The Effect Of Brand Image and Celebrity Endorser on "Wardah" Indonesian Halal Body Cream Cosmetics' Purchase Decisions: a Study on Tangerang Selatan Region Working Mothers

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ABSTRACT

This study aims to determine the effect of Brand Image and Celebrity Endorser on the Purchase Decision. Indonesian Halal Body Cream Cosmetics of Wardah brand chosen as the context for this research. Empirical data were collected through a survey of 96 working mothers in South Tangerang Region. The quantitative method used is explanatory research using statistical analysis techniques through multiple linear regression analysis including correlation, determination, and hypothesis testing. The result of this study shows that "Brand Image" has a significant effect on purchasing decisions by 41.1%, while "Celebrity endorsers" also have a significant effect on purchasing decisions by 36.0%.

Keywords: Brand Image, Celebrity Endorser, Buying decision.

INTRODUCTION

Modern life offers convenience and practicality to support appearance, one of which is the use of halal cosmetic products, especially for the large Indonesian Muslim market. Cosmetics are unique products because apart from having the ability to fulfill women's basic needs for beauty, they are often a means for consumers to clarify their social identity. Beside the ability to have the buying power in order of their works and have their own income, these working mothers are also have some very interesting issues, because beside having some dreams to be looked as beautiful as the models in the advertisements presented, they also want to be presented as devout Muslimah figure carrying

out their worship. As stated in Q.S al-Baqarah: 168, which stated that:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ ۚ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Yā ayyuhan-nāsu kulụ mimmā fil-arḍi ḥalālan ṭayyibaw wa lā tattabi'ụ khuṭuwātisy-syaiṭān, innahụ lakum 'aduwwum mubīn.
O mankind, eat what is lawful and good from what is on the earth, and do not follow the steps of the devil; for verily the devil is a real enemy to you.

For Indonesian Muslim consumers, the halal aspect is one of the important factors in determining consumer purchasing decisions (Putri & Rimadias, 2020). Adopting local brand halal cosmetics is the most effective step to introduce Indonesian-made products to the domestic and even global market. These halal cosmetic producers promote their products

through social media using celebrity endorsers. Celebrity is someone who is famous in the public either because of his credibility or attractiveness (Spry et al., 2011; Till et al., 2008). The credibility of a celebrity has a positive effect and can increase consumer attitudes towards a brand and buying interest (Singh & Banerjee, 2018).

Purchase decision can be interpreted as the selection of two or more alternative purchasing decision choices (Kotler & Armstrong, 2018). This means that before making a decision to purchase, someone has several alternatives of choices, in order to choose one of them. Purchasing decisions can not only provide companies with opportunities to benefit from a business perspective, but also along with the increasing number of consumers who buy products. Therefore, the company will be known by many more people in the long run, beside that consumer will also become more loyal to the company. Positive information conveyed by others (word of mouth) will also make consumers more confident to continue using its halal products, proved that word of mouth affects customer loyalty (Huda & Nugroho, 2020). Loyal customers are customers who make repeat purchases, buy from various product lines from the same brand, recommend those brands to others, and also have competitor resistance products (Xie et al., 2019).

Celebrity endorser can influence purchase decision by some certain degree (Saputro et al., 2020), this finding also supported by previous research in the context of Instagram social media (Fildzah & Sari, 2017). Celebrity endorsers also show a positive impact on purchasing decisions in the context of Wardah halal cosmetics (Sembiring, 2019). Existing studies show that a good celebrity endorser can influence advertising effectiveness, brand recognition, brand attitude, brand recall, product evaluation, purchase intention and behavior (Spry et al., 2011; Till et al., 2008). In the current Covid-19 pandemic, where cleanliness is also the most important element for human survival, Wardah halal cosmetics apart from promoting in addition to its decorative side on an ongoing basis in accordance with its past success, also carries out a marketing strategy that emphasizes personal hygiene.

In this case, at the beginning in 2016, Wardah's Brand Image can be proven in consumers' decisions to buy its halal body cream products, then declined in 2019. The following is a table of "Top Brand Awards" for the category of Body Butter or Body Cream. Table 1 describes the development of the cosmetic industry, based on the category "Body Butter or Body Cream", which implies growth and decline in sales. This is strongly influenced by several external factors, such as the Covid-19 pandemic and the various marketing strategies used, including consumer confidence in the advertising messages served. Because in the end, it is felt if a person's attitude towards the purchase and use of goods is no longer to meet needs alone, but because of desires. Because it is proven that the halal cosmetic brand attached to Wardah, which has appeared very strong in its decorative products, in fact does not run in harmony with sales at the same brand for its Body Butter or Body Cream category. In 2019, when three other brands continued to experience growth, such as The Body Shop, Oriflame, and Mustika Ratu (the two imported brands from England and Sweden above were not halal branded products), Wardah experienced a decline.

Table 1. Top Brand Award Category Body Butter or Body Cream

| | Top Brand Index | | | |
	2016	2017	2018	2019
The Body Shop	21,7 %	11,6%	12,7 %	30,9 %
Oriflame	9,7 %	3,7 %	16,8 %	19,4 %
Mustika Ratu	7,6 %	6,8 %	12,5 %	13,2 %
Wardah	10,5 %	14,4 %	16,4 %	9,0 %

Souce: Top Brand Awards Index (2020)

Wardah is a cosmetic brand known for its halal brand image on its products, produced by P.T Paragon Technology and Innovation, which have received halal certification from the Indonesian Council for Food, Drug and Food Assessment Institute (LPPOM MUI) and provide product safety guarantees. Since its beginning, Wardah presented as the answer to consumers' desire to consume halal and safe care products in terms of the ingredients they are produced of. The presence of Wardah as a cosmetic with a halal brand continues to innovate with its image by showing that halal cosmetics can be used not only for Muslim consumers, but also for all women who want to look beautiful without exception. However, the image of being beautiful and halal does not coincide with the beauty of using body cream.

Brand Image is a description of consumer associations and beliefs about certain brands (Rangkuti, 2015). The image of a brand is related to attitudes in the form of beliefs and preferences for a brand for consumers who have a positive image of a brand, will be more likely to make a purchase. Awareness of consuming only halal cosmetic choices for all types is still not evenly distributed, this shows that the choice of large Indonesian Muslim cosmetics' consumers goes in line with their choices which are not always halal. Therefore, it is indeed a big homework for Wardah as the first halal cosmetics producer in Indonesia, that has been successful with its decorative products, to always convince its consumers. Both, who have bought its other halal cosmetic products, as well as new consumers who will buy (both to the Muslims and non-Muslims). Therefore, improving the image of the product brand in the eyes of consumers, through advertising, or service, is an inevitable choice.

Another factor that can influence purchasing decisions is the use of celebrity endorsers. Endorsers (advertising stars) are television stars, film actors, famous athletes (Shimp & Andrews, 2018). So, companies or producers to introduce a brand through advertising and supported by using advertising stars and supported by using advertising stars (endorser) in order to increase the effectiveness of advertising and attract consumers to be interested in buying the product. Celebrity Endorsers are used with the aim of increasing consumer confidence and to support the image of a product it promotes so that it can influence consumer attitudes and behavior towards purchasing decisions. Companies must be able to understand the desires of consumers, namely to provide the best and quality products. In addition, companies must be careful in looking at existing market opportunities, one of the marketing strategies in promoting their products, is to utilize all existing digital platforms beside through television advertisements.

Wardah uses celebrity endorsers who wear the hijab in their daily lives, this is expected to strengthen the impression of the product in the minds of consumers regarding the message or information that will be conveyed, not only for decorative cosmetics but also in overall self-care. Endorsers which were selected must meet the criteria in accordance with the product, such as having good appeal and credibility, having expertise, and being able to inspire widely. Even though they represent Muslim women with their hijabs, Wardah products for overall body care can be used by anyone who wants to look beautiful and attractive as well as healthy. Purchasing decision is a process carried out by consumers to meet their needs in order to obtain satisfaction with a high value. Purchasing decisions are the final purchase decision behavior of consumers, both individuals and households who buy goods and services for personal use (Kotler & Armstrong, 2018).

Departing from a number of field facts and relevant previous research results, this study aims to clarify two things related to purchasing decisions in the context of halal cosmetics in Indonesia. First, to determine the influence between Brand Image and Decision to Purchase of Wardah Halal Body Cream Cosmetics on working mothers in South Tangerang Region. Second, to determine the influence between Brand Image and Decision to Purchase of Wardah Halal Body Cream Cosmetics on working mothers in South Tangerang Region.

Literature Review
Brand Image and Decision to Purchase

What is meant by brand image in this study is a description of associations and consumer beliefs about certain brands (Rangkuti, 2015). The indicators which are used are introduction, reputation, affinity, and loyalty. What is meant by purchasing decisions is the final purchase decision behavior of consumers, both individuals and households who buy goods and services for personal use according (Kotler & Armstrong, 2018). The majority of purchasing decision-making processes are carried out by consumers consciously and involve prior planning (Rimadias & Faradila, 2019). The indicators used are problem introduction, information search, alternative evaluation, purchase decision, and post purchase behavior. The good image of a brand in the eyes of consumers will be transferred to the products or services offered. As a result, consumer attitudes will tend to be positive towards the product or service which leads to a higher purchase tendency as well (Aghekyan-Simonian et al., 2012).

H1: Brand image has a positive effect on decision to purchase.

Celebrity Endorser and Decision to Purchase

What is meant by Celebrity Endorsers are television stars, film actors, famous athletes, or people who have died who can inspire other people's trust in what they convey (Shimp & Andrews, 2018). The indicators used include trust, expertise, attraction, quality is valued, and similarity with the intended audience. Credible celebrity endorsers will directly or indirectly influence consumers' decisions to buy the products or services offered (Singh & Banerjee, 2018). A number of studies have concluded that celebrity endorsements have a positive impact on consumers' decisions to buy a product or service (Osei-Frimpong et al., 2019)

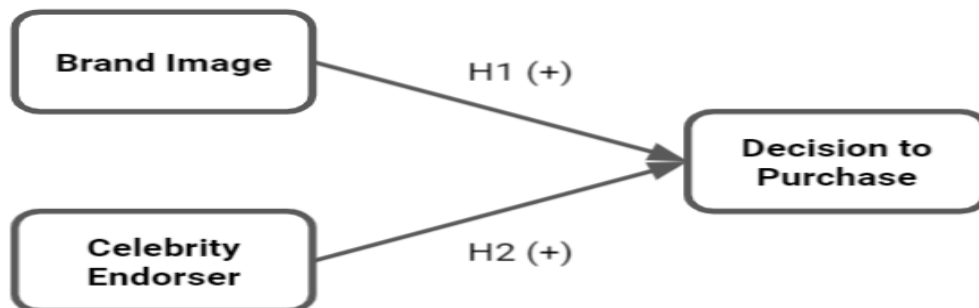H2: Celebrity endorsers have a positive impact on decision to purchase.

Figure 1. Research Model

METHOD

This type of research is quantitative with an associative approach, with the aim of knowing the effect of the independent variables on the dependent variable either partially or simultaneously. Data is collected through a survey of 96 consumers sample who are working mothers in South Tangerang Region, Banten Province, Indonesia. In analyzing the data used instrument test, classical assumption test, multiple linear regression, including analysis coefficient of determination, and hypothesis testing.

RESULT and DICUSSION

Descriptive Analysis

This test is used to determine the minimum and maximum scores, mean scores and standard deviations of each variable. The results are as follows:

Table 2. Results of Descriptive Statistics Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Image (X1)	96	32	48	38.28	3.805
Celebrity Endorser (X2)	96	30	45	38.33	3.681
Decision to Purchase (Y)	96	32	46	39.06	3.460
Valid N (listwise)	96				

Source: Processed data (2021)

Brand Image obtained a minimum variance of 32 and a maximum variance of 48 with a mean score of 38.28 with a standard deviation of 3.805. Celebrity Endorser obtained a minimum variance of 30 and a maximum variance of 45 with a mean score of 38.33 with a standard deviation of 3.681. Purchasing decisions obtained a minimum variance of 32 and a maximum variance of 46 with a mean score of 39.06 with a standard deviation of 3,460.

Verification Analysis
Multiple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 3. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.400	2.965		3.845	.000
	Brand Image (X1)	.401	.083	.441	4.819	.000
	Celebrity Endorser (X2)	.321	.086	.341	3.725	.000

a. Dependent Variable: Decision to Purchase (Y)

Source: Processed data (2021)

Based on the test results in the table above, the regression equation Y = 11.400 + 0.401X1 + 0.321X2. From these equations it is explained as follows:

(1) A constant of 11.400 means that if in Brand Image and Celebrity have no endorsers, then there has been a Purchase Decision value of 11,400 points.

(2) Brand Image regression coefficient of 0.401, this number is positive, meaning that every time there is an increase in Brand Image of 0.401, the Purchase Decision will also increase by 0.401 points.

(3) The regression coefficient for Celebrity Endorsers is 0.321, this number is positive, meaning that every time there is an increase in Celebrity Endorsers by 0.321, the Purchase Decision will also increase by 0.321 points.

Correlation Analysis

The correlation coefficient analysis is intended to determine the strength of the relationship between the independent variables and the dependent variable either partially or simultaneously. The test results are as follows:

Table 4. Brand Image Correlation Coefficient Test Results on Purchase Decisions

Correlations[b]		Celebrity Endorser (X2)	Decision to Purchase (Y)
Celebrity Endorser (X2)	Pearson Correlation	1	.600**
	Sig. (2-tailed)		.000
Decision to Purchase (Y)	Pearson Correlation	.600**	1
	Sig. (2-tailed)	.000	

Source: Processed data (2021)

Based on the test results obtained a correlation value of 0.641, meaning that Brand Image has a strong relationship to Purchase Decisions. As its in terms of known as "don't know then don't love.

Table 5. Celebrity Endorser Correlation Coefficient Test Results on Purchase Decisions

Correlations[b]		Celebrity Endorser (X2)	Decision to Purchase (Y)
Celebrity Endorser (X2)	Pearson Correlation	1	.600**
	Sig. (2-tailed)		.000
Decision to Purchase (Y)	Pearson Correlation	.600**	1
	Sig. (2-tailed)	.000	

Source: Processed data (2021)

Based on the test results obtained a correlation value of 0.600, meaning that Celebrity Endorser has a strong relationship to Purchase Decision.

Table 6. Results of Testing the Correlation Coefficient of Brand Image and Celebrity Endorser Simultaneously Against Purchase Decisions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698[a]	.488	.477	2.503

a. Predictors: (Constant), Celebrity Endorser (X2), Brand Image (X1)
Source: Processed data (2021)

Based on the test results obtained a correlation value of 0.698 means that Brand Image and Celebrity Endorser simultaneously have a strong relationship to Purchase Decision.

Coefficient of Determination Analysis

The analysis of the coefficient of determination is intended to determine the percentage of the influence of the independent variable on the dependent variable either partially or simultaneously. The test results are as follows:

Table 7. Result of Testing Coefficient of Brand Image Determination on Purchase Decision

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.641a	.411	.405	2.669

a. Predictors: (Constant), Brand Image (X1)
Source: Processed data (2021)

Based on the test results obtained a determination value of 0.411, meaning that Brand Image has a contribution of 41.1 percent influence on the Purchase Decision.

Table 8. Celebrity Endorser Coefficient Determination Test Results on Purchase Decisions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600a	.360	.353	2.783

a. Predictors: (Constant), Celebrity Endorser (X2)
Source: Processed data (2021)

Based on the test results obtained a determination value of 0.360, meaning that Celebrity Endorser has a contribution of 36.0% influence on the Purchase Decision.

Table 9. Result of Testing Coefficient of Determination of Brand Image and Celebrity Endorser on Purchase Decision

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.698a	.488	.477	2.503

a. Predictors: (Constant), Celebrity Endorser (X2), Brand Image (X1)
Source: Processed data (2021)

Based on the test results obtained a determination value of 0.488, meaning that Brand Image and Celebrity Endorser simultaneously have a contribution of 48.8 percent influence on the Purchase Decision, while the remaining 51.2 percent is influenced by other factors.

Hypothesis Testing
Partial hypothesis test (t test)
Hypothesis testing with t test is used to determine which hypothesis is accepted. The first hypothesis: There is a significant influence between Brand Image on Purchase Decision.

Table 10. Brand Image Hypothesis Test Results on Purchase Decisions

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	16.732	2.768		6.044	.000
	Brand Image (X1)	.583	.072	.641	8.105	.000

a. Dependent Variable: Decision to Purchase (Y)
Source: Processed data (2021)

Based on the test results in the table above, the value of t value > t table or (8.105 > 1.986), thus the first hypothesis proposed that there is a significant influence between Brand Image on Purchase Decision is accepted.

Table 11. Celebrity Endorser Hypothesis Test Results on Purchase Decisions

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.444	2.987		5.840	.000
	Celebrity Endorser (X2)	.564	.078	.600	7.270	.000

a. Dependent Variable: Decision to Purchase (Y)
Source: Processed data (2021)

In conclusion write the statement in paragraph style.

Based on the test results in the table above, the value of t value > t table or (7.270 > 1.986), thus the second hypothesis proposed that there is a significant influence between Celebrity Endorsers on Purchase Decisions is accepted.

F Test

Table 12. Brand Image and Celebrity Endorser Hypothesis Test Results on Purchase Decisions

Model		Sum of Squares	df	Mean Square	F	Sig.
ANOVA[a]						
1	Regression	554.927	2	277.464	44.284	.000[b]
	Residual	582.698	93	6.266		
	Total	1137.625	95			

Source: Processed data (2021)

Based on the test results in the table above, the calculated F value > F table or (44.284 > 2,700). This result indicates that in general the independent variables proposed in the model have an influence on the decision to purchase.

Discussion Of Research Results

The Influence of Brand Image on Purchase Decision

Brand Image has a significant effect on Purchase Decisions with a correlation of 0.641 or has a strong relationship with a contribution of 41.1 percent influence. Testing the hypothesis obtained the value of t arithmetic > t table or (8.105 > 1.986). Thus, the first hypothesis proposed that there is a significant effect between Brand Image on Purchase Decisions is accepted.

The Influence of Celebrity Endorsers on Purchase Decisions

Celebrity endorsers have a significant effect on purchasing decisions with a correlation of 0.600 or have a strong relationship with an influence contribution of 36.0 percent. Testing the hypothesis obtained the value of t arithmetic > t table or (7.270 > 1.986). Thus, the second hypothesis proposed that there is a significant effect between Celebrity Endorser on Purchase Decision is accepted.

Effect of Brand Image and Celebrity Endorser on Purchase Decision

Brand Image and Celebrity Endorser have a significant effect on purchasing decisions with the regression equation Y = 11.400 + 0.401X1 + 0.321X2, the correlation value is 0.698 or has a strong relationship with the contribution of 48.8 percent influence while the remaining 51.2% is influenced by factors other. Hypothesis testing is obtained by the calculated F value > F table or (44.284 > 2,700). Thus, the third hypothesis proposed that there is a significant effect between Brand Image and Celebrity Endorser on Purchase Decisions is accepted.

CONCLUSION

The results of the sample estimation in this study indicate that Brand Image has a significant

effect on Purchase Decisions with a contribution of 41.1 percent influence. While Celebrity Endorser also has a significant effect on Purchase Decisions with a contribution of 36.0 percent influence. Overall, Brand Image and Celebrity Endorser have a significant effect on Purchase Decisions with a contribution of 48.8 percent influence while the remaining 51.2 percent is influenced by other factors.

Based on the findings in this study, it can be suggested that the company must continue to strengthen the product image by maintaining product quality so that consumers can really remember and like it and ultimately increase the tendency for consumers to buy the products offered. On the other hand, the company must carefully select individuals who will serve as endorsers who have good behavior and are able to increase sales. The company must always conduct market surveys to ensure that consumer needs can be met properly.

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