



THE INFLUENCE OF CELEBRITY ENDORSERS, BRAND IMAGE, AND BRAND TRUST ON PURCHASING DECISION OF WARDAH LIGHTENING SERUM AMPOULE PRODUCTS IN SURABAYA

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Abstract

In an increasingly competitive marketing era, cosmetic companies must have an effective marketing strategy to win the competition and achieve success. One strategy that cosmetic companies often use is the use of celebrity endorsers, messengers who are well-known and have a strong influence on consumers.

This study aims to determine the influence of Celebrity endorsers, Brand Image, and Brand trust on Purchase Decisions at Wardah Lightening Serum Ampoule in Surabaya City. This type of research is quantitative, with sampling techniques using non-probability and purposive sampling techniques. The population and sample in this study were women aged at least 17 years in the East Surabaya City area who had used or purchased Wardah Lightening Serum Ampoule, with 105 respondents. This study uses the Smart-PLS programs. The results of the study show that: 1) Celebrity Endorser influences Purchase Decisions, 2) Brand Image influences Purchase Decisions, and 3) Brand Trust influences Purchase Decisions.

Keywords: Brand Image; Brand Trust; Celebrity Endorser; Purchase Decision

INTRODUCTION

The population of Indonesia makes it the country with the fourth-highest total in the world. Every year, a new record is set for the number of people living in the world. Because of the country's large population, Indonesia can provide plenty of opportunities for businesspeople to make money and advance their careers. The company strives to develop goods that cater to the preferences and requirements of the people of Indonesia. These goods may include skincare or personal care items, which are popular and have become a requirement for most Indonesians. Currently, Indonesian people are more concerned about their skincare. It can be seen based on a survey by Populix which stated that 45% of Indonesian people buy essential skincare once a month. Reported by (www.healthline.com) and medically reviewed by Sarah Taylor, M.D., FAAD, which is included in essential skincare serum. The benefits of skincare that are most sought after by Indonesian people based on a survey conducted by the Zap Beauty Index 2021 are brightening benefits. Wardah, under the auspices of P.T. Paragon Technology, released a product in the form of a facial serum. Wardah's facial serum is called "Wardah Lightening Serum Ampoule," which has the main benefit of brightening facial skin.

Table 1 Top Brand Index 2019-2022 Wardah Lightening Serum Ampoule

Brand	2019	2020	2021	2022
<i>Wardah Lightening Serum Ampoule</i>	22,00%	22,30%	25,30%	17,10%

<i>Pond's Ultra Luminous Serum</i>	21,40%	22,20%	19,60%	14,00%
<i>Olay Total Effect</i>	17,00%	17,10%	16,20%	10,80%
<i>Oriflame</i>	15,50%	15,50%	13,80%	8,70%

Source: *www.Top Brand Index.com*

Based on the Top Brand Index (TBI), data obtained that the Wardah Lightening Serum Ampoule product took first place in 2019-2022. Based on this data, in 2019, it was ranked first with a percentage of 22.00%, experiencing an increase in 2020 and 2021, namely with percentages of 22.30% and 25.70%, then experienced a quite drastic decrease in 2022 with 17.10%. The data obtained in a preliminary study at a store in the eastern Surabaya area also showed a decrease in sales of Wardah Lightening Serum. Ampoule in 2021-2022, from selling 79 pcs to only selling 55 pcs.

According to Kotler & Keller (2009) in Inggasari & Hartati (2022), purchasing decisions are consumer activities in making decisions to purchase products offered by sellers. In influencing consumer purchasing decisions, companies promote their brands and products. Companies can use celebrity endorsers. Based on the data, celebrity endorsers can improve a company's performance. According to Rosita & Novitaningtyas (2021), celebrity endorsers are icons that are well known by the public and usually become advertisement stars for a product to support companies in influencing consumer purchasing decisions. Wardah uses celebrity endorsers to promote Wardah Lightening Serum Ampoule. Namely Dinda Hawu.

In addition to celebrity endorsers, companies must also pay attention to their brand image to influence consumer purchasing decisions. Brand Image According to Setiadi (2003) in Muslim et al. (2020), the brand image refers to consumer memory about the brand, which contains consumers' understanding of uniqueness, models, shapes, users, and brands in marketing their products. The next factor, namely Brand Trust, also influences consumer purchasing decisions. Brand Trust According to Putra & Ningrum (2019), brand trust is consumer confidence that the desired product will be reliable, not detrimental, and has satisfactory performance.

Even though Wardah Lightening Serum Ampoule has been actively promoting using celebrity endorsers, and Wardah has had a brand image that sticks in the minds of consumers as a halal cosmetic brand, as well as brand trust that has been owned by its consumers since 1995, it can be seen from the description of the explanation that even though Wardah has had brand trust that has been owned by its consumers since 1995. Despite this, Wardah continues to suffer from a significant percentage loss in 2022 compared to the years before. The decrease was even more severe than the cumulative increase over the previous three years. It sparked interest among researchers in investigating the factors influencing a consumer's decision to buy Wardah Lightening Serum Ampoule in Surabaya, Indonesia, specifically brand trust, brand images, and celebrity endorsing customers. This research was conducted to determine the extent to which celebrity endorsement,

brand images, and brand trust play a role in consumer decision-making. Wardah Lightening Serum Ampoule in Surabaya City.

LITERATURE REVIEW

Celebrity Endorser

According to Bramantya & Jatra (2016) in Diba (2020), Celebrity endorsers are famous people, for example, celebrities, entertainment, or community leaders who advertise or promote products to influence consumer purchasing decisions. According to Rosita & Novitaningtyas (2021), a celebrity endorser is an icon that is well known by the public and usually becomes an advertisement for a product to support companies in influencing consumer purchasing decisions. According to Royan (2004) in Inggasari & Hartati (2022), there are four indicators to measure celebrity endorsers: Visibility, Credibility, Attractiveness, and Power.

Brand Image

According to Setiadi (2003) in Muslim et al. (2020), the brand image refers to consumer memory about the brand, which contains consumers' understanding of uniqueness, models, shapes, users, and brands in marketing their products. According to Firmansyah (2019), brand image is what is in a consumer's mind, what they feel, and what they hear about a brand. To measure brand image according to Heda (2017) in Rosita & Novitaningtyas (2021) using indicators: Strengthness, Uniqueness, and Favorable.

Brand Trusts

According to Putra & Ningrum (2019), brand trust is consumer confidence that the desired product will be reliable, not detrimental, and has satisfactory performance. According to Firmansyah (2019), brand trust is the consumer's belief that a product can fulfill the promised value or that the brand can meet consumer expectations and confidence that the brand can prioritize consumer interests when problems with product consumption arise unexpectedly. To measure brand trust according to Putra & Ningrum (2019) in Inggasari & Hartati (2022) using indicators: Brand predictability, Brand Liking, Brand Competence, Brand Reputation, and Trust in the Company.

Purchase Decision

According to Kotler & Keller (2009) in Inggasari & Hartati (2022), purchasing decisions are consumer activities in making decisions to purchase products offered by sellers. According to Peter & Olson (2013) in Maulana et al. (2021) purchasing decision is a problem-solving process with knowledge of a product to evaluate from several existing alternatives so that it will lead to a goal, namely the decision to buy one product from several alternative product choices. To measure

purchase decisions according to Aminullah (2002) in Muslim et al. (2020) using indicators: Extensive Problem Solving, Limited Problem Solving, and Routineized Response Behavior.

The Influence of Celebrity Endorsers on Purchase Decisions

Many companies and producers love celebrity endorsers because they can get greater attention from their audience so that their audience or consumers more readily accept them. According to Nurani (2015) in Syahrie (2021), celebrities used by companies to promote their products are tailored to their target market and have supporting characteristics such as fame, attractive looks, and talent that can represent the attractiveness desired by a brand.

The research results by Dewi Rosita and Ivo Noviningtyas (2021) state that celebrity endorsers positively and significantly affect purchasing decisions. This statement is supported by other research, namely by Rizky Annisa Siswandi and Djawoto (2019), which suggests that celebrity endorsers positively and significantly affect purchasing decisions.

H₁: Celebrity endorsers have a positive effect on purchase decisions

Effect of Brand Image on Purchase Decision

Brand Image can be used as a sign, guide, or differentiator between a brand or product and its competitors. Therefore, the company is always trying to improve, maintain, and remind its consumers of its products brand image in various ways. According to Syahrie (2021), there is a tendency when consumers make purchasing decisions for products that they will choose products that are well known through experience using the product or based on information obtained through various sources.

It is supported by the results of previous research by Rizky Annisa Siswandi and Djawoto (2019), stating that brand image positively and significantly affects purchasing decisions. Another study by Dewi Rosita and Ivo Noviningtyas (2021) also states that brand image positively and significantly affects purchasing decisions.

H₂: Brand Image Has a positive effect on Purchase Decision

The Influence of Brand Trust on Purchase Decision

Brand Trust becomes an essential thing for a brand so that the brand will be able to produce a product that is acceptable to consumers and able to solve consumer problems and needs. Research by Shanfi Maylita Inggasari and Retno Hartati (2022) shows that brand trust positively and significantly affects purchasing decisions. It is supported by research by Miswanto, Rijal Rizki Mubarok, and Nicodemus Hans Setiadi Wijaya (2019), which states that brand trust positively influences purchasing decisions.

H₃: Brand Trust has a positive effect on Purchase Decision

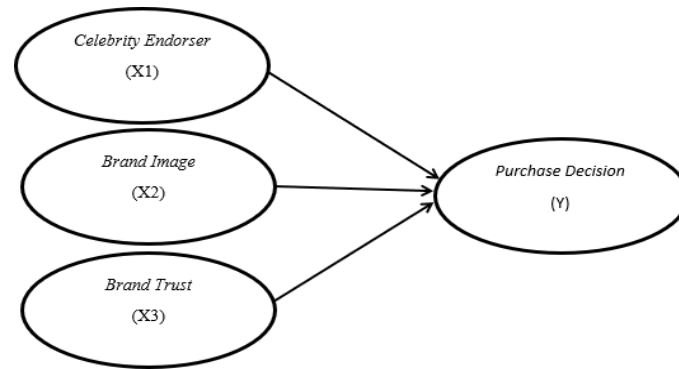


Figure 1 Conceptual Framework

Source: Data processed in 2023

METHOD

The research that is being presented here is an example of quantitative research. A measurement scale, precisely an ordinal scale employing the Likert weighting technique, was utilized to generate quantitative data from this investigation. Women in the East Surabaya City Region who were at least 17 years old and had either used or purchased Wardah Lightening Serum Ampoule were included in this study's population. This population was used to collect data. In this study, the sampling technique used was based on sample measurements according to Augusty Ferdinand (2014) in Candra Putri et al. (2020), namely, the minimum number of samples is 5-10 times the number of indicators. Where in this study, the total number of indicators is 15 indicators. So, the number of samples used in this study was $15 \text{ (indicators)} \times 7 = 105$ respondents.

Both the Non-Probability Sampling and Purposive Sampling methods are utilized in the sampling approach taken here. PLS analysis, or partial least square analysis, is carried out with the assistance of the SmartPLS software in the data analysis method.

RESEARCH RESULTS AND DISCUSSION

Through the results of distributing questionnaires, a total of 105 respondents were. There were 9 respondents aged 17-20 years, 22 respondents aged more than 24 years, and most aged 21-23 years, totaling 74 respondents.

Based on the results of the data tabulation, the outer model (measurement model and indicator validity) shows all reflective indicators on the Celebrity Endorser, Brand Image, Brand Trust, and Purchase Decision variables, indicating a factor loading (original sample) greater than 0.50 and or significant (The T-Statistic value is more than the Z value $\alpha = 0.05$ (5%) = 1.96). Thus, the results of the estimation of all indicators have met Convergent validity or good validity. Measurement of indicator validity can also be seen from the Cross Loading table. From the results of cross-loading data processing, all loading factor values are obtained for each indicator in the Celebrity Endorser (X_1), Brand Image (X_2), Brand Trust (X_3), and Purchase Decision (Y) variables, indicating a factor

loading value above 0, 6 and more significant than the loading of indicator factors from other variables, so that it can be said that all indicators in this study have fulfilled their validity or have good validity.

AVE test results for the Celebrity Endorser variable (X_1) of 0.654941, Brand Image variable (X_2) of 0.750084, Brand Trust variable (X_3) of 0.717722, and Purchase Decision (Y) of 0.840609, the four variables it shows a value of more than 0.5, so overall the variables in this study can be said to have good validity.

The Composite Reliability test results show that the Celebrity Endorser variable (X_1) is 0.882062, the Brand Image variable (X_2) is 0.899221, the Brand Trust variable (X_3) is 0.926770, and Purchase Decision (Y) is 0.940541, the four variables show Composite Reliability values above 0.70 so that it can be said that all variables in this study are reliable.

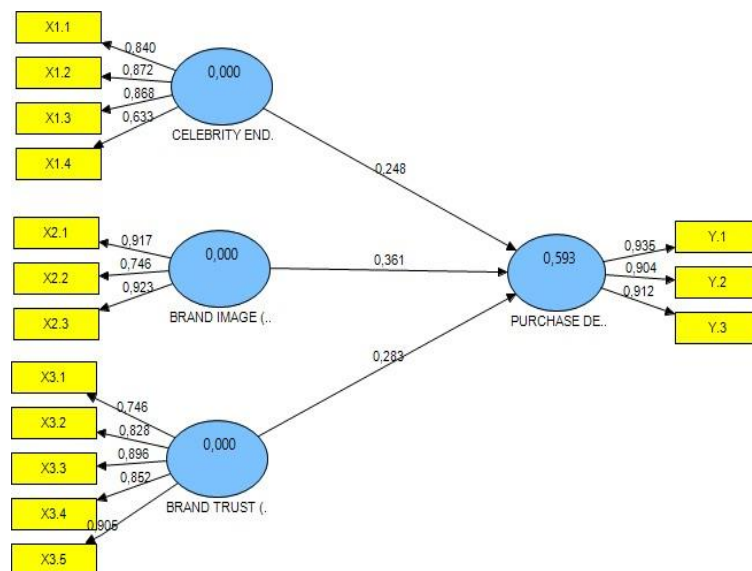


Figure 2 Outer Model with factor loading, Path Coefficient, and R-Square

Source: Data processed in 2023

From the PLS output image above, it can be seen that the magnitude of the factor loading value for each indicator is located above the arrows between the variables and indicators; you can also see the magnitude of the path coefficients (path coefficients), which are above the arrows between exogenous variables and endogenous variables. In addition, it can also be seen that the magnitude of the R-Square is right inside the circle of endogenous variables (Purchase Decision variables).

In this study, the value of $R^2 = 0.593374$. The model can explain the Purchase Decision phenomenon, which is influenced by independent variables, including Celebrity endorsers, Brand Image, and Brand Trust, with a variance of 59.34%. At the same time, the remaining 40.66% is explained by other variables outside of this study (besides Celebrity Endorser, Brand Image, and Brand Trust). Furthermore, the results of the coefficients and T-statistic values of the inner model in the following table can be seen for testing the hypothesis.

Table 2 Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Path Coefficients (O)	Sample Mean(M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
Celebrity Endorser (X1) → Purchase Decision (Y)	0,248149	0,244986	0,079081	3,137918	0,002
Brand Image (X2) → Purchase Decision (Y)	0,360623	0,365552	0,069191	5,211984	0,000
Brand Trust (X3) → Purchase Decision (Y)	0,282567	0,289096	0,098081	2,880952	0,005

Source: data processed in 2023

From the table above, it can be concluded that the hypothesis states:

H₁: Celebrity endorsers have a positive effect on Purchase decisions for Wardah Lightening Serum Ampoule products in the city of Surabaya, which is acceptable, with a path coefficient of 0.248149 and a T-statistic value of 3.137918 > 1.96 (T-table value of $Z\alpha = 0.05$), or P-Value 0.002 < 0.05, with a significant (positive) result.

H₂: Brand Image has a positive effect on Purchase Decision for Wardah Lightening Serum Ampoule products in the city of Surabaya, which is acceptable, with a path coefficient of 0.360623, and a T-statistic value of 5.211984 > 1.96 (T-table value of $Z\alpha = 0.05$), or P-Value 0.000 < 0.05, with a significant (positive) result.

H₃: Brand Trust has a positive effect on Purchase Decision for Wardah Lightening Serum Ampoule products in the city of Surabaya, which is acceptable, with a path coefficient of 0.282567 and a T-statistic value of 2.880952 > 1.96 (T-table value of $Z\alpha = 0.05$) or P-Value 0.005 < 0.05, with a significant (positive) result.

The results of the significance of the T-Statistic value can be seen from the smartPLS output by bootstrapping in the following figure:

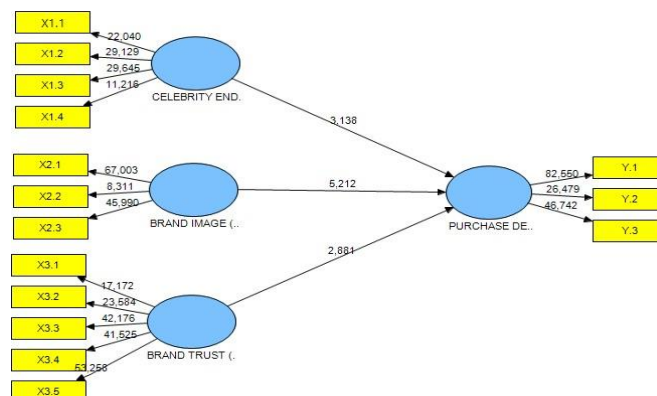


Figure 3 Inner Model with significance value of T-Statistic Bootstrapping

Source: data processed in 2023

DISCUSSION

The Influence of Celebrity Endorsers on Purchase Decisions

According to the findings of the experiments carried out to test the hypotheses, the presence of a Celebrity Endorser has a favorable impact on Purchase Decisions Made Regarding Wardah Lightening Serum Ampoule Products in Surabaya. It shows that the better the celebrity endorser used, the higher the level of purchase decision by consumers for an offered product. The results of this study indicate that the most significant indicator from the descriptive analysis of the Celebrity Endorser variable is the Credibility indicator. Celebrity Endorser of Wardah Lightening Serum Ampoule, namely Dinda Hauw, is a well-known celebrity since she was small and much loved by the public through her several films such as *Ayah Why Am I Different*, *Cinta Subuh*, and so on. With her abilities and the character of a religious Muslim woman, she can attract special attention to the Wardah Lightening Serum Ampoule consumers, thus influencing them to make a purchase decision. The results obtained are by research conducted by the results of research by Dewi Rosita and Ivo Noviningtyas (2021), stating that celebrity endorsers have a positive and significant effect on purchasing decisions. This statement is supported by other research, namely by Rizky Annisa Siswandi and Djawoto (2019), which suggests that celebrity endorsers positively and significantly affect purchasing decisions.

Effect of Brand Image on Purchase Decision

According to the findings of the experiments that were carried out to test the hypotheses, the Brand Image of Wardah Lightening Serum Ampoule products positively influences the Purchase Decisions made by consumers in the city of Surabaya. It demonstrates that the level of purchase decision-making by consumers for a product that is offered is directly proportional to the quality of the image that the product projects to them. The results of this study indicate that the most significant indicator from the results of the descriptive analysis of the Brand Image variable is the Favorable indicator. The superiority of Wardah Lightening Serum Ampoule can be seen from its guaranteed halal, safe, and quality ingredients and competitive prices with its competitors, who do not yet have a halal label on their products. Besides that, another advantage is the name Wardah Lightening Serum Ampoule which directly refers to the product's benefits, namely brightening, and also to the form of the product, which is in the form of a serum ampoule. It makes the product easy to remember by consumers compared to competing products.

The results obtained are by research conducted by This is supported by the results of previous research by Rizky Annisa Siswandi and Djawoto (2019), stating that brand image has a positive and

significant effect on purchasing decisions. Another study by Dewi Rosita and Ivo Noviningtyas (2021) also states that brand image positively and significantly affects purchasing decisions.

The Effect of Brand Trust on Purchase Decision

According to the findings of the experiments that were carried out to test the hypotheses, the level of trust consumers have in the Wardah Lightening Serum Ampoule brand positively influences their choice of products to buy in the city of Surabaya. It demonstrates that consumers place higher trust in a particular brand or product, making them more likely to purchase what the customers do. The results of this study indicate that the most significant indicator from the results of the descriptive analysis of the Brand Trust variable is the Trust In The Company indicator. P.T. Paragon Technology has produced a product, namely Wardah Lightening Serum Ampoule, which can meet the expectations and needs of its consumers in helping to treat skin to be brighter and maintain moisture and health. Consumer knowledge about P.T. Paragon Technology which produces products behind the Wardah Lightening Serum Ampoule brand, can influence trust in a brand which will drive purchasing decisions themselves. The results are from research conducted by Shanfi Maylita Inggasari and Retno Hartati (2022) that brand trust positively and significantly affects purchasing decisions. Is supported by research by Miswanto, Rijal Rizki Mubarak, and Nicodemus Hans Setiadi Wijaya (2019), which states that brand trust has a positive influence on purchasing decisions.

CONCLUSION

In the city of Surabaya, it is possible to conclude, based on the findings of a test that utilized PLS, that the factors of Celebrity Endorser, Brand image, and Brand trust have a positive and significant effect on the Purchase Decision of Wardah Lightening Serum Ampoule products. Research shows that the better the Celebrity Endorser and Brand image, the higher the level of the purchase decision, and the higher the Brand Trust held by consumers towards a brand or product, the higher the purchase decision made by consumers. As a consideration for future research, it is suggested to use other independent variables that have yet to be discussed in this study which is thought to influence the relationship with the Purchase Decision.

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