
THE INFLUENCE OF CELEBRITY ENDORSERS, PRODUCT QUALITY, AND BRAND IMAGE ON PURCHASE INTENTION ON MS GLOW PRODUCTS IN MALANG CITY

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ABSTRACT

The objective of the study is to ascertain how consumer interest in purchasing MS Glow goods in Malang City is influenced by celebrity endorsers, product quality, and brand image. Utilizing quantitative descriptive research methods and techniques in this study. This research was conducted on MS Glow consumers in Malang City. The sample used was 180 respondents. Data analysis techniques include multiple linear regression analysis, classical assumption testing, descriptive statistics, and hypothesis testing. The results showed that celebrity endorsers has a partial effect on purchase intention for MS Glow products in Malang city. Product quality has a partial effect on purchase intention for MS Glow products in Malang City. Brand image has a partial effect on purchase intention for MS Glow products in Malang City. Then celebrity endorsers, product quality, and brand image simultaneously affect the purchase intention of MS Glow products in Malang.

Keywords: Celebrity Endorser, Product Quality, Brand Image, Purchase Intention

INTRODUCTION

In the last three years, many new beauty products have emerged in the market. Based on a report from *Badan Pengawas Obat dan Minuman (BPOM)*, that was a substantial rise in the number of beauty products business actors from 2021 to 2022. To face fierce business competition and increase consumer buying interest, marketing strategies that use product advertising can be developed in the face of market competition (Mahendra & Putri, 2022)

An advertising strategy that is often carried out by business people is to use Celebrity Endorsers (Romdhoni et al., 2022). The use of Celebrity Endorsers is highly sought for by businesses people because the delivery of messages given by famous people is easier to remember. Research by Fiola Fiorentina et al. (2023) explains that Celebrity Endorsers who use photos, sounds, or videos can increase consumer confidence in these products so that they can increase consumer buying interest.

Apart from Celebrity Endorser, another factor that can influence Purchase Intention is Product Quality (Aulia & Hutauruk, 2023). Quality is something that is able to influence consumer interest in buying, a product is said to be of quality if it meets consumer expectations. In studies carried out by Awalya et al. (2023) The buying interest in Azarine sunscreen products is positively and significantly impacted by the quality of the product, meaning that product quality is an important aspect of the goods to entice buyers to purchase it.

Furthermore, what can affect a customer's desire to purchase is the Brand Image or Brand Image of a product (Fauziah & Mubarak, 2019). Tjiptono (2005) says that a brand's perception is its brand image and trust that customers have in a brand. In research conducted by Murniasih & Telagawathi (2023) A strong brand image for a product will encourage customers to purchase it, as brand image positively influences consumer buying interest.

LITERATURE REVIEW

Celebrity Endorser

According to (Elango & Suryakumar, 2022) Celebrity Endorsers are famous figures who associate their popularity, fame, and image with a product or company name for an advertisement. According to Till & Shimp (1998) Celebrity is a publicly recognized individual, whether an actor or actress, film or drama player, entertainer, athlete or model who is known for his achievements in various fields. According to Sherly et al. (2022) Companies have long used Celebrity Endorser promotional tactics to increase sales of their products. Because of the fame of a celebrity, actresses usually get a lot of money. According to (Rini & Astuti, 2012) in (Sherly et al., 2023) explains that the indicators used to select Celebrity Endorsers are: Power, Credibility, Attractiveness, and Visibility.

Product Quality

Kurniawati (2019) explains that consumers' views on quality vary from one individual to another. Products are a basic element in the marketing mix, where consumers expect the product to fulfill their wants and needs. Therefore, a product that can fulfill the requirements and preferences of clients is considered high quality. According to Kotler & Armstrong (2016) explains that a product's capacity to meet or surpass customer expectations is referred to as its quality. Consumers will be more interested in buying goods with higher quality (Ernawati, 2019). According to Minor and Mowen (1998) in Sumarwan (2004) The following are some signs that can be used to gauge the quality of a product: functions, features, reliability, product life, service, aesthetics, perceived quality.

Brand Image

Tjiptono (2005) states that Brand Image is the belief and perception that consumers have of a brand. The perception of a brand is its image and belief that consumers have of a brand, which is reflected in their associations or memories (Fatmalawati & Andriana, 2021). Kotler and Keller (2016) define brand image as a name, symbol, design, or a mix of these that a business uses to set itself apart from the products and services of rivals. According to Surachman (2008) Brand Image refers to the visible or recognizable elements of a brand, such as symbols, letter design, colors, and consumer perceptions of commodities and services connected to the brand. According to Keller (2013), the indicators used for Brand Image are: brand uniqueness, brand superiority, and brand strength.

Purchase Interest

According to Kotler (2017) in (Sherly et al., 2022), Purchase Interest is a phenomenon that arises after being encouraged by the product he sees, this encouragement triggers the desire to try the product until finally he has the desire to buy the item. Meanwhile, according to Assael (2001) in (Pertiwi & Fahmi, 2022) Purchase interest is characterized as a client's propensity to make a purchase or execute an action associated with the purchase, and it is gauged by the likelihood that they will do so. According to Kotler & Keller (2010) explains that the indicators used for Purchase Interest are: transactional interest, referential interest, transactional interest, exploratory interest, and referential interest.

The Influence of Celebrity Endorsers on Purchase Intention

According to Elango & Suryakumar, (2022) Celebrity Endorsers are famous figures who associate their popularity, fame, and image with a product or company name for an advertisement. This theory is in line with research Tambunan & Parhusip (2023); Wahab et al., (2023); Pratiwi et al. (2021); dan Sari et al. (2022) explains that Celebrity endorsers have an effect on purchase interest.

The Influence of Product Quality on Purchase Intention

Kurniawati (2019) explains that consumers' views on quality vary from one individual to another. Products are a basic element in the marketing mix, where consumers expect the product to meet their needs and desires. Therefore, a high-quality product is one that can meet customer needs and desires. This hypothesis is consistent with findings Mahendra (2021); Sulaiman et al., (2022); Hidayah & Apriliani (2019) dan Baharudinsyah & Putri (2023) which explains that Product Quality affects consumer buying interest.

The Influence of Brand Image on Purchase Intention

The idea and impression that customers have of a brand is known as its brand image, which is reflected in their associations or memories (Fatmalawati & Andriana, 2021). This theory is in line with research Murniasih & Telagawathi (2023) Wahab et al., (2021); Sulaiman et al. (2022); Sunjaya & Eridansyah (2019), dan Tambunan & Pahursip, (2023) which explains that Brand Image affects consumer buying interest.

The Influence of Celebrity Endorsers, Product Quality, And Brand Image On Purchase Intention

According to Fauziah & Mubarak (2019) Due to the rapid globalization and increasingly fierce competition today, Product Quality, Brand Image, and Celebrity Endorser are very important for business. This hypothesis is consistent with findings Sherly et al., (2022) Fauziah & Mubarak (2019), and Lestari & Hayuningtias (2023) which explains that product quality, brand image, and celebrity endorsers all influence the interest in purchasing MS Glow products together.

HYPOTHESIS

- H1: Celebrity Endorser has a partial effect on Purchase Intention.
- H2: Product quality has a partial effect on Purchase Intention.
- H3: Brand Image has a partial effect on Purchase Intention.
- H4: Celebrity Endorser, Product Quality, Brand Image simultaneously affect Purchase Intention.

METHODS

This study uses a quantitative approach. The research was conducted in Malang City, which encompasses the lowokwaru, kedungkandang, sukun, klojen, and blimbing subdistricts. With 180 respondents, the study's sample consisted of Malang city's generation Z and Millennial population. combining the purposive sampling approach with the nonprobability sampling technique. utilizing both primary and secondary sources of information. Questionnaire-based data collecting methods.

RESULTS AND DISCUSSION

Classic Assumption Test

Normality Test

Table 1. One-Sample Kolmogorov-Smirnov Normality Test Results

N	180
Exact Sig. (2-tailed)	140

Source: Processed Data (2024)

Table 1 shows the results of the One Sample Kolmogorov-Smirnov normality test at the significance level of 0.140. The significance value (0.140) is greater than 0.05. this suggests that the study's data were dispersed normally.

Multicollinearity test

Table 2. Multicollinearity test results

Model	Tolerance	VIF
Celebrity Endorser	0,335	2.983
Product Quality	0,168	5.938
Brand Image	0,166	6.013

Source: Processed Data (2024)

In table 2, It is clear that each independent variable possesses a VIF value less than 10 and a tolerance value greater than 0.10. One could argue that this study's independent variables don't show multicollinearity.

Heteroscedasticity Test

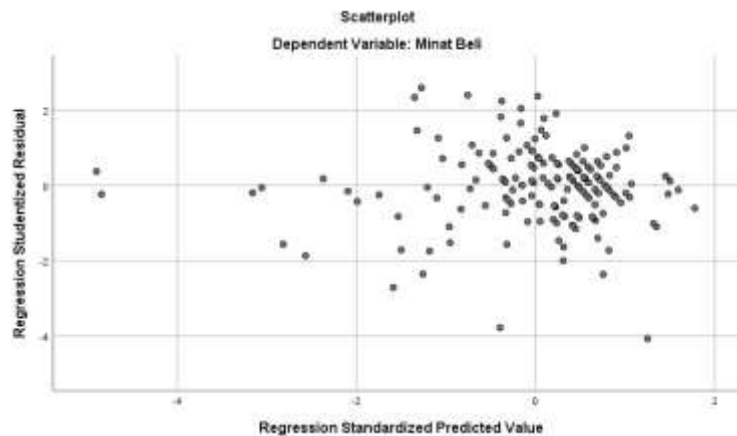


Figure 1. Heteroscedasticity Test Results
Source: SPSS Processed Data (2024)

Considering Figure 1, It is evident that there is no regular pattern to the dots. This suggests that the regression model does not contain heteroscedasticity. Consequently, it is appropriate to employ this regression model.

Multiple linier regression Test

Table 3. Multiple linier regression Test Result

Model	B	Std. Error	Beta	t	Sig
(constant)	0.036	1.634		0.022	0.982
Celebrity Endorser	0.305	0.052	0.272	5.853	0.000
Product Quality	0.497	0.042	0.784	11/934	0.000
Brand Image	0.565	0.098	0.383	5.791	0.000

Source: Processed Data (2024)

Based on Table 3, The following is the equation for multiple linier regression.
 $Y = 0.036 + 0.305 X_1 + 0.497 X_2 + 0.565 X_3$.

Hypothesis Test

Partial Test (t Test)

Table 4. Partial Test Result

Model	B	Std. Error	Beta	t	Sig
(constant)	0.036	1.634		0.022	0.982
Celebrity Endorser	0.305	0.052	0.272	5.853	0.000
Product Quality	0.497	0.042	0.784	11/934	0.000
Brand Image	0.565	0.098	0.383	5.791	0.000

Source: Processed Data (2024)

According to Table 4, The data indicates that there is a partial relationship between buying interest and celebrity endorsement, with a t value of 5.853 > t table value of 1.974. Purchasing interest is partially influenced by product quality, with a t value of 11.934 > t table value of 1.974. Purchasing interest is partially influenced by brand image, with a t value of 5,791 > t table value 1,974.

Simultaneous Test (F)

Table 5. Simultaneous Test Result

Mode Regression	Sum of Square	df	Mean Square	f	Sig
Regression	7528.936	3	2509.645	400.115	0.000
Residuals	1103.925	176	6.272		
Total	8632.861	179			

Source: Processed Data (2024)

According to Table 5, the results show a F count of 400.115 > F table 2.66 and a significance level of 0.000 < 0.05. We can draw the conclusion that every independent variable influences the dependent variable at the same time.

Determination Coefficient

Table 6. Determination Coefficient Test

Model	R	R.Square	Adjusted R.Square	Std. Error of the Estimate
1	.934 ^a	.872	.870	2.504

Source: Processed Data (2024)

According to Table 6, As may be observed, 0.872 is the R-Square value. It may be inferred that the independent variable accounts for 87.2% of the variation in Purchase Intention.

The Effect of Celebrity Endorser on Purchase Intention

According to the study's findings, celebrity endorsers have a partial effect on Purchase Intention in MS Glow products in Malang. This demonstrates that MS Glow's success in choosing a Celebrity Endorser is able to provide a positive impetus for consumers so that it can increase consumer intention to make a purchase in MS Glow products in Malang. The findings of this research study are consistent with previous studies carried out by Tambunan & Pahursip, (2023); Wahab et al., (2023); Pratiwi et al., (2021); and Ratna Sari et al., (2022) which explains that Celebrity Endorser has an effect on consumer Purchase Intention. Thus, it follows that using Celebrity Endorsers in marketing products can influence consumer preferences for a brand or item. The ability of a Celebrity Endorser has great potential in increasing consumer Purchase Intention.

The Effect of Product Quality on Purchase Intention

According to the study's findings, product quality have a partial effect on Purchase Intention in MS Glow products in Malang. This demonstrates that the quality of the products given to MS Glow products is able to influence the buying interest of MS Glow products in Malang City. Based on the data obtained from respondents, MS Glow products are products with good quality. The findings of this analysis are consistent with studies carried out by Reza Mahendra (2021); Sulaiman et al., (2022); Hidayah & Apriliani (2019) and Baharudinsyah & Putri (2023) which an explanation of the quality of the product have a partial effect on Purchase Interest. This means that high product quality, including in terms of quality ingredients, product safety, and the benefits provided. Can increase Purchase Intention MS Glow products.

The Effect of Brand Image on Purchase Intention

According to the study's findings, brand image has a partial effect on Purchase Intention in MS Glow products in Malang City. This demonstrates that the brand image of MS Glow products is able to influence the Purchase Intention of MS Glow products in Malang City. based on data obtained from respondents, The Products' Brand Image of MS Glow is a glowing product. The findings of this study are consistent with previous research carried out by Murniasih & Telagawathi (2023) Wahab et al., (2021); Sulaiman et al., (2022); Sunjaya & Eridansyah (2019), and Tambunan & Pahursip, (2023) which explain that Brand Image affects consumer buying interest. This implies that by projecting a positive brand image, a brand will create a positive view of the products or services offered.

The Influence of Celebrity Endorser, Product Quality, and Brand Image on Purchase Intention

The study's conclusions imply that consumer purchase intentions for MS Glow goods in Malang are influenced concurrently by celebrity endorsement, product quality, and brand image. Naturally, MS Glow goods' simultaneous employment of the Celebrity Endorser, Product Quality, and Brand Image tactics to boost customer purchase interest is what gives them this influence. Positive consumer responses, such as interest in purchasing the product, are frequently seen when well-known celebrity endorsers, high-quality products, and a strong brand image are present. The findings of this study are consistent with previous research carried out by Sherly et al., (2022) Fauzy et al., (2022), and Lestari & Hayuningtias (2023) which clarify how interest in purchasing MS Glow items is influenced simultaneously or jointly by product quality, brand image, and celebrity endorser.

CONCLUSION

The purpose of this study is to measure and test the impact of celebrity endorsers, product quality, and brand image on buying interest in MS Glow products in the city of Malang. The conclusion of this research is that celebrity endorsers partially influence purchase interest in MS Glow products in the city of Malang. In the city of Malang, the purchase interest in MS Glow products is partially influenced by product quality. In Malang, brand image partially influences purchase intention for MS Glow products. Then, celebrity endorsers, product quality, and brand image all simultaneously influence consumers' buying interest in MS Glow products in the city of Malang

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