and product quality on the purchasing decision of Sariayu Martha Tilaar in Malang. The independent variables in this research are celebrity endorsers, brand image, and product quality. The dependent variable is the purchase decision. The sample size was 100 people with non-probability sampling. Data collection technology is this study used by questionnaire. Data analysis technique using multiple linear regression. The results of the study indicate that the celebrity endorser variable has an effect on purchasing decisions, brand image affects purchasing decisions, and product quality affects purchasing decisions.

Keywords: Celebrity endorser, brand image, product quality, purchase decision

Abstrak

Penelitian ini bertujuan untuk membuktikan secara empiris pengaruh celebrity endorser, citra merek, dan kualitas produk terhadap keputusan pembelian kosmetik Sariayu Martha Tilaar di Kota Malang. Variabel independen dalam penelitian ini adalah celebrity endorser, citra merek, dan kualitas produk. Variabel dependen yaitu keputusan pembelian. Besar sampel sebanyak 100 orang responden dengan menggunakan teknik non-probality sampling. Teknik pengumpulan data menggunakan kuesioner. Teknik analisis data menggunakan analisis regresi linier berganda. Hasil dalam penelitian ini bahwa variabel celebrity endorser berpengaruh terhadap keputusan pembelian, citra merek berpengaruh terhadap keputusan pembelia, dan kualitas produk berpengaruh terhadap keputusan pembelian.

Kata kunci: Celebrity endorser, citra merek, kualitas produk, keputusan pembelian

INTRODUCTION

The development of the cosmetic industry sector in Indonesia shows a positive increase. In 2018 the national cosmetic industry experienced a growth increase of 20%, this situation is supported by the number of Indonesian women reaching 130 million people, of which 68% are women of productive age. This situation makes Indonesia one of the potential markets for domestic and foreign cosmetic manufacturers. Sariayu Martha Tilaar is one of the local cosmetic manufacturers that has long been established and developed in Indonesia. Sariayu Martha Tilaar is a leading cosmetic manufacturer that produces and provides innovative and tested beauty products based on traditional Indonesian herbal ingredients and other natural plant extracts.

Martha Tilaar Group has previously grown and developed into a world-class company that is well integrated, with an annual turnover of billions of rupiah, and has exported its products to various countries. The sales graph from 2015 to 2019 is shown in the following graph:

Figure 1. Martha Tilaar Cosmetics Sales Data
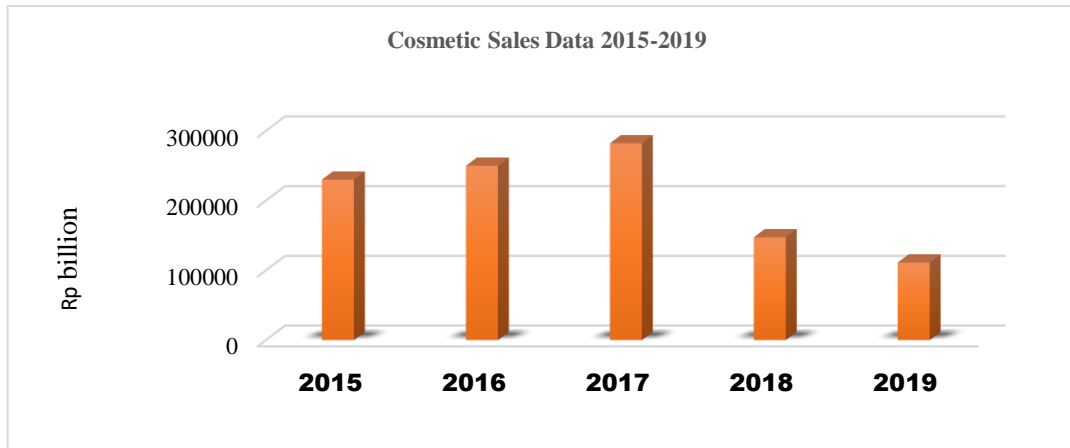
Source: Annual report Martha Tilaar 2015 – 2019

The graph above shows that the sales of Sariayu Martha Tilaar cosmetics from 2015 to 2017 were quite stable and experienced a significant increase. The total sales of Sariayu Martha Tilaar cosmetics in 2017 reached 282.106 billion rupiah. A larger percentage than the previous two years, but in 2018 sales volume decreased by -47.75%, the decline continued to -24.57% in 2019. The decline in consumer interest in the use of Sariayu products can also be seen in the results of a survey conducted by the *Top Brand* Index. In the last few years, many Sariayu products have lost their fans. The survey results in question can be seen in table 1 as follows:

Table 1. Sariayu Cosmetics *Top Brand Index 2016-2021*

Sariayu Products	2016	2017	2018	2019	2020	2021
Lipstick	7.7%	7.5%	7.2%	-	-	-
Mascara	6.2%	7.3%	-	-	-	-
Lip Gloss	8.2%	4.7%	7.0%	6.1%	4.5%	4.2%
Eyeliner	9.5%	9.6%	8.4%	-	-	-
Blush On	14.6%	7.1%	8.7%	-	-	-
Powder	8.3%	8.0%	10.4%	4.5%	4.6%	-
Eyebrow pencil	10.2%	-	-	-	-	-
Face mask	24.1%	23.2%	19.1%	12.7%	15.0%	14.7%

Source: *Topbrand-award.com* 2016-2021

Table 1 above shows that in the 2016 *Top brand index survey*, lipstick, mascara, eyeliner, lip gloss, and other products Sariayu is still in the top brand category (still in great demand), but continues to decline. Although there is an increase of a few percent, it does not cover the many declines in other years. Almost all Sariayu products, according to the Top brand survey, have decreased and many have been abandoned by their fans. The empty tables show that Sariayu products are no longer a product category in the Top brand index.

The results of independent research conducted by the ZAP Clinic Index and MarkpPlus (2020) stated that public interest in local cosmetic products from Indonesia was 37.4%, while foreign cosmetic products such as Korea, Japan, America, and others were still high at 57.6. %. Similar results were also shown in a survey conducted by the Guardian to 5,000 Guardian customer respondents. Overseas products dominate the Guardian Top Stars 2019, both *skin health care* and cosmetics, such as mascara, eyeliner, and lipstick products.

Purchasing decisions are influenced by several factors, namely marketing stimulus, cultural, social, personal, and psychological, then will form a consumer attitude in managing information to draw conclusions about s whether to make a purchase or not Kotler & Keller (2016) namely communicating the product by using celebrity endorser support. Celebrity endorser is the use of famous people or public figures (athletes, artists, influencers, and others to support an advertisement (Shimp, 2010). Another factor behind consumers deciding to buy or not a product is the brand image, Brand image is consumers' perceptions and beliefs about a brand as reflected in the associations that occur in consumers' minds (Kotler & Keller, 2016). In addition, the factor that consumers consider before buying a product is to pay attention to the quality of the product to be purchased. According to Tjiptono (2008), product quality is a consumer assessment of the advantages or privileges of a product. This study was conducted with the aim of finding out how the influence of celebrity endorsers, brand image, and also quality on consumer decisions in making purchases or not on Sariayu cosmetic products in the city of Malang.

LITERATURE REVIEW

According to Clemente (2002) celebrity endorser is the use of individuals (public figures) in advertisements with the aim of recommending the use of the products they support. Another opinion according to Shimp (2010) is the use of famous people in supporting an advertisement. According to Royan (2004) celebrity endorsers can be measured by several indicators, namely: (1) Credibility of trust given by celebrities (2) Visibility something that is seen by the five senses attached to celebrities (3) Attractiveness relates to the charm or character of the celebrity endorser in terms of physical and personality, and (4) Power (strength) how much influence the celebrity has on the advertised product. Brand image is consumers' perceptions and beliefs about a brand as reflected in the associations that occur in consumers' minds Kotler & Keller (2016), according to Tjiptono (2008) a well-known and trusted brand is a valuable and invaluable asset for the company. The image of a brand that is embedded in the minds of consumers will affect attitudes in the form of consumer beliefs and preferences. Brand image can be measured by several indicators, namely: (1) strength of brand association, (2) favorability of brand association, and (3) uniqueness of brand association.

According to Kotler & Armstrong (2008) product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of use and product repair as well as other product attributes. According to Tjiptono (2008) argues that product quality is a consumer assessment of the advantages or privileges of a product. Product quality can be measured using several indicators, namely performance, features, reliability, dimensions of suitability, durability, ease of repair, aesthetics, and perceived quality (Garvin, 1987). According to Alma (2014) purchasing decisions are consumer decisions which are influenced by financial economics, technology, politics, product culture, price, location, promotion, physical evidence, people, and process. According to Tjiptono (2008) purchasing decisions are the main factor in determining the main choice of two or more existing alternatives. According to Kotler & Armstrong (2008), purchasing decisions are where consumers actually purchase a product.

Purchasing decision indicators are (1) speed in deciding to choose, (2) stability in a product, (3) purchase priority, and (4) ease of finding a product.

Celebrity endorser is a public figure who plays himself as a consumer in advertisements and is well known by consumers. Advertising can be said to be good and interesting if the messages to be conveyed can be well received and are able to attract the attention of consumers. In line with research conducted by Habibah, Hamdani, and Lisnawati (2018) that celebrity endorsers have a positive and significant effect on purchasing decisions. The same results were shown in other studies, namely Aldajani and Dajaani's research (2019), Khan and Lodhi's research (2016). Therefore, hypotheses in this research were:

H1: Celebrity endorser has a significant effect on purchasing decisions

Previous research conducted by Ridwan & Apriana (2019) stated that brand image has a positive and significant effect on purchasing decisions. Then it is also supported by the research results of Nayumi & Sitinjak (2020) which also show the same thing, namely brand image variables have a positive and significant effect on purchasing decisions for cosmetic products. Therefore, hypotheses in this research were:

H2: Brand image has a significant effect on purchasing decisions

According to Kotler and Armstrong (2012) states that product quality is one of marketers' main positioning tools. Based on the results of research from Habibah and Sumianti (2016), research by Ridwan and Aprilia (2019), and Ristanti and Iriani (2020), who both have the same type of research object, state that product quality has a significant effect on purchasing decisions for cosmetic products. Therefore, hypotheses in this research were:

H3: Product quality has a significant effect on purchasing decisions
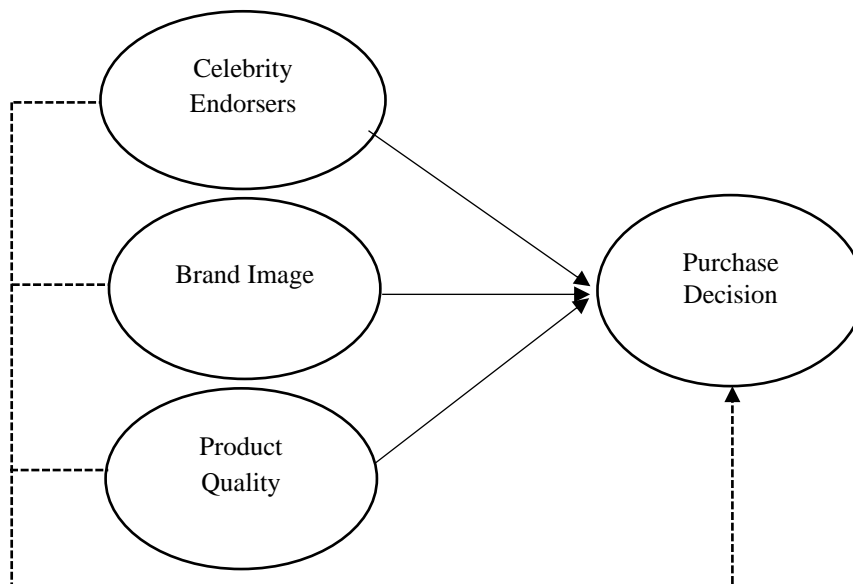
Figure 1. Research Framework

RESEARCH METHODS

This type of research is quantitative, namely explaining the relationship between variables by analyzing data in the form of numbers using statistical methods through hypothesis testing (Sugiyono, 2016). This study uses two variables, including the independent variable, namely *celebrity endorser*, brand image, and product quality and the dependent variable is purchasing decisions. The population in this study are consumers who have purchased and used Sariayu cosmetic products in the past year in Malang City. The number of samples that can be used as respondents is 100 respondents. The criteria for the 100 respondents are consumers who have purchased and used Sariayu products within the last 1 year, who have an age range of 15-45 years, and reside in the city of Malang. Data collecting in this study using questionnaires via *google form* using a *Likert.* This study uses SPSS to test the initial instrument, namely the validity test and reliability test and uses multiple linear regression analysis, to find out how the influence of the independent variable on the dependent variable.

RESULTS AND DISCUSSION

The characteristics of respondents' results show respondent in this study was dominate by women in the age range of 20 years. Detail respondent demography can be seen in table 1.

Table 1. Characteristics of Respondents

Information	Items	Respondents	Persentage
Gender	Male	4	6%
	Female	96	94%
	>20 years	28	28%
Age	21-25years	61	61%
	26-30 years	7	7%
	>30 years	4	4%

Table 2. Validity Test Results

Variable	Item	r count	Sig.	r Table	Information
Celebrity endorser (X1)	X1.1	0.784	0.005	0.195	Valid
	X1.2	0.824	0.005		Valid
	X1.3	0.798	0.005		Valid
	X1.4	0.610	0.005		Valid
Brand Image (X2)	X2.1	0.725	0.005	0.195	Valid
	X2.2	0.762	0.005		Valid
	X2.3	0.756	0.005		Valid
Product Quality (X3)	X3.1	0.632	0.005	0.195	Valid
	X3.2	0.682	0.005		Valid
	X3.3	0.634	0.005		Valid
	X3.4	0.649	0.005		Valid
Purchase Decision (Y)	Y1	0.771	0.005	0.195	Valid
	Y2	0.787	0.005		Valid
	Y3	0.720	0.005		Valid
	Y4	0.509	0.000		Valid

Based on the results of the validity test of table 2 above, the variables X1, X2, X3, Y are declared valid because the coefficient value of each variable exceeds the r table value of 0.195, meaning that r count is greater than r table.

Table 3. Reliability Test

Variable	Cronbach Alpha	Standart Cronbach Alpha	Description
Celebrity Endorser	0,746	0,60	Reliable
Brand Image	0,741	0,60	Reliable
Product Quality	0,782	0,60	Reliable
Purchase Decision	0,640	0.60	Reliable

Reliability test in this study using the Cronbach Alpha formula. The reliability test can be seen from the significance value, if the significance value obtained is <0.6 then the data is not reliable. A data can be said to be reliable if its significance value is > 0.6 (Ghozali, 2013). The following are the results of the reliability test in this study using SPSS 24.

Table 4. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardize Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.214	1,69		.718	.474
Celebrity endorsers	.258	.099	.256	2,6	.011
Brand image	.269	.128	.241	2.103	.038
Product quality	.162	.066	.251	2.467	.015

Based on the results of the study showed that the celebrity endorser variable had a positive and significant effect on Sariayu's purchasing decisions. If a celebrity endorser is getting better, then consumers will be more confident in making purchases. This proves that celebrity endorsers play an important role in consumer decisions. The celebrity endorser variables in this study use four indicators, namely credibility, visibility, attractiveness and power. The results in this study are in line with previous research conducted by Khan & Lodhi (2016) that the use of celebrity endorsers has a positive and significant influence on cosmetic purchasing decisions. The attractiveness of a celebrity endorser is one of the important things, such as having a cheerful and fun character. A celebrity endorser who has a cheerful character will attract more attention and will reduce boredom when the celebrity is advertising Sariayu products. Aldajani & Daajani (2019) the results of the study show that celebrity endorsers have a positive and significant effect on purchasing decisions for cosmetic products. However, it is different from the results of research conducted by Tazkiyatunnisa (2019).

Based on tests that have stated that brand image has a positive effect on purchasing decisions. Having a positive effect means brand image is getting better and better, consumers will be more confident in making a purchase decision.Sariayu in this case applies the concept of clean beauty, namely cosmetics that do not contain chemical ingredients that can harm health if used in cosmetic ingredients. The hazardous materials referred to are Formalin, Mercury, Parabens and other prohibited hazardous materials. This is one of the important assets to support a good brand image in the eyes of consumers. In addition, Sariayu is also an environmentally friendly cosmetic product. Sariayu applies the concept of eco-friendly cosmetics. In terms of the raw materials used are herbal ingredients and their sources can be traced, do not carry out trials that make animals experimental materials, do not use rare plants that anticipate plant exploitation, and have received certificates related to these

environmentally friendly cosmetic products.

Based on the research results show that product quality has a positive and significant influence on product quality variables on purchasing decisions. The better the quality of the product, the more confident consumers will make a purchase decision. The product quality variable has eight indicators used namely performance, features, reliability, conformance to specifications, product durability, ease of obtaining information, aesthetics/beauty, and perceived quality. Sariayu products provide convenience to users when they want to use these products. Having additional features like this will more or less add convenience to consumers when using Sariayu products. Additional functions of a product apart from the main benefits of the product itself are needed to increase consumer confidence to buy and use Sariayu products. This is in line with research conducted by Wulandari & Iskandar (2018) and Sumarti (2019) product quality has a significant effect on consumer purchasing decisions for cosmetic products.

CONCLUSION

Based on the results of the study it can be concluded that celebrity endorsers variable has a positive and significant effect on consumer purchasing decisions. Brand image analysis have a positive and significant impact on consumer purchasing decisions. Product quality variable have a positive and significant impact on consumer purchasing decisions. Therefore, it can be concluded that the three independent variables can influence simultaneously positive and significant impact on the decision to purchase Sariayu Martha Tilaar cosmetics.

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