



THE RELATIONSHIP OF AFFECTIVE AND COGNITIVE RESPONSES AND THEIR EFFECT ON TYPICAL PERSON ENDORSER BRAND IMAGE COSMETICS

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Abstract

The population of this study were people who knew and had heard of or seen Cosmetics ads. Because the population is not limited in number, a study sample of 100 respondents was taken, consisting of 50 male respondents and 50 female respondents. Sampling technique with accidental sampling. Data is collected with a questionnaire. The data analysis techniques used are multiple linear regression tests and simple linear regression tests. The results showed: partially affective response to the typical person endorser in testimonial ads on brand image has a positive effect on the brand image of Cosmetics, but the more dominant influence is male respondents, partial cognitive response to typical person endorsers in testimonial ads on brand image positively affects brand image Cosmetics, but the more dominant influence is female respondents, Together affective responses to typical person endorsers in testimonial advertisements on brand images and cognitive responses to typical person endorsers in testimonial advertisements on brand images have a positive effect on brand image Cosmetics, among these 2 variables the greatest influence is the variable affective response to the typical person endorser in testimonial ads on brand image male respondents, brand image positively affects the brand attitude of Cosmetics.

Keywords: Active Response, Cognitive, Typical Person Endorser

INTRODUCTION

Indonesia's improving economic growth encourages competition in the business world. We can see this with the increasing number of companies emerging. In this condition of increasingly fierce business competition, companies are required to be more creative in setting the right strategy so that they can attract consumers' attention and influence consumers to consume their products.

For this reason, companies must be able to communicate the products they want to offer. One of the marketing mixes used to communicate the product is to do promotion, and one of the promotional mixes is through advertising. Advertising is any form of non-personal presentation and promotion of ideas, goods or services by a particular sponsor that requires payment (Kotler: 2003).

Advertising (Advertising) is one of the means for companies to communicate their products, both in the form of goods and services to consumers, so that advertising plays a role in determining the success or failure of a product in the eyes of consumers. Advertising becomes a medium of communication between companies and consumers, with the aim that consumers can understand the message conveyed. Advertising can be an effective means of communication with a large target audience (Belch & Belch, 2004:16).

According to Bovee and Arens (1989), there are several advertising techniques that marketers and advertising agencies like, one of which is the testimonial version of advertising where the recognition of people who have successfully used a particular product, this technique can be done by famous people as well as ordinary people.

The phenomenon that occurs in the world of advertising today is a form of testimonial advertising through television media that tends to be done a lot to communicate excellence, product quality and to influence consumers. The testimonial ad format is indeed different from other ads. In testimonial ads, it does not display or highlight a sparkling or spectacular appearance through images and graphic games, but rather emphasizes the verbal aspect in the form of recognition from product users. It was the string of words that came out of their mouths that became the power. The existence of testimonial ads is expected to be able to make viewers more confident in the experience expressed so that viewers will follow in their footsteps to use the product.

Another technique that marketers use to attract the attention of consumers is to use advertising stars who support the product being advertised. Shimp (2002), said that advertising supporters or known as advertising stars who support the advertised product are called endorsers.

The figure of the endorser can come from among celebrities and non-celebrities or ordinary people. Companies must choose a suitable endorser to convey the desired advertising message to the target consumer. So that the message reaches consumers who can form opinions, and they will forward these opinions according to their respective perceptions, thus it is hoped that there will be increased awareness of the product.

The use of endorsers from celebrity circles by Shimp (2002), called celebrity endorsers has been very popular and has become commonly done by companies to introduce their products. Companies use this strategy, because their products will be immediately known by the wider community. Because the public already knows the artist in question first, then the products it offers. This makes it easier for companies to introduce their products to consumers.

However, some companies choose to use non-celebrity endorsers, also known as typical person endorsers, as their product advertising stars. Shimp (2002), says that a typical person endorser is to use some non-celebrity people to convey a message about a product. The concept of advertisements that use non-celebrity endorsers is different from advertisements that use celebrity endorsers. The concept of advertising that uses a non-celebrity endorser was chosen because it fits the theme of the ad or with its target segment, besides that the costs incurred are cheaper.

The use of a typical person endorser or ordinary person as an endorser in an advertisement can attract the attention of the audience. Because the audience will trust ordinary people more than celebrities who have used a product. Ordinary people in a testimonial advertisement will gain the trust of the audience, because the evidence or results they achieved are said in a message. The audience feels empathy for the typical person endorser or ordinary person in the testimonial ad.

In Indonesia, market competition for skin care products is quite widespread. Along with the increasing concern of Indonesian women for the health and beauty of their skin, the market for skin care products every year experiences a pretty good growth. One of the foreign cosmetic products that are in demand by the people of Indonesia is Tje Fuk. Tje Fuk is a cosmetics company originating from China using superior formulas from Japan adapted for tropical climates in Indonesia. Tje Fuk is one of the most popular skincare brands in Indonesia.

Tje Fuk cosmetics kicked off the cosmetics market share with its cream whitening that does not use harmful chemicals such as mercury and hydroquinon. Tje Fuk products are offered as face care cosmetics, namely facial care cosmetics. Tje Fuk cosmetic care emphasizes 3 elements, namely cleaning, caring, and protecting.

To communicate Tje Fuk's products to consumers, on

In early 2006, Tje Fuk launched a version of testimonial advertisements on television. Where consumers who have used this facial whitening product, express their experiences during using Tje Fuk products. The Tje Fuk ad version of the testimonial ad uses a non-celebrity endorser or typical-person endorser.

The point is that Tje Fuk advertisements do not use artists as advertising models but ordinary people who have used Tje Fuk products

RESEARCH METHODS

The type of research carried out is an empirical study on people who know, have heard and or seen advertisements for Tje Fuk Face Care Cosmetic products on television. The advertisement uses a testimonial technique where consumers of this product testify from their experience after consuming the Tje Fuk Face Care Cosmetic product and also this ad uses ordinary people as endorsers. The design of this study is in the form of research conducted using a questionnaire instrument. The conclusions drawn on the basis of this study are limited only to the object under study

RESULTS AND DISCUSSION

In this study there were 3 hypotheses proposed using 2 regression models, namely multiple linear regression and simple linear regression. The three hypotheses are as follows:

- 1) Affective response to Typical Person Endorser in testimonial advertisements has a positive effect on the Brand image of Tje Fuk Face Care Cosmetic.
- 2) Cognitive response to typical person endorser in testimonial ads has a positive effect on the Brand image of Tje Fuk Face Care Cosmetic
- 3) Brand image has a positive effect on Brand attitude

Hypotheses 1-2 will be analyzed using multiple linear regression and the 3rd hypothesis will be analyzed using simple linear regression.

Multiple linear regression analysis will analyze the effect of affective response to Typical Person Endorser in testimonial advertisements on Brand image Tje Fuk Face Care Cosmetic and the influence of cognitive responses to Typical Person Endorsers in testimonial advertisements on Brand image Tje Fuk Face Care Cosmetic.

The F test or regression coefficient test is used to determine the influence of independent variables simultaneously on the dependent variables whether the influence is significant or not. In addition, to find out whether it is significant or not, it can also be seen from descriptive statistics such as the table of calculation results below.

Table V.26
Descriptive statistics
GenderLaki-laki

	Average Value	Difference in Average Values- flat
Affective Response	10,1200	0,34**
Cognitive Response	9,7800	

Table V.27
Descriptive statistics
GenderFemale

	Average Value	Difference in Average Values- flat
Affective Response	10,1800	0,58**
Cognitive Response	9,6000	

Table V.28
Descriptive statistics
Combined

	Average Value	Difference in Average Values- flat
Affective Response	10,1400	0,45**
Cognitive Response	9,6900	

Based on the calculation of SPSS at the output, obtained

F-count for male respondents was 13,776 with a Sig value of 0.000 and a value for female respondents of 14,763 with a Sig value of 0.000. Based on this calculation, the value of Sig < α , then at the level of error 5% it can be stated that simultaneously there is a very large influence, namely the affective response to the Typical Person Endorser in the testimonial advertisement and the cognitive response to the Typical Person Endorser in the testimonial advertisement on the Brand image Tje Fuk Face Care Cosmetic.

Meanwhile, based on the table above, it can be seen the average value of the affective response variable of 10.1200 and the cognitive response of 9.7800 for male respondents. Meanwhile, for female respondents, the average value of the affective response variable was 10.1800 and the cognitive response was 9.6000. And the difference in average value between the 2 variables, namely for male respondents was 0.34 and for female respondents was 0.58. From the difference in the average value, it can be said that the average value of the affective response

variable is greater than the average value of the cognitive response variable of both male respondents and female respondents.

While the combined table above, the average value of affective response of 10.1400 and cognitive response of 9.6900 was obtained. And the difference in the average value between the 2 variables is 0.45. From the difference in the average value, it can be said that the average value of the affective response variable is greater than the average value of the cognitive response variable, which is 0.45. Based on the calculation of SPSS at the output, F calculated 27,229 and a Sig value of 0.000 were obtained. Based on this calculation, the value of $Sig < \alpha$, then at the level of error 5% it can be stated that simultaneously there is a very large influence, namely the affective response to the Typical Person Endorser in the testimonial advertisement and the cognitive response to the Typical Person Endorser in the testimonial advertisement on the Brand image Tje Fuk Face Care Cosmetic.

The results of simultaneous testing showed that there was a significant influence of affective responses to Typical Person Endorsers in testimonial advertisements on the Brand image Tje Fuk Face Care Cosmetic and cognitive responses to Typical Person Endorsers in testimonial advertisements had a positive effect on the Brand image of Tje Fuk Face Care Cosmetic. Then the next lagkah will be partially tested to see which variables have a dominant effect on the Brand image of Tje Fuk Face Care Cosmetic.

Table V.29 Values of the Regression Coefficient of Male Sex

Variable	Regression Coefficient		Beta	T-count	Sig
	B	Std Error			
(Constant)	5.527	1.695		3.261	0.002
Affective Response	0.522	0.126	0.494	4.138	0.000
Cognitive Response	0.314	0.147	0.255	2.141	0.037

Table V.30 Values of the Female Sex Regression Coefficient

Variable	Regression Coefficient		Beta	T-count	Sig
	B	Std Error			

(Constant)	3.834	1.686		2.274	0.028
Affective Response	0.468	0.168	0.380	2.788	0.008
Cognitive Response	0.444	0.185	0.326	2.393	0.021

Table V.31 Combined Regression Coefficient Values

Variable	Regression Coefficient		Beta	T-count	Sig
	B	Std Error			
(Constant)	4.642	1.224		3.793	0.000
Affective Response	0.526	0.103	0.447	5.112	0.000
Cognitive Response	0.350	0.115	0.267	3.047	0.003

The results of the test and the calculation of the regression coefficient partially above are described as follows:

The regression coefficient of the affective response variable to the Typical Person Endorser in the Tje Fuk Face Care Cosmetic testimonial advertisement (X 1) is 0.522, meaning that there is a positive influence between the affective response to the Typical Person Endorser in the testimonial advertisement on the Brand image Tje Fuk Face Care Cosmetic. The calculated t value for the affective response variable to the Typical Person Endorser in the testimonial advertisement on the Brand image of Tje Fuk Face Care Cosmetic of 4.138 with a sig of 0.000 indicates H_0 was rejected because the sig < 0.05. This shows that, with 95% confidence, it can be stated that the affective response to the Typical Person Endorser in the Tje Fuk Face Care Cosmetic testimonial advertisement has a significant impact on the Brand image of Tje Fuk Face Care Cosmetic.

The regression coefficient of cognitive response variables to Typical Person Endorser in Tje Fuk Face Care Cosmetic testimonial advertisements (X 2) is 0.314, meaning that there is a positive influence between cognitive responses to Typical Person Endorsers in testimonial advertisements on the Brand image Tje Fuk Face Care Cosmetic. The calculated t value for the cognitive response variable to the Typical Person Endorser in the testimonial advertisement on

the Brand image of Tje Fuk Face Care Cosmetic of 2.393 with a sig of 0.037 indicates H_0 was rejected because the $\text{sig} < 0.05$. This shows that, with 95% confidence, it can be stated that the cognitive response to the Typical Person Endorser in the Tje Fuk Face Care Cosmetic testimonial advertisement has a significant impact on the Brand image of Tje Fuk Face Care Cosmetic.

Women The regression coefficient of the affective response variable to the Typical Person Endorser in the Tje Fuk Face Care Cosmetic testimonial advertisement (X 1) is 0.526, meaning that there is a positive influence between the affective response to the Typical Person Endorser in the testimonial advertisement on the Brand image Tje Fuk Face Care Cosmetic. The calculated t value for the affective response variable to the Typical Person Endorser in the testimonial advertisement on the Brand image of Tje Fuk Face Care Cosmetic of 2,788 with a sig of 0.008 indicates H_0 was accepted because the $\text{sig} < 0.05$. This shows that, with 95% confidence, it can be stated that the affective response to the Typical Person Endorser in the Tje Fuk Face Care Cosmetic testimonial advertisement has a significant impact on the Brand image of Tje Fuk Face Care Cosmetic.

The regression coefficient of the cognitive response variable to the Typical Person Endorser in the Tje Fuk Face Care Cosmetic testimonial advertisement (X 2) is 0.444, meaning that there is a positive influence between the cognitive response to the Typical Person Endorser in the testimonial advertisement on the Brand image Tje Fuk Face Care Cosmetic. The calculated t value for the cognitive response variable to the Typical Person Endorser in the testimonial advertisement on the Brand image of Tje Fuk Face Care Cosmetic of 2.393 with a sig of 0.039 indicates H_0 was rejected because the $\text{sig} < 0.05$. This shows that, with 95% confidence, it can be stated that the cognitive response to the Typical Person Endorser in the Tje Fuk Face Care Cosmetic testimonial advertisement has a significant impact on the Brand image of Tje Fuk Face Care Cosmetic.

The combined regression coefficient of the affective response variable to the Typical Person Endorser in the Tje Fuk Face Care Cosmetic testimonial advertisement (X 1) of 0.526, means that there is a positive influence between the affective response to the Typical Person Endorser in the testimonial advertisement on the Brand image Tje Fuk Face Care Cosmetic. The calculated t value for the affective response variable to the Typical Person Endorser in the testimonial advertisement on the Brand image of Tje Fuk Face Care Cosmetic of 5.112 with a sig of 0.000 indicates H_0 was accepted because the $\text{sig} < 0.05$. This shows that, with 95% confidence, it can be stated that the affective response to the Typical Person Endorser in the

Tje Fuk Face Care Cosmetic testimonial advertisement has a significant impact on the Brand image of Tje Fuk Face Care Cosmetic.

The regression coefficient of cognitive response variables to Typical Person Endorser in Tje Fuk Face Care Cosmetic testimonial advertisements (X_2) is 0.350, meaning that there is a positive influence between cognitive responses to Typical Person Endorsers in testimonial advertisements on the Brand image Tje Fuk Face Care Cosmetic. The calculated t value for the cognitive response variable to the Typical Person Endorser in the testimonial advertisement on the Brand image of Tje Fuk Face Care Cosmetic of 3.047 with a sig of 0.003 indicates H_0 was rejected because the sig < 0.05. This shows that, with 95% confidence, it can be stated that the cognitive response to the Typical Person Endorser in the Tje Fuk Face Care Cosmetic testimonial advertisement has a significant impact on the Brand image of Tje Fuk Face Care Cosmetic. iii. Based on the data above, a multiple linear regression equation can be made from the variables available for the Brand image model Tje Fuk Face Care Cosmetic, namely:

Gender: $Y = 5.527 + 0.522 X_1^{**} + 0.314 X_2^{**}$ Gender:

$$Y = 3.834 + 0.468 X_1^{**} + 0.444 X_2^{**}$$

Combined:

$$Y = 4,642 + 0.526X_1^{**} + 0.350 X_2^{**}$$

From the results of the calculations and tests above, in male respondents, all variables had a significant impact on the Brand image of Tje Fuk Face Care Cosmetic, namely affective response variables and cognitive response variables. Similar to female respondents, all variables were stated to have a significant influence on the Brand image of Tje Fuk Face Care Cosmetic. Of the two variables, the affective response variable in men has the strongest influence compared to other variables on the Brand image of Tje Fuk Face Care Cosmetic because it has the largest beta value of 0.494.

From the results of calculations and combined tests, the results of all variables have a significant impact on the Brand image of Tje Fuk Face Care Cosmetic, namely affective response variables and cognitive response variables. Of the two variables, the affective response variable has the strongest influence compared to other variables on the Brand image of Tje Fuk Face Care Cosmetic because it has the largest beta value of 0.447.

Coefficient of determination analysis is used to find out how much the percentage of independent variables contributes simultaneously to dependent variables. From the results of calculations and tests using SPSS version 16.0, the following results are obtained:

Table V.32 Mode Summary Male Gender

type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.608	0.370	0.343	1.81386

From the table above, it is known that R square for men is 0.370 or 37.0 % and R square for women is 0.386 or 38.6% . This means that the contribution of the influence of the variables of affective response and cognitive response to the brand image of Tje Fuk Face Care Cosmetic is 37.0% and 38.6% respectively while the rest is influenced by other factors that were not studied. And between male and female respondents have almost the same percentage.

From the combined table of men and women above, it is known that R square is 0.360 or 36.0%. This means that the contribution of the influence of affective response variables and cognitive responses simultaneously on the brand image of Tje Fuk Face Care Cosmetic is 36%, while the remaining 64% is influenced by other factors that were not studied.

Furthermore, hypothesis 3 is: Brand image has a positive effect on your brand attitude Fuk Face Care Cosmetic A simple linear regression analysis will analyze the influence between Brand image on brand attitude Tje Fuk Face Care Cosmetic.

Table V.37 Regression Coefficient Values for men

Variable	Regression Coefficient		Beta	T-count	Sig
	B	Std Error			
(Constant)	5.978	1.883		3.174	0.003
Brand image	0.752	0.134	0.630	5.615	0.000

Table V.38 Regression Coefficient Values for Women

Variable	Regression Coefficient		Beta	T-count	Sig
	B	Std Error			
(Constant)	-1.729	2.324		-0.744	0.461
Brand image	1.259	0.178	0.714	7.070	0.000

Table V.39 Regression Coefficient Values for Joins

Variable	Regression Coefficient		Beta	T-count	Sig
	B	Std Error			
(Constant)	1.536	1.516		1.014	0.313
Brand image	1.041	0.112	0.685	9.314	0.000

Based on the data above, a simple linear regression equation can be made from the brand image variable for the Brand attitude model Tje Fuk Face Care Cosmetic, namely:

Gender:

$$Y = 5,978 + 0.752 X^{**}$$

Gender:

$$Y = - 1,729 + 1,259X^{**}$$

Combined:

$$Y = 1,536 + 1,041X^{**}$$

Ket: ** significant at $p < 0.05$

From the results of the calculations and tests above, in male and female respondents, the brand image variable was stated to have a significant impact on the Brand attitude of Tje Fuk Face Care Cosmetic. Similarly, when combined between men and women, the brand image variable is stated to have a significant impact on the Brand attitude of Tje Fuk Face Care Cosmetic. Of the two respondents, the brand image in women has the strongest influence compared to male respondents on the Tje Fuk Face Care Cosmetic Brand image because it has the largest beta value of 0.714.

Table V.40 Mode Summary Male Gender

type	R	R Square	Adjuste R Square	Std.Error of the Estimate
1	0.630	0.396	0.384	2.09846

From the table above, it is known that R square for men is 0.396 or 39.6 % and R square for women is 0.510 or 51.0 % . This means that the contribution of affective response variables and cognitive responses to typical person endorsers in testimonial advertisements on the brand image of Tje Fuk Face Care Cosmetic is 39.6% and 51.0%, respectively. Meanwhile, when combined, R square is 0.470, meaning that the contribution of the influence of affective response variables and cognitive responses to typical person endorsers in testimonial

advertisements on the Tje Fuk Face Care Cosmetic brand image is 47.0% while the rest is influenced by other factors that are not studied.

Based on multiple regression analysis, it is known that the results of the F test or simultaneous test show, the variable between the affective response to the Typical Person Endorser in the testimonial advertisement (X 1) and the cognitive response variable to the Typical Person Endorser in the testimonial advertisement (X2) cumulatively affects the Brand image of Tje Fuk Face Care Cosmetic. Simultaneous testing shows that there is a clear influence of these variables simultaneously on the Brand image of Tje Fuk Face Care Cosmetic both men and women. And the average value of the affective response variable was 10.1200 and the cognitive response was 9.7800 for male respondents. Meanwhile, for female respondents, the average value of the affective response variable was 10.1800 and the cognitive response was 9.6000. And the difference in average value between the 2 variables, namely for male respondents was 0.34 and for female respondents was 0.58. From the difference in the average value, it can be said that the average value of the affective response variable is greater than the average value of the cognitive response variable of both male respondents and female respondents. If male and female respondents were combined, an average value of affective response of 10.1400 and cognitive response of 9.6900 was obtained. And the difference in the average value between the 2 variables is 0.45. From the difference in the average value, it can be said that the average value of the affective response variable is greater than the cognitive response variable, which is 0.45. In addition, partially using the T test, it is known that the variable between the affective response to the Typical Person Endorser in the testimonial advertisement (X 1) and the variable between the cognitive response of women to the Typical Person Endorser in the testimonial advertisement (X 2) affects the Brand image variable Tje Fuk Face Care Cosmetic (Y). If you look at these 2 variables, the more dominant is the affective response to the Typical Person Endorser in the testimonial advertisement. However, when viewed from the characteristics of respondents, the dominant influence of these 2 variables on the Brand image of Tje Fuk Face Care Cosmetic successively is the variable between the male affective response to the Typical Person Endorser in the testimonial advertisement, the variable between the woman's affective response to the Typical Person Endorser in the testimonial advertisement, the female affective response variable to the Typical Person Endorser in the testimonial advertisement then the male cognitive response variable against the Typical Person Endorser in testimonial ads (based on the beta of the regression coefficient value table and its test results). The results of this partial test prove that hypothesis 1 and hypothesis 2 in this study are accepted. The following will be

discussed one by one regarding the results of testing variables in the multiple regression equation of this study:

Based on the results of the regression parameter analysis, the variable regression coefficient between affective responses to the Typical Person Endorser in the testimonial advertisement (X_1) has a parameter of 0.526. As for male respondents 0.522 and for female respondents have a parameter of 0.468 which means that if the influence of affective responses to Typical Person Endorsers in testimonial advertisements increases, the Brand image of Tje Fuk Face Care Cosmetic will be more positive. This shows that the affective response variable to the Typical Person Endorser in the testimonial advertisement significantly affects the Brand image of Tje Fuk Face Care Cosmetic. In addition, partially and simultaneously along with other variables significantly the affective response variable to the Typical Person Endorser in the testimonial advertisement affects the Brand image of Tje Fuk Face Care Cosmetic. Based on the results of the regression parameter analysis, the regression coefficient of the cognitive response variable to the Typical Person Endorser in the testimonial advertisement (X_2) has a parameter of 0.350. As for the male respondents, it has a parameter of 0.314 which means that if the influence exerted by the male cognitive response to the Typical Person Endorser in the testimonial advertisement increases, the Brand image of Tje Fuk Face Care Cosmetic is even more positive. And female respondents have a parameter of 0.444 which means that if the influence given by the cognitive response of female respondents to Typical Person Endorsers in testimonial advertisements increases, the Brand image of Tje Fuk Face Care Cosmetic is even more positive. This shows that the cognitive response variable to the Typical Person Endorser in testimonial advertisements significantly affects the Brand image of Tje Fuk Face Care Cosmetic. In addition, partially and simultaneously along with other variables significantly variable cognitive response of female respondents to Typical Person Endorser in testimonial advertisements has an effect on the Brand image of Tje Fuk Face Care Cosmetic. Similarly, the cognitive response of male respondents simultaneously along with other variables significantly the cognitive response variable to the Typical Person Endorser in the testimonial advertisement of male respondents had an effect on the Brand image of Tje Fuk Face Care Cosmetic and partially the cognitive response variable to the Typical Person Endorser in the testimonial advertisement of male respondents had an effect on the Brand image of Tje Fuk Face Care Cosmetic. Furthermore, a simple linear regression analysis in this study brand image is a free variable that will affect the bound variable, namely the brand attitude Tje Fuk Face Care Cosmetic. Based on calculations and tests, it shows that the brand

image (X) of male respondents has a regression coefficient of 0.752 and a sig value of 0.000 and the brand image of female respondents has a regression coefficient of 1.259 and a sig value of 0.000. This shows that if the influence of the brand image variable increases, the brand attitude (Y) variable will increase.

CONCLUSION

Based on the results of the analysis and discussion described in the previous chapter, it can be concluded that:

1. The affective response to the Typical Person Endorser in the testimonial advertisement has a positive effect on the Brand image of Tje Fuk Face Care Cosmetic, both for men and women and as a whole.
2. The cognitive response to the Typical Person Endorser in the testimonial advertisement has a positive effect on the Brand image of Tje Fuk Face Care Cosmetic, both for men and women and as a whole.
3. The affective response of men to Typical Person Endorsers in testimonial advertisements is the factor that has the most dominant influence compared to other factors in influencing the Brand image of Tje Fuk Face Care Cosmetic.
4. Brand image according to male respondents has a positive effect on the Brand attitude of Tje Fuk Face Care Cosmetic.
5. Brand image according to female respondents has a positive effect on the Brand attitude of Tje Fuk Face Care Cosmetic.
6. The influence of a more dominant Brand image on Brand attitude occurs for female respondents

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