

THE INFLUENCE OF CELEBRITY ENDORSER AND PRODUCT QUALITY ON PURCHASE DECISIONS THROUGH BRAND IMAGE AS INTERVENING VARIABLES IN "WARDAH" COSMETICS

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Abstract :The purpose of this study was to analyze the direct and indirect effects of Celebrity Endorser, Product Quality, and Brand Image as intervening variables on Purchasing Decisions. The population of this research is wardah cosmetic users at the Faculty of Economics and Business UMSU. The number of samples is 100 respondents with asidental sampling. Data obtained by questionnaire. Research variables Celebrity Endorser (X1), Product Quality (X2), Brand Image (Z) and Purchase Decision (Y). Data analysis with percentage percentage descriptive, Path Analysis, Classical Assumption Test and Hypothesis Test. The results of this study indicate that the variable Celebrity Endorser (X1) has a direct effect on Purchasing Decisions (Y). And there is no direct effect of Product Quality (X2) on Purchasing Decisions. Brand Image Variable (Z) has a direct effect on Purchasing Decisions (Y). Variable Celebrity Endorser (X1) and Product Quality (X2) have a direct effect on Purchasing Decisions (Y). Path analysis results show that Celebrity Endorser (X1) has no indirect effect through Brand Image (Z) on Purchasing Decisions (Y), and there is an indirect influence on Product Quality (X2) through Brand Image (Z) on Purchasing Decisions (Y), so it can be said that brand image mediates the influence of product quality on purchasing decisions. The conclusion from this research is that Celebrity Endorser, product quality, and brand image as intervening variables have direct and indirect effects on purchasing decisions. It is suggested that wardah should increase the use of Celebrity Endorse, such as the use of celebrities which are currently popular In terms of product quality, Wardah should be able to increase the reliability of Wardah products such as the safety of Wardah cosmetics.

Keywords: Celebrity Endorser, Product Quality, Brand Image, Purchase Decision.

INTRODUCTION

Competition in the personal care and cosmetic industry sector is increasingly competitive. This is evidenced by the many types of cosmetics produced in Indonesia and abroad that are circulating both in Indonesia. The flood of cosmetic products on the market affects a person's interest in purchasing and has an impact on purchasing decisions. Purchasing a cosmetic product is no longer just for fulfilling desires, but because cosmetics are a necessity at this time.

In the era of globalization, business competition, complex and uncertain, not only provides opportunities but also challenges faced by companies to always find the best way to seize and maintain market share. Every company tries to attract the attention of (potential) consumers in various ways, one of which is by providing information about the product. Providing information about these products can be done through various forms of marketing communication programs including: advertising, sales promotions, personal selling, public relations, and direct marketing (Kotler, 2007, p. 243). Of these various marketing communication programs,

Advertising (advertising) is one of the most common ways companies use to direct persuasive communication to the target audience. This media is considered to be the most effective in influencing consumers to make purchases. According to Jefkins (2006, p. 5), advertising is the most persuasive sales message directed to the (prospective) consumers with the most potential for certain goods or services at the most economical cost.

Cosmetics have now become a human need that cannot be underestimated. If it is realized that both women and men, from birth to adulthood all need cosmetics, lotions for the skin, powders, soaps, depilatories, deodorants, are one of the many categories of cosmetics, and now it is increasingly felt that the need for cosmetics in various forms of colors and the uniqueness of the packaging and the advantages in providing functions for consumers, demands that the cosmetic industry be more motivated to develop technology that includes not only the designation of the cosmetics themselves but also the practicality of their use. As an example,

It is natural that there is sharp competition in the cosmetic industry today. This is because the market value of the cosmetics business is secretly very large and tantalizing. According to data from the Indonesian Cosmetics Companies Association (Perkosmi), the cosmetics industry's turnover in 2015 amounted to IDR 10.404 trillion. With an estimated growth of 20% (in 2014 to 2015 it grew 16.9%), cosmetics turnover in 2016 could reach a minimum of IDR 12.2 trillion. Data from the Ministry of Industry shows that currently there are 744 cosmetic producers in Indonesia, consisting of 28 large companies, 208 medium enterprises, and 508 small companies. Among the many players, the chairman of the Cosmetics Association and Association of Cosmetics (PPA Cosmetics) admits that competition in the cosmetic market is much tougher than for foreign brands. Since the implementation of ASEAN cosmetics harmonization in early 2011, the competitiveness of local products is quite disturbed. Local products are stressed by complicated licensing processes and restrictions in the language of promotion or packaging (SWA Magazine 2016 edition).

In order for the products offered by marketers through advertising media to attract potential consumers, it is necessary to have support from celebrity endorsers as messengers in advertisements. Celebrity endorsers are figures (actors, entertainers, or athletes) who are known to the public for their achievements and act as people who talk about products, which in turn can influence consumer attitudes and behavior pointing to the products they support (Shimp, 2008, p. 460). Additionally, Belch & Belch (2009, p. 178) stated that endorsers are supporters of advertisements that are displayed to convey messages. Endorsers are often referred to as direct sources, namely a speaker who delivers a message and / or demonstrates a product or service, endorsers are also defined as people who are chosen to represent the image of a product (product image), because usually community leaders have character. prominent and strong appeal.

Consumer purchasing decisions are not only influenced by Celebrity Endorser and product quality, in this study, purchase decisions are also influenced by brand image as an intervening variable (Nuraini and Mafkhtuhah, 2015, p. 5). A brand image indicates a certain quality level of a product so that satisfied buyers can easily re-select products (Kotler, 2009, p. 45). Brands present consumers' perceptions and feelings of a product and their performance, all things about the meaning of the product or jaa to consumers (Kotler and Amstrong, 2008). Brands are actually a reflection of the promises made by producers to consumers for the quality of the products they will produce, brands are proven to be able to influence purchasing decisions made by consumers (Iryanti, 2014).

increasingly interested in buying the product. As stated by Schiffman and Kanuk (2007, p. 141). consumers always choose brands based on their image, if consumers have no experience with a product, then they tend to trust brands that they like or are famous for. A positive brand image is related to consumer loyalty, consumer confidence regarding positive brand values, and a willingness to look for the brand (Iryanita, 2014, p. 9).

The results of interviews that the author had conducted before conducting the research got the answer that most consumers are interested in using Wardah cosmetics because Wardah cosmetics have a halal label, this is the first time expressed by some consumers, besides Wardah having a halal label, consumers also say that Wardah products It has good quality, especially for lipstick products, besides that Wardah also has an attractive packaging and is different from other products so that it is easy to recognize, but some other respondents also complained about powder products from Wardah which caused their faces to break out because they did not match the Wardah powder, There are also consumers who say that Wardah advertisements should use celebrity endorsers for facial soap products specifically for men so that men are more familiar with Wardah products and change the mindset of men about wardah products that Wardah not only issues cosmetics for women but also issues facial soap for men, consumers also explained that Wardah provides a place for facial health consultations that consumers complain about, namely Wardah Beauty House which is located in several places in an easily accessible field, Wardah also has customer relation Mangemets that respond quickly to good customers who come directly to Wardah Beauty House or those who contact by telephone.

THEORETICAL BASIS

1. Buying decision

Consumer behavior is basically a process of selecting, buying and using products to meet the needs of the company in running its business, it must always monitor changes in consumer behavior so that it can anticipate changes in consumer behavior to improve its marketing strategy, because in essence the purpose of marketing is to know and understand the nature of consumers by well, so that the products offered can be sold and consumers are loyal to the products produced. Consumer behavior is very decisive in purchasing decisions, which stage starts from the introduction of the problem, namely in the form of pressure that generates action to meet and satisfy needs.

According to Kotler (2007, p. 223) "The purchasing decision is a problem-solving process which consists of analyzing or recognizing needs and wants, searching for information, assessing selection sources for alternative purchases, purchasing decisions, and purchasing behavior towards a product that is influenced by various various factors, as well as the purchase of cosmetics. "

According to Lee and Johnson (2011, p. 111) states that "a purchasing decision is a stage of the purchasing decision process where consumers determine whether to buy, and if so, what to buy, and when to buy".

Meanwhile, according to Schiffman and Kanuk (2004, p. 547) "a purchasing decision is the selection of two or more alternative purchasing decisions, meaning that someone can make a decision, there are several alternative options available".

Based on the theory described above, it can be concluded that decision-making is an action taken to address the problems that occur, which must be faced. It is a step taken to be able to achieve the goal as quickly as possible and in the most efficient possible cost.

There are also stages that consumers go through in the purchasing decision-making process according to Abdullah and Tantri (2012, p. 129; Kotler and Keller, 2007, p. 235), namely:

- 1) Introduction of needs
- 2) Information search
- 3) Evaluation of alternatives
- 4) Buying decision
- 5) Behavior after purchase

Most large companies examine consumer purchasing decisions in a very detailed manner to ask questions about what consumers buy, how and how much they buy, and why they buy, one way to shape this is to know the factors that influence the purchase decision.

Meanwhile, according to Lamb, Hair and McDaniel (2001, p. 201); Abdullah and Tantri (2012, p. 112) there are four factors that influence consumers in making purchasing decisions, namely:

- 1) Cultural factors
- 2) Social factors
- 3) Personal factors
- 4) Psychological factors

2. *Celebrity Endorser* (Commercial star)

The success of an advertisement cannot be separated from an ad star (celebrity endorser) in promoting a product brand, especially when the ad is shown on television media. The use of commercials in television media is an appropriate alternative strategy for introducing products to consumers, with the aim of making rproduk known by the public more quickly (Stefani, 2013, p. 26).

Celebrity endorser is an advertising supporter or what is also known as an advertisement star to support a product, while a celebrity is a character (actor, entertainer or athlete) who is known for his achievements in different fields from the products he supports (Shimp, 2003, pp. 459-460)

According to Kotler and Keller (2009, p. 519), celebrity endorsers are the use of sources as interesting or popular figures in advertisements, this is a creative way to convey messages so that the messages conveyed can achieve higher attention and can be remembered.

The definition of attributes according to Mowen and Minor (2002, p. 213) are the characteristics or features that an object may have. So the endorser attribute is the characteristics or features that the endorser may or may not have. Where according to Mowen and Minor (2002, p. 398) there are two key factors that influence the effectiveness of the communication process, namely the characteristics of the information source (endorser) and the characteristics of the message being communicated.

Terence Shimp (2003, p. 470) classifies two general attributes and five specific attributes of celebrity endorsers to facilitate communication effectiveness. Specifically, he also said that the five special attributes of the endorser are described by the acronym TEARS. Where the TEARS consist of:

- 1) *Truthworthiness* (can be trusted)
- 2) *Expertise*(expertise)
- 3) *Attractiveness* (physical attractiveness)
- 4) *Respect* (quality is appreciated)
- 5) *Similarity* (similarity to the intended audience).

According to Royan (2004, p. 14), the *Celebrity Endorser* indicator consists of 4 elements.

- 1) *Visibility*
- 2) *Credibility*
- 3) *Attraction*
- 4) *Power*

3. Product quality

In the beginning humans were creatures who were quite satisfied with the materials provided by nature, so that at that time humans did not pay attention to the very importance of quality and quality. However, as time goes by, people / consumers nowadays have started to pay attention to the quality of the goods / products they use. They are more critical in buying the products offered.

According to Kotler and Armstrong (2009, p. 233-237) "product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair as well as other valuable attributes".

According to the American Society for Quality Control, quality is the overall characteristics and characteristics of a product or service that show its ability to satisfy implied needs. This definition is a consumer-centered definition of quality so that it can be said that a seller has provided quality if the seller's product or service has met or exceeds consumer expectations (Kotler and Keller, 2009, p. 180).

According to Ariyanti (2016, p. 101) "product attributes are product elements that are considered important by consumers and are used as the basis for purchasing decisions".

These attributes are:

- 1) Brand
- 2) Product quality
- 3) Product properties
- 4) Label
- 5) Service
- 6) Guarantee

According to Tjiptono (2008, p. 26) product quality is influenced by many factors. At the present time, industry in every field depends on a large number of conditions that impose on production in a way never experienced in the previous period, namely 6M.

- 1) *Market* (Market)
- 2) *Money* (Money)
- 3) *Management*(Management)
- 4) *Men*(Human)
- 5) *Motivation* (Motivation)
- 6) *Material* (Material)

4. Brand Image

In purchasing decisions, brand image is one of the important factors to make a purchase, with a brand image, consumers can differentiate between a product and another and can decide to make a purchase or not.

According to Kotler and Keller (2009, p. 268)

“Brand image is what consumers think and feel when they hear or see a brand name. From some of these definitions, it can be seen that the brand image is the consumer's perception of a product whether or not the product exists and is loyal to the product.

According to Sangadji and Sopiah (2013, p. 327) "A brand image can be considered as a type of association that appears in the minds of consumers when remembering a particular brand".

According to Kotler (2009, page 4) a brand is a complex symbol that can convey up to six levels of understanding as follows:

- 1) Attribute
- 2) Benefits
- 3) Score

- 4) Culture
- 5) Personality
- 6) User

A. conceptual framework

1. The Influence of Celebrity Endorsers on Brand Image

Celebrity is a tangible form of various images or associations that consumers think of on a brand. If a brand is associated with a brand that is energetic, young and full of stamina, then celebrities must represent all these associations. For a marketer, this brand personality is very important because like humans, personality makes a product brand look different compared to other brands. The features and prices will be easy to imitate by competitors, but personality is generally more difficult to imitate (Sulistya & Widya 2012, p. 3).

Sulistya & Widya's research (2012, p. 9) shows that the supporting celebrity (celebrity endorser) Agnes Monica which includes visibility, credibility, attraction and power has a positive and significant effect on the formation of the Honda Vario brand image.

2. Effect of Product Quality on Brand Image

According to Schiffman and Kanuk (2009, p. 15), one of the factors forming a brand image is quality or quality, related to the quality of the products offered by manufacturers with certain brands. This is in line with research from Nurchoidah (2013, p. 9) which shows that there is an effect of product quality on brand image.

3. The Influence of Celebrity Endorser on Purchasing Decisions

Celebrity endorser is an advertising supporter or what is also known as an advertisement star to support a product, (Shimp, 2003, pp. 459-460).

Attractiveness. Consumers tend to form a positive impression and believe more in celebrities as advertising stars because of the attractiveness of these celebrities, so that they can influence consumer purchasing decisions (Nuraini 2015, p. 45).

The results of research by Parengkuan et al. (2014, p. 9) show that Celebrity Endorser has an influence on product purchase decisions. This means that every increase in the value of Celebrity Endorser or the more often it is done, the consumer's purchasing decision will increase.

4. Effect of Product Quality on Purchasing Decisions

Product quality is closely related to purchasing decisions, where product quality is one aspect of consumer consideration in purchasing decisions. Good quality will lead to consumer satisfaction which in turn will make these consumers loyal to these products (Ferrinadewi, 2014, p. 17)

If the marketing situation is increasingly fierce, the role of product quality will be even greater in the company's development. In addition, consumers will love products that offer the best quality, performance, and innovative complements (Lupiyoadi and Hamdani 2006, p. 131). Product quality is one of the factors that are considered in making product purchase decisions (Purwati 2012, p. 11). Astuti's (2016) research results show that product quality has a significant effect on purchasing decisions.

5. The Influence of Brand Image on Purchasing Decisions

Schiffman and Kanuk (2000, p. 141) say that consumers always choose brands based on their image. If consumers have no experience with a product, then they tend to "trust" brands that they like or are well-known for. A positive brand image is related to consumer loyalty, consumer confidence about positive brand values, and willingness to search for brands. This means that consumers will choose products that have a good meek image to consume rather than products that do not have a good image.

6. The Influence of Celebrity Endorser on Purchasing Decisions through Brand Image

Attractive advertisements are ads that have attractiveness, namely the ability to attract consumer attention, attractive advertisements are usually creative, that is, they can distinguish themselves from mediocre mass advertisements, unusual and different advertisements, the same advertisement as some advertisements others will not be able to break through the competitive advertising crowd and will not attract consumer attention (Shimp 2003, p. 420).

7. The influence of product quality on purchasing decisions through brand image.

Product quality is a product or service characteristic that is responsible for its ability to satisfy stated or implied customer needs (Kotler and Armstrong 2008, p. 272).

Ferrinadewi's research (2015, p. 17) shows that the three factors in making cosmetic purchasing decisions, namely: quality factors, risk factors, and brand factors, are factors that have a positive influence on purchasing decisions.

Based on the theories from the results of previous research that have been described above, the conceptual framework can be described as follows:

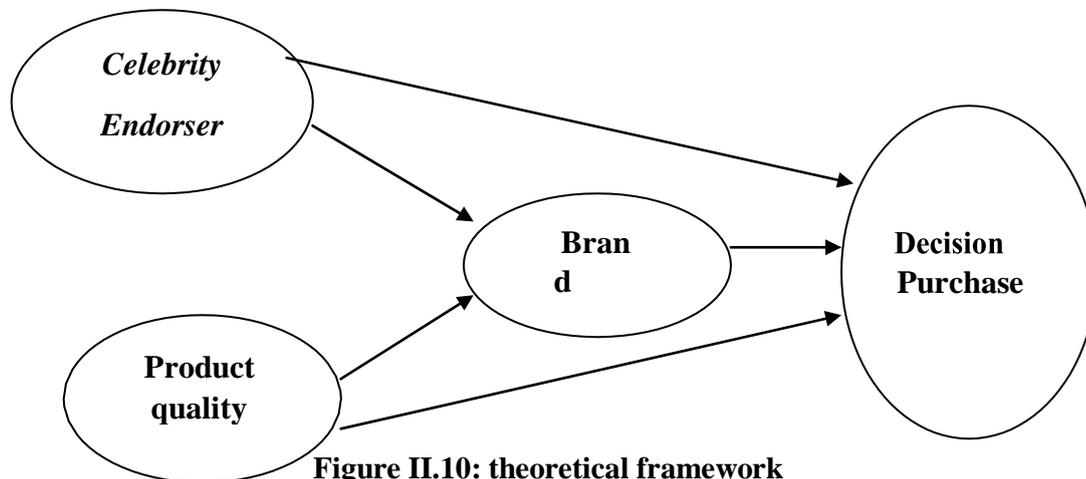


Figure II.10: theoretical framework

B. Hypothesis

The hypothesis is a temporary answer to the problem formulation, the truth of which will be tested in hypothesis testing (Sugiyono 2008, p. 306). Based on the formulation of the problem, literature review and conceptual framework, a temporary hypothesis can be drawn from this study, namely:

- H1: *Celebrity Endorser* take effect live to imagery brand product wardah at the Muhammadiyah University of North Sumatra (UMSU) students.
- H2: The quality of the product has a direct effect on the brand image of the Wardah product at the Muhammadiyah University of North Sumatra (UMSU) Students. .
- H3: *Celebrity Endorser* direct influence on wardah product purchasing decisions at the Muhammadiyah University of North Sumatra (UMSU) students.
- H4: Product quality has a direct effect on wardah product purchasing decisions for Muham University studentsmadiyah North Sumatra (UMSU).
- H5: Brand image has a direct effect on wardah product purchasing decisions for students at the Muhammadiyah University of North Sumatra (UMSU).
- H6: *Celebrity Endorser* influence on purchasing decisions through the wardah product brand image at the Muhammadiyah University of North Sumatra (UMSU) students.
- H7: Product quality affects purchasing decisions through the wardah product brand image on Univer studentssitas Muhammadiyah North Sumatra (UMSU).

RESEARCH METHODS

The research approach used in this research is the associative approach used because it uses two or more variables and the aim is to determine the influence between the variables.

The purpose of this study was to analyze the direct and indirect effects of Celebrity Endorser, Product Quality, and Brand Image as intervening variables on Purchasing Decisions. The population of this research is wardah cosmetic users at the Faculty of Economics and Business UMSU. The number of samples is 100 respondents with asidental sampling. Data obtained by questionnaire. Research variables Celebrity Endorser (X1), Product Quality (X2), Brand Image (Z) and Purchase Decision (Y). Data analysis with percentage percentage descriptive, Path Analysis, Classical Assumption Test and Hypothesis Test

RESEARCH RESULTS AND DISCUSSION

a. Classic assumption test

The simple classical assumption test aims to identify whether the regression model is a good model or not. Some of the classic assumption testing models are:

1) Normality test

The normality test is carried out to see whether in the path analysis model, the dependent, independent, and intervening variables have a normal distribution or not. If the data spreads around the diagonal line and follows the direction of the diagonal line, the path analysis model fulfills the normality assumption. The results of the normality test in this research study use a PP plot and the results can be seen in the following figure:

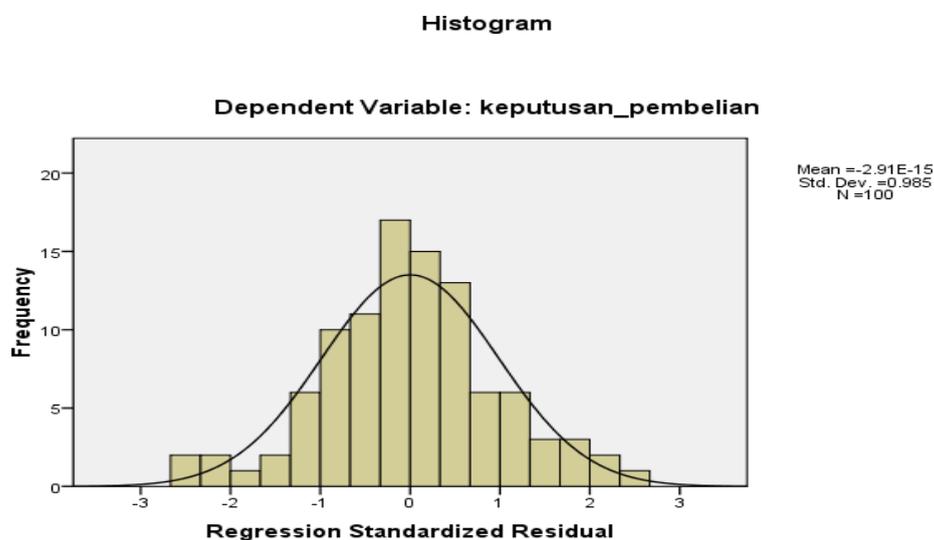


Figure IV-6

Normal Curve Histogram

Source: Results of data processing SPSS 17.0 (2018)

Based on the normal distribution test criteria, the data above can be said to have been normally distributed because the data distribution is not tilted left or right tilted.

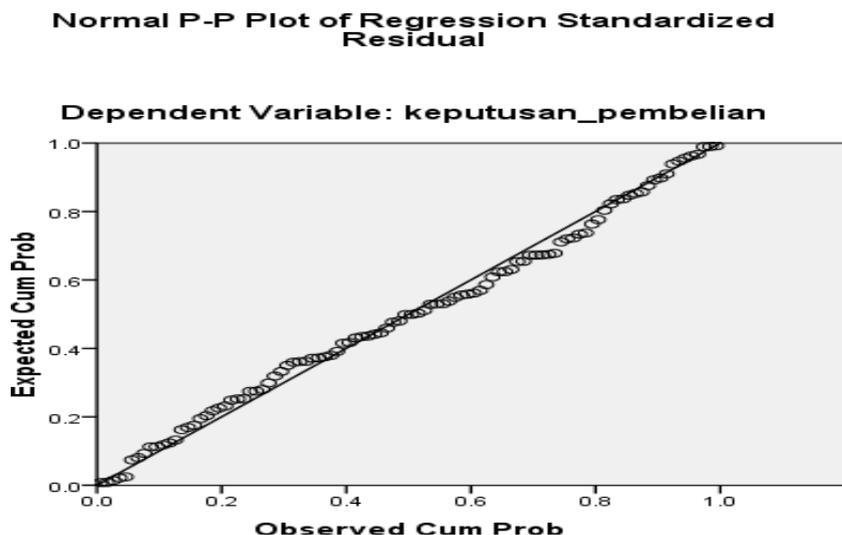


Figure IV-7 Data Normality Graph

Source: Results of data processing SPSS 17.0 (2018)

The picture above identifies that the regression model has met the previously stated assumptions, so that the data in the regression model of this study tends to be normal, meaning that the questionnaire data in this study are normally distributed.

2) Multicollinearity Test

Multicollinearity testing was carried out to see if there was a regression model, it was found that there was a correlation between variables. A good regression model should have multicollinearity. To detect multicollinearity by looking at the variance inflation factor (VIF) value and the tolerance value. The value to indicate whether or not there is multicollinearity is if the tolerance value is > 0.10 or Ama with $VIF < 10$, then there is no multicollinearity between the independent variables. The following are the results of the multicollinearity test:

Table IV-6 Coefficientsa

Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	celebrity_endorser	.703	1,423
	product quality	.734	1,362
	image_brand	.716	1,397

a. Dependent Variable: purchase_decision

Source: Results of data processing SPSS 17.0 (2018)

From the table above, it can be seen that the independent variable, namely the celebrity endorser, has a tolerance value of $0.703 > 0.10$, product quality has a tolerance value of $0.734 > 0.10$, brand image has a tolerance value of $0.716 > 0.10$ and a VIF celebrity endorser value of 1.423, product quality. 1,362, brand image 1,397. So that there is no multicollinearity in the independent variables of this study.

The results of the analysis carried out prove that all data are normal, so this data can be continued for the next analysis process to determine whether the results affect or not between the independent variables, the dependent variable and the intervening variable by using path analysis testing and partial hypothesis testing.

a. Correlation test

**Table IV-7
Correlation Test
Results**

		x1	x2
x1	Pearson Correlation	1	.450 **
	Sig. (2-tailed)		.000
	N	100	100
x2	Pearson Correlation	.450 **	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Results of Data Processing SPSS 17.0 (2018)

Based on the table above, it can be concluded that the relationship between the celebrity endorser variable and product quality has a low relationship because it is below 0.5.

a. The regression test of Equation 1

**Table IV-8
Results of the Equation Regression Test 1
Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,719	3,579		3,833	.000
	x1	.267	.074	.348	3,612	.000
	x2	.153	.053	.277	2,879	.005

a. Dependent Variable: z

Source: Results of Data Processing SPSS 17.0 (2018)

$$Y1 = 0.348 X1 + 0.277 X2 + e$$

Referring to the regression output of equation 1 in the Coefficients table section, it can be seen that the correlation value X1 = 0.348 while the significant value of the variable X1 is 0.000 <0.05.

a) Referring to the regression output of equation 1 in the Coefficients table section, it can be seen that the correlation value X2 = 0.277 while the significant value of the variable X2 is 0.000 <0.05.

**Table IV-9 Results of Model Summary
Equation 1 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.533 a	.284	.270	2,347

a. Predictors: (Constant), x2, x1

Source: SPSS 17.0 (2018) Data Testing Results

Based on the model summary table above, the Adjusted R value is 0.270, this indicates that the effect of X1 and X2 is 27.0% while the remaining 63% is a contribution from other variables. This shows that the contribution of the values X1, X2 to Z is equal to

27.0%. Meanwhile, the value of e1 can be found with $e1 = \sqrt{(1 - 0,270)} = 0.8544$

b. The regression test of Equation 2

**Table IV-10
Results of Equation 2**

Model	Regression Test			T	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error	Beta		
1 (Constant)	18,408	6,163		2,987	.004
x1	.481	.126	.390	3,812	.000
x2	-.015	.089	-.017	-170	.865
Z	.394	.163	.245	2,417	.018

- a. Dependent Variable: y
Source: SPSS 17.0 (2018) Data Testing Results

$$Y1 = 0.390 X1 + (-0.017) X2 + 0.245 Z + e$$

- Referring to the regression output of Equation 2 in the Coefficients table, it can be seen that the coefficient value of X1 = 0.390 while the significant value of the variable X1 = 0.000 < 0.05.
- Referring to the regression output of Equation 2 in the Coefficients table, it can be seen that the coefficient value of X2 = -0.017 while the significant value of the variable X2 = 0.865 > 0.05.
- Referring to the regression output of Equation 2 in the Coefficients table section, it can be seen that the coefficient value of X1 = 0.245 while the significant value of the variable Z = 0.018 < 0.05

**Table IV-11
Model Summary Equation 2 Model
Summary results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 a	.293	.271	3,766

- a. Predictors: (Constant), z, x2, x1
Source: Results of Data Processing SPSS 17.0 (2018)

Based on the model summary table above, the Adjusted R value is 0.271, this shows that the effect of X1, X2 and Z on y is 27.1% while the remaining 72.9% is the contribution of this variable. This shows that the contribution of X1, X2 and Y values to Z is 27.1%. Meanwhile, the value of e1 can be found with e1 =

$$\sqrt{(1 - 0,271)} = 0,8538$$

3) Hypothesis testing

a. Partial Test (t test)

The t statistical test is carried out to test whether the independent variable (X) partially has a significant relationship or not to the dependent variable (Y). With the SPSS program the test was carried out using a significant level of 0.05 ($\alpha = 5\%$). The value for $n = 100 - 2 = 98$ was 1.66055.

Table IV-12 Test Results Partially

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	18,408	6,163		2,987	.004
	celebrity_endorser	.481	.126	.390	3,812	.000
	product quality	-.015	.089	-.017	-170	.865
	image_brand	.394	.163	.245	2,417	.018

a. Dependent Variable: purchasing_ decision

Source: SPSS 17.0 (2018) Data processing results

The results of the partial test (T test) that have been carried out have obtained the following hypothesis results:

H1 Analysis of the direct effect of celebrity endorser on brand image.

- The hypothesis:
 - H0: Celebrity endorser has no significant effect on brand image
 - H1: Celebrity endorser has a significant effect on brand image
- Hypothesis testing criteria:
 - Reject H0 if the sig value < a 0.05
 - Accept H0 if the sig > a 0.05
- Conclusion: tcount 3,612 > ttable 1,660 so that it means that there is an influence of X1 (Celebrity Endorser) on Z (Brand Image). And the significant value of X1 is 0,000 < 0.05. So H0 is rejected, so it can be concluded that there is a direct significant influence of X1 (Celebrity Endorser) on Y (Brand Image).

H2 Analysis of the direct effect of product quality on brand image.

- The hypothesis:
 - H0: product quality has no significant effect on brand image
 - H1: Product quality has a significant effect on brand image
- Hypothesis testing criteria:
 - Reject H0 if the sig value < a 0.05
 - Accept H0 if the sig > a 0.05
- Conclusion: tcount 2.879 > ttable 1.660 so it means that there is an influence of X2 (Product Quality) on Z (Brand Image). And the significant value of X2 is 0.005 < 0.05. So H0 is rejected, so it can be concluded that there is a direct significant influence of X2 (Product Quality) on Z (Brand Image).

H3 Analysis of the direct effect of celebrity endorser on purchasing decisions.

- The hypothesis:
 - H0: Celebrity endorser has no significant effect on purchasing decisions
 - H1: Celebrity endorser has a significant effect on purchasing decisions.

- Hypothesis testing criteria:
 - Reject H0 if the sig value α 0.05
 - Accept H0 if the sig > α 0.05
- Conclusion: The value of tcount 3,812 > ttable 1,660 means that there is an influence of X1 (Celebrity Endorser) on Y (Purchase Decision). And the significant value of X1 is 0.000 <math>< 0.05</math>. So H0 is rejected, so it can be concluded that there is a direct significant influence of X1 (Celebrity Endorser) on Y (Purchase decision).

Table IV-13
Partial Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13,719	3,579		3,833	.000
x1	.267	.074	.348	3,612	.000
x2	.153	.053	.277	2,879	.005

a. Dependent Variable: z

Source: Results of Data Processing SPSS 17.0 (2018)

H4 Analysis of the direct effect of product quality on purchasing decisions.

- The hypothesis:
 - H0: product quality has no significant effect on purchasing decisions.
 - H1: product quality has a significant effect on purchasing decisions.
- Hypothesis testing criteria:
 - Reject H0 if the sig value α 0.05
 - Accept H0 if the sig > α 0.05
- Conclusion: the value of tcount -170 <math>< t_{table}</math> 1.660 means that there is no effect of X2 (Product Quality) on Y (Purchase Decision). And the significant value of X2 is 0.865 > 0.05. Then H0 is accepted, so it can be concluded that there is no direct significant influence of X2 (Product Quality) on Y (Purchase Decision).

H5 Analysis of the direct effect of brand image on purchasing decisions.

- The hypothesis:
 - H0: brand image has no significant effect on purchasing decisions.
 - H1: brand image has a significant effect on purchasing decisions.
- Hypothesis testing criteria:
 - Reject H0 if the sig value α 0.05
 - Accept H0 if the sig > α 0.05
- Conclusion: The value of t count 2.417 > t table 1.660 so it can be interpreted that there is an influence of Z (Brand Image) on Y (Purchase Decision). And the significant Z value is 0.018 <math>< 0.05</math>. Then H0 is rejected, so it can be concluded that there is a direct significant influence of Z (Brand Image) on Y (Purchase Decision).

H6 Analysis of the Influence of Celebrity Endorser on Purchasing Decisions through Brand Image

- Coefficient of direct, indirect and total influence.

- Direct effect (direct effect) X1 (celebrity endorser) to Y (purchase decision): seen from the regression coefficient value X1 (celebrity endorser) on Y (purchase decision), namely p_3 of 0.390.
- The indirect effect (indirect effect) X1 (celebrity endorser) to Y (purchase decision) through Z (brand image): seen from the multiplication between the regression coefficient value X1 to Z with the regression coefficient value Z to Y namely $p_1 \times p_5 = 0.348 \times 0.245 = 0.08526$.
- Total effect (total effect) X1 (celebrity endorser) to Y (purchase decision): seen from the value of direct effect + indirect effect
 $= 0.390 + 0.08526 = 0.4752$.
- The hypothesis is: X1 ((celebrity endorser) affects Y (purchase decision) through Z (brand image) (variable Z is an intervening variable, the actual effect is indirect).
- The conclusion criteria:
 - If the coefficient value of indirect effect $>$ direct effect ($p_1 \times p_5 > p_3$) then the variable Z (brand image) is an intervening variable, or in other words, the actual effect is indirect.
 - If the value of the indirect effect coefficient $<$ direct effect ($p_1 \times p_5 < p_3$) then the Z variable (brand image) is not an intervening variable, the actual effect is direct.
- Conclusion:
The coefficient value of indirect effect $<$ direct effect ($p_1 \times p_5 < p_3$), namely: $0.08526 < 0.390$, then X1 (celebrity endorser) has a direct effect on Y (purchase decision). This means that Z (brand image) does not have an important role in this research model, namely Z does not mediate the relationship between X1 (celebrity endorser) and Y (purchase decision).

H7 Analysis of the Effect of Product Quality on Purchasing Decisions through Brand Image

- Coefficient of direct, indirect and total influence.
 - Direct effect (direct effect) X2 (product quality) to Y (purchase decision): seen from the regression coefficient X2 (product quality) to Y (purchase decision), namely p_4 of -0.017
 - Indirect effect (indirect effect) X2 (product quality) to Y (purchase decision) through Z (brand image): seen from the multiplication of the regression coefficient X2 to Z with the regression coefficient value Z to Y, namely $p_2 \times p_5 = 0.277 \times 0.245 = 0.0678$.
 - Total effect (total effect) X2 (product quality) to Y (purchase decision)
: seen from the value of direct effect + indirect effect = $-0.017 + 0.0678 = 0.0508$.
- The hypothesis is: X2 (product quality) affects Y (purchase decision) through Z (brand image) (variable Z is an intervening variable, the actual effect is indirect).
- The conclusion criteria:
 - If the coefficient value of indirect effect $>$ direct effect ($p_2 \times p_5 > p_4$) then the variable Z (brand image) is an intervening variable, or in other words, the actual effect is indirect.
 - If the value of the indirect effect coefficient $<$ direct effect ($p_2 \times p_5 < p_4$) then the Z variable (brand image) is not an intervening variable, the actual effect is direct.

credibility, attraction and power have a positive and significant effect on formation *brand image* Honda Vario.

2. Effect of product quality on brand image

Based on the second hypothesis, there is a significant influence between product quality variables and brand image variables in Wardah cosmetics with a sig value of 0.005 <0.05. So H₀ is rejected, this can indicate the influence of product quality on Brand Image.

According to Schiffman and Kanuk (2009, p. 15), one of the factors forming a brand image is quality or quality, related to the quality of the products offered by manufacturers with certain brands.

The influence of product quality is very large on brand image, that is because if the quality of a product increases, the product's brand image also increases. And conversely, if the quality of the product decreases, the brand image will also decline. Consumers will believe more in products that have a good brand image, because brand image is a measure of whether or not the product is good for consumption.

The results of this study indicate that there is an effect of Brand Image on Purchasing Decisions, this is in line with research from Nurchoidah (2013) which shows that there is an effect of product quality on brand image.

3. The influence of celebrity endorsers on purchasing decisions

Based on the third hypothesis, it shows that there is a significant influence between the celebrity endorser variable and the purchasing decision variable for wardah cosmetics with a sig value of 0.005 <0.05. Then H₀ is rejected, this can indicate the influence of celebrity endorsers on purchasing decisions.

Celebrity endorser is an advertising supporter or what is also known as an advertisement star to support a product "(Shimp, 2003, pp. 459-460). This proves that Celebrity Endorser plays an important role in a product advertisement.

The results of the tests that have been conducted show that Celebrity Endorsers have an influence on purchasing decisions, this is in accordance with the research conducted by Nuraini (2015). Consumer attractiveness tends to form a positive impression and trust more celebrities as commercials because of the attractiveness of these celebrities. so that it can influence consumer purchasing decisions.

In addition, it is also in accordance with the results of research conducted by Parengkuan et al. (2014) showing that Celebrity Endorser has an influence on product purchasing decisions. This means that every increase in the value of Celebrity Endorser or the more often it is done, the consumer's purchasing decision will increase.

This shows that the Celebrity Endorser chosen by Wardah Cosmetics is one of the factors that influence the level of purchasing decisions on Wardah cosmetics. A reliable and attractive Celebrity Endorser will be a strength for Wardah to improve purchasing decisions.

4. Effect of product quality on purchasing decisions

Based on the fourth hypothesis, it shows that there is a significant influence between the celebrity endorser variable and the purchasing decision variable for wardah cosmetics with a sig 0.865 > 0.05. Then H₀ is accepted. This shows that there is no significant effect of product quality on purchasing decisions.

Product quality is closely related to purchasing decisions, where product quality is one aspect of consumer consideration in purchasing decisions. Good quality will lead to consumer satisfaction which in turn will make these consumers loyal to these products (Ferrinadewi, 2014, p. 17)

If the marketing situation is increasingly fierce, the role of product quality will be even greater in the company's development. In addition, consumers will love products that offer the best quality, performance, and innovative complements (Lupiyoadi and Hamdani 2006, p. 131). Product quality as a factor

considered in making product purchase decisions (Purwati 2012, p. 11). The results of this study are in line with the results of research conducted by Arifin and Fakhroji 2015 which stated that product quality did not have a significant effect on purchasing decisions.

5. The influence of brand image on purchasing decisions

Based on the fifth hypothesis, it shows that there is a significant influence between the celebrity endorser variable and the purchasing decision variable for wardah cosmetics with a sig value of $0.018 < 0.05$. Then H_0 is rejected, this can indicate a significant effect of brand image on purchasing decisions.

According to Kotler and Keller (2009, p. 268) "Brand image is what consumers think and feel when they hear or see the name of a brand. From some of these definitions, it can be seen that the brand image is the consumer's perception of a product whether or not the product exists and is loyal to the product.

The influence of brand image on purchasing decisions is directly proportional, because if the brand image of the product is good, consumers will be interested in purchasing the product and if the brand image increases, consumers will be loyal and will not hesitate to promote and even suggest their closest relatives to try it too.

The results of research that has been carried out by Brand Image have an effect on purchasing decisions, this is in line with the results of Pratama's research (2015) which states that product quality has a significant positive effect on purchasing decisions. This shows that the better the brand image of a product, the consumer's tendency to make purchases will also increase.

6. The Influence of Celebrity Endorser on Purchasing Decisions through Brand Image

Based on the 6th hypothesis, it does not indicate an indirect influence between the celebrity endorser variable and purchasing decisions in this study. This is shown from the calculation of the value of the coefficient of indirect effect $< \text{direct effect } (p1 \times p5 < p3)$, namely: $0.08526 < 0.390$, then X_1 (celebrity endorser) has a direct effect on Y (purchase decision). This means that Z (brand image) does not have an important role in this research model, namely Z does not mediate the relationship between X_1 (celebrity endorser) and Y (purchase decisions).

Attractive advertisements are ads that have attractiveness, namely the ability to attract consumer attention, attractive advertisements are usually creative, that is, they can distinguish themselves from mediocre mass advertisements, unusual and different advertisements, the same advertisement as some advertisements others will not be able to break through the competitive advertising crowd and will not attract consumer attention (Shimp 2003, p. 420).

The results of this study are in line with the results of previous research conducted by Astuti and Abdullah (2017) which state that brand image indirectly has no effect on the relationship between celebrity endorsers and purchasing decisions. Because in this study, brand image has no role to mediate the relationship between celebrity endorser variables and purchasing decisions.

7. Effect of Product Quality on Purchasing Decisions Through Brand Image

Based on the 7th hypothesis, it shows that there is an indirect effect provided by brand image on the relationship between product quality and purchasing decisions, this is indicated by the value of the coefficient of indirect effect $< \text{direct effect } (p2 \times p5 > p4)$, namely $: 0.0678 > -0.017$, then X_2 (product quality) has an indirect effect on Y (purchase decision). It can be seen here that Z (brand image) is an intervening variable that mediates the relationship between X_2 (product quality) and Y (purchase decision). This means that Z (brand image) has a very important role in this research model, namely Z (brand image) mediates the relationship between X_2 (product quality) and Y (purchase decision).

In line with product quality, the brand image of a product affects the purchasing decision, and the product quality is sufficient to influence the brand image which will increase the purchasing decision. This is because the indirect effect is greater than the direct effect on Wardah consumers, namely

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This proves that, before consumers decide to buy a product, they will look at product quality first, and many consumers choose to buy a product because the brand image that is owned by the product is already in the minds of consumers

The results of this study are in line with the results of previous research conducted by Ferrinadewi (2015, p. 17), which show that the three factors in making cosmetic purchasing decisions, namely: quality factors, risk factors, and brand factors, are factors that have a positive influence on purchasing decisions. . This means that brand image has a very important role, namely as an intervening variable that mediates between product quality variables and purchasing decisions.

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

Based on the research that has been done, the following conclusions can be drawn:

1. Partially Celebrity Endorser directly has a positive and significant effect on brand image. This means that the higher the use of celebrity endorsers, the higher the wardah cosmetic brand image.
2. Partially, product quality directly has a positive and significant effect on brand image. This means that the higher the quality of Wardah products, the higher the Wardah cosmetic brand image.
3. Partially Celebrity Endorser has a positive and significant effect on Purchasing Decisions. This means that the higher the use of celebrity endorsers, the higher the decision to buy Wardah cosmetics.
4. Partially, product quality directly has no positive and significant effect on purchasing decisions. This means that the higher the quality of Wardah products will not affect the purchase decision Wardah cosmetics.
5. Partially, the influence of brand image directly has a positive and significant effect on purchasing decisions. This means that the higher the use of Wardah cosmetic brand images, the higher the decision to buy Wardah cosmetics.
6. Partially, brand image does not have an indirect effect on the relationship between Celebrity Endorser and Purchasing Decisions.
7. Partially, brand image has an influence on the relationship between product quality and purchasing decisions.

B. Suggestion

Suggestions that can be taken from this research are as follows:

1. For Companies (PT Paragon Technology and Innovation)

- a. The Celebrity Endorser used in wardah advertisements should be able to increase the use of celebrities who have high popularity, which are liked by many consumers in order to attract consumers to form a good image in the minds of consumers towards products and make purchase decisions, such as the use of celebrities who are currently popular. .
- b. In terms of the quality of Wardah products, Wardah should be able to increase the reliability of Wardah cosmetic products, such as the safety of Wardah cosmetics when used, and the reliability of Wardah cosmetics in dealing with skin problems. Wardah parties are expected to be able to guarantee product return if Wardah cosmetics prove to be less reliable.
- c. In the brand image, Wardah should be able to increase the uniqueness of the Wardah brand compared to other brands such as a more complete variety of products and product uses in overcoming skin problems.

2. For further researchers

For further researchers, this research can be used as research reference material and can carry out the same research as this research by adding other variables not examined in this study, such as price, promotion, and quality of advertising messages.

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