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Celebrity Endorsers and Brand Image: Investigating the Drivers of Consumer Purchase Decision

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Abstrak

Dalam beberapa waktu terakhir, persaingan di antara perusahaan kosmetik semakin ketat. Banyak perusahaan dan merek kosmetik baru bermunculan sebagai respons terhadap tingginya permintaan akan produk kosmetik. Keberadaan berbagai merek tersebut memberikan konsumen beragam pilihan sebelum mereka memutuskan untuk membeli. Kondisi ini mendorong perusahaan untuk menerapkan berbagai strategi pemasaran demi bersaing, seperti memanfaatkan celebrity endorser dan memperkuat citra merek. Penelitian ini bertujuan untuk menganalisis pengaruh celebrity endorser dan citra merek terhadap keputusan pembelian, khususnya pada produk kosmetik Wardah di Kota Bandung. Sebanyak 102 responden, yang merupakan konsumen pengguna kosmetik Wardah, dilibatkan dalam penelitian ini. Metode yang digunakan adalah pendekatan kuantitatif dengan pengumpulan data melalui survei menggunakan kuesioner online. Data yang diperoleh dianalisis menggunakan perangkat lunak SPSS versi 24.0 dengan metode analisis regresi linear berganda. Hasil analisis menunjukkan bahwa keberadaan celebrity endorser berdampak signifikan terhadap keputusan pembelian kosmetik Wardah, terutama jika endorser memiliki daya tarik fisik yang tinggi. Selain itu, responden mengungkapkan bahwa citra merek memberikan pengaruh besar terhadap keputusan mereka dalam membeli produk kosmetik Wardah. Secara keseluruhan, penelitian ini menyimpulkan bahwa baik celebrity endorser maupun citra merek memiliki pengaruh signifikan terhadap keputusan pembelian kosmetik Wardah di Kota Bandung.

Kata Kunci: *Celebrity Endorser, Merek Kosmetik, Citra Merek, Keputusan Pembelian*

Abstract

Recently, competition among cosmetic companies has become increasingly intense. Numerous companies and cosmetic brands have emerged or been newly established to meet the growing demand for cosmetics. The abundance of brands provides consumers with a variety of choices before making a purchasing decision. This situation drives companies to adopt various marketing strategies to stay competitive, such as leveraging celebrity endorsers and enhancing brand image. This study aims to analyze the influence of celebrity endorsers and brand image on purchasing decisions, particularly for Wardah cosmetics in Bandung. The research involved 102 respondents who are Wardah cosmetics users. The method used in this study is a quantitative approach, with data collected through an online questionnaire survey. The collected data were processed using SPSS version 24.0 and analyzed through multiple linear regression. The findings indicate that celebrity endorsers significantly influence purchasing decisions for Wardah cosmetics, especially when the endorsers possess strong physical appeal. Furthermore, respondents highlighted that brand image plays a substantial role in their purchasing decisions for Wardah products. Overall, the study concludes that both celebrity endorsers and brand image significantly impact purchasing decisions for Wardah cosmetics, particularly in Bandung.

Keywords: *Celebrity Endorser, Brand Cosmetics, Brand Image, Purchase Decision*

INTRODUCTION

Modern life offers significant convenience and practicality, especially in improving appearance through beauty products and cosmetics. For many women, maintaining their appearance is more than just a routine—it plays a crucial role in building confidence, both personally and socially. This growing awareness of self-care is reflected in the rapid development of the beauty industry, which has become an important part of everyday life.

In Indonesia, the beauty industry has shown remarkable progress over recent years. According to the National Agency of Drug and Food Control (BPOM), the number of cosmetic companies in the country grew from 913 in 2022 to 1,010 by mid-2023, marking a growth rate of 21.9% (Republika, 2023). Additionally, exports of cosmetics, fragrances, and essential oils reached USD 770.8 million in 2023, highlighting Indonesia's strong position in the global market (Good News from Indonesia, 2023). Projections suggest that industry revenues will continue to rise, from USD 8.09 billion in 2023 to USD 9.17 billion in 2024 (Ministry of Industry, 2023).

One brand that stands out in this thriving market is Wardah, known for its halal-certified cosmetics. Established in 1995, Wardah has successfully responded to consumer demands for beauty products that are not only high-quality and safe but also align with

ethical and religious values. Wardah's diverse product range, which includes skincare, makeup, body care, and perfumes, has made it a household name. The brand's ability to continuously innovate and adapt to market trends has been key to its enduring success (StartFriday Asia, 2023).

When it comes to purchasing decisions, consumers often consider multiple factors, with brand image and celebrity endorsements playing an important role. Studies show that celebrity endorsers significantly influence consumer behavior, leveraging their popularity and credibility to boost product appeal. For instance, research by Hamdani et al. (2024) found that both celebrity endorsements and brand image positively affect purchasing decisions among young consumers of Emina cosmetics. Similarly, Safitri and Syarif (2023) highlighted that brand perception and promotional strategies strongly impact consumer preferences in the beauty industry.

Wardah has effectively tapped into this dynamic by partnering with popular influencers and celebrities like Abel Cantika and Tasya Farasya. These collaborations help the brand connect with younger audiences, particularly millennials and Gen Z, who often rely on social media and influencers for beauty recommendations (StartFriday Asia, 2023). Beyond endorsements, Wardah has also focused on consumer education by hosting workshops and seminars to enhance brand loyalty and deepen its relationship with customers (Binus Student Activity, 2024).

However, research findings on the impact of celebrity endorsements and brand image on purchasing decisions have not always been consistent. For instance, Danar (2016) observed that while celebrity endorsements had a significant positive effect, brand image played a smaller role. On the other hand, Nurcahya (2015) concluded that both factors, alongside brand trust, equally influenced consumer decisions. These differences indicate the need for further study, particularly in the context of Indonesia's rapidly evolving beauty market.

This research aims to explore how much influence celebrity endorsers and brand image have on consumer purchasing decisions for Wardah products. By understanding these factors, this study hopes to provide insights that can help shape more effective marketing strategies and support the sustainable growth of Wardah and other players in the cosmetics industry.

RESEARCH METHOD

This study applies descriptive and verification methods to achieve its objectives. Descriptive research provides an overview of the current state of the research subject, while verification tests the influence of independent variables on dependent variables (Sugiyono, 2017).

The research investigates how celebrity endorsers and brand image affect purchasing decisions for Wardah cosmetics in Bandung. The target population includes women aged 19 to 39 years who currently use, have used, or may use Wardah cosmetics. According to the Bandung City Central Statistics Agency (2019), this age group consists of 895,724 people.

Participants were selected using purposive sampling, a method where respondents are chosen based on specific criteria. In this study, respondents are women aged 19 to 39 years, living in Bandung, and with experience using Wardah cosmetics. This approach ensures the sample is relevant to the study's focus.

Using the Slovin formula with a 90% confidence level, the required sample size was calculated to be 100 respondents (Sugiyono, 2017). This ensures that the data collected is representative and sufficient for meaningful analysis.

Analysist Data Method

a. Multiple Regression Analysis

This study uses multiple regression analysis to understand how much the independent variables, Celebrity Endorser (X_1) and Brand Image (X_2), influence the dependent variable, which is Purchase Decision (Y). The relationship between these variables is represented by the equation:

$$Y = a + b_1X_1 + b_2X_2 + e$$

where a is the constant, b_1 and b_2 are coefficients of the independent variables, and e represents the error term.

b. Classical Assumption Tests

To ensure the validity of the regression model, several statistical checks, known as classical assumption tests, are performed. These tests include the normality test, multicollinearity test, and heteroscedasticity test.

- Normality Test

The normality test checks whether the data for the independent and dependent variables follow a normal distribution. A good regression model requires the data to

be normally distributed or close to normal. In this study, data collected through questionnaires was found to meet the normality criteria.

- Multicollinearity Test

This test is used to determine if there is a strong correlation between the independent variables in the regression model. A strong correlation could indicate multicollinearity, which can distort the results. According to Ghazali (2011), a regression model is considered free from multicollinearity if the Variance Inflation Factor (VIF) value is below 10.

- Heteroscedasticity Test

The heteroscedasticity test examines whether there are inconsistencies in the residual variances across observations in the regression model. Such inconsistencies can affect the accuracy of the results. Based on Ghazali (2011), the test results in this study showed no evidence of heteroscedasticity, ensuring the model's reliability.

- c. Coefficient of Determination (R^2)

The coefficient of determination, denoted as R^2 , measures how well the independent variables explain the variation in the dependent variable. R^2 values range between 0 and 1. A value closer to 1 indicates that the independent variables explain most of the variation in the dependent variable, while a value near 0 suggests that other factors not included in the model have a stronger influence.

- d. F-Test (Simultaneous Test)

The F-test is used to determine whether the independent variables collectively have a significant impact on the dependent variable. The test involves two hypotheses:

- H_0 : There is no simultaneous effect of the independent variables on the dependent variable.
- H_a : The independent variables collectively influence the dependent variable.

This test evaluates the overall effectiveness of the regression model in explaining the dependent variable, providing a broader understanding of how the variables interact.

RESULT AND DISCUSSION

Data analysis in this stage describes the general characteristics of the respondents who have been studied. The total respondents were 102 respondents. The data of this study were obtained from the results of distributing online questionnaires to women aged 19-39 years old who live in Bandung with the criteria who have used, currently or will use

wardah cosmetics. Based on the age of the respondents, they were classified into four groups, first group for the age of 19 to 23 years old, second group 24 to 28 years old, third group 29 to 33 years old and the last 34 to 39 years old.

The majority of respondents are 19-24 years old with a percentage of 95.1%, while the remaining 24-28 years old are 4 respondents (3.9%), and 1 respondent is 18 years old (1%). In this study, it can be concluded that most of the users or those who will buy Wardah cosmetics are young adults.

Multiple regression

Multiple Regression in this study was conducted to see and determine effect of Celebrity Endorser (X1), Brand Image (X2) on Purchase Decision (Y).

Table 1 The Result of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.042	1.769		.024	.981
1 Celebrity Endorser	.148	.056	.197	2.661	.009
Brand Image	.880	.095	.684	9.264	.000

Dependent Variable: Purchase Decision

(Source: Author's Data Processed)

From Table 1, the regression equation can be arranged as follows:

$$Y = 0.042 + 0.148X_1 + 0.880X_2 + e$$

From the regression model, we can interpret as follows: = 0.042 means that it obtains a constant value of 0.042 which means if the dimensions of Celebrity Endorser (X1) and Brand Image (X2) have a value of 0, it can be concluded that the Purchase Decision variable (Y) will have a unit value of 0.042. According to the table, the result show the coefficient which means:

- 1 = 0.148 means that it gets a value of 0.148 which means that if the dimension of Celebrity Endorser (X1) has an increase of units while the other dimensions are constant, it can be concluded that the Purchase Decision variable (Y) will increase by 0.148 in units.
- 2 = 0.880 means getting a value of 0.880 which means that if the Brand Image dimension (X2) has an increase of units while the other dimensions are constant, it can be concluded that the Purchase Decision variable (Y) will increase by 0.880 in

units.

Determination Coefficient Analysis

The coefficient of determination is used in performing multiple linear regression testing with criteria for more than two variables. The coefficient of determination test aims to see the proportion of total diversity in the dependent variable, namely the Y variable which can be explained by the independent variables, namely the X variable which together are in the multiple linear regression equation model.

Table 2 Summary Model of Coefficient of Determination Test Results (R2)

No	R	<i>R-Square</i>	<i>Adjusted R-Square</i>	<i>Standard Error of the Estimate</i>
1	.823 ^a	.678	.671	2.44482

Predictors: (Constant), Brand Image, Celebrity Endorser

(Source: Author's Data Processed)

From the SPSS model summary output display presented above, the adjusted R2 value is 0.671. Which means the coefficient of determination is 67.1%. It means that the independent variables Celebrity Endorser (X1) and Brand Image (X2) have an influence of 67.1% on Purchase Decisions (Y), while the remaining 32.9% is influenced by various factors that were not examined in the study.

Correlation Coefficient Analysis

Table 3 Interval of Correlation

Correlation Interval	Interpretation
0,00 - 0,199	Very weak
0,20 - 0,399	Weak
0,40 - 0,599	Currently
0,60 - 0,799	Strong
0,80 - 1,000	Very strong

(Source: Author's Data Processed)

Table 4 Summary Model of Correlation Coefficient Analysis Results

No	R	R-Square	<i>Adjusted R-Square</i>	<i>Standard Error of the Estimate</i>
1	.823 ^a	.678	.671	2.44482

Predictors: (Constant), Brand Image, Celebrity Endorser

(Source: Author's Data Processed)

By using correlation coefficient analysis in the SPSS program, the results are obtained based on the Guilford interpretation table, the correlation coefficient shows a number of 0.823, which means that there is a very strong relationship between Brand Image variables and Wardah cosmetic purchasing decisions in Bandung. A positive correlation coefficient value indicates that there is a one-way relationship where when the Brand Image is getting better, it will have a positive influence on purchasing decisions.

Hypothesis Test

In this study, hypothesis testing will be carried out using both the simultaneous test (F test) and the partial test (T test) to determine whether the independent variables, Celebrity Endorser and Brand Image, influence the purchasing decisions for Wardah cosmetics.

The significance test helps to assess whether the independent variables, when considered together, have an impact on the dependent variable. In this case, the study looks at how Celebrity Endorser and Brand Image affect the Purchase Decision as a whole. The simultaneous test was conducted using SPSS software, and the results are as follows:

Table 5 Significant Test Results (Test F) ANOVA

Model	<i>Sum of Squares</i>	Df	<i>Mean Square</i>	F	<i>Sig.</i>
Regression	1245.843	2	622.921	104.218	.000 ^b
Residual	591.736	99	5.977		
Total	1837.578	101			

Predictors: (Constant), Brand Image, Celebrity Endorser

(Source: Author's Data Processed)

Based on the results in table 5, it can be seen that the calculated F value is 104,218 with a Sig value. 0.000. So, it can be concluded that H01 is rejected because P value < (0.000 < 0.05). If H0 is rejected, it can be concluded that it means that the independent variable (X) simultaneously affects the dependent variable (Y), it can be concluded that X1 and X2 simultaneously affect Y.

Based on the results of multiple regression analysis from this study, it was found that celebrity endorsers have a positive influence on purchasing decisions. This is based on the results of the T test where the p-value of t-count is 2.661 with a significance value of 0.009 which is less than 0.05. Wardah Cosmetics has indeed implemented marketing strategies

in order to compete with other cosmetics, one of which is the use of Celebrity endorsers which are considered to be able to influence their purchasing decisions with their physical attractiveness, as well as respondents' trust when Celebrity endorses.

The results of this study support statement from previous studies and these statements have a positive influence, such as Nurcahya (2015) which states that where Celebrity endorsers can show that the better the role of Celebrity endorsers in clear shampoo advertisements tend to make purchasing decisions increase.

It can be seen that the results of multiple regression analysis from this study found that brand image positively affects purchasing decisions. This is based on the results of the T-test where the p-value of t-count is 9.264 with a significance value of 0.000 which is less than 0.05. Wardah cosmetics have a very well-known brand image with their halal brand, besides that the company must improve the brand so that it always develops well and can compete with other cosmetics. The results of this study support previous research, namely Gumelar (2016) that brand image has a significant and positive influence because a good image creates a positive perception when consumers want to make a purchase decision.

The research outcomes reveal a strong correlation between a positive brand image and consumers' decisions to purchase Wardah Cosmetics. Trust and credibility, established through Wardah's commitment to quality and ethical practices, played a pivotal role in shaping positive brand images. Concurrently, the study underscored the influential role of celebrity endorsements. Consumers were notably swayed by the credibility of endorsing celebrities and the alignment of their image and lifestyle with Wardah's brand values. The research demonstrated a synergistic effect when a positive brand image and a well-aligned celebrity endorsement were combined, resulting in a more pronounced impact on consumer behavior.

The study found that a majority of consumers exhibited a preference for Wardah Cosmetics over competitors, citing positive brand image and the influence of celebrity endorsements as primary factors driving this preference. High-quality products, ethical practices, and consistent communication emerged as key contributors to Wardah's positive brand image. Notably, the strategic selection of celebrity endorsers, known for their credibility and alignment with Wardah's values, positively influenced consumer perceptions. Consumers expressed a sense of connection to the brand through endorsements from reputable and relatable celebrities.

Despite these positive outcomes, the study identified areas for improvement. Continuous brand communication and the strategic selection of celebrity endorsers were

highlighted as essential to maintaining relevance in a dynamic market. The findings suggest that Wardah Cosmetics should continue investing in preserving a positive brand image and strategically leverage celebrity endorsements aligned with the evolving preferences of their target audience. Looking forward, the study proposes avenues for future research, including exploring the long-term impact of specific marketing campaigns, understanding the evolution of consumer loyalty, and assessing the influence of emerging digital platforms on brand perception and celebrity endorsements. In essence, the research provides actionable insights for Wardah Cosmetics and similar brands in the cosmetics industry to refine their marketing strategies and enhance consumer engagement.

CONCLUSION

Based on the outcomes of information evaluation and dialogue of the impact of movie star endorsers and logo photos on shopping choices for wardah cosmetics inside the town of Bandung which were executed on 102 respondents, the subsequent conclusions may be drawn:

- a. Overall, the outcomes of the descriptive evaluation which has the maximum impact on the Celebrity Endorser variable are Celebrity Endorsers who've bodily beauty with a rating of 4.39. Then, for the logo photo variable, respondents experience the renewal of Wardah cosmetics that are developing and may input millennials with a rating of 4.29. Meanwhile, for the acquisition selection variable, the respondents strongly considered the significance of cosmetics with a rating of 4.40.
- b. Based on the outcomes of more than one regression evaluation of this research, it has observed that movie star endorsers definitely impact shopping choices. This is primarily based totally on the outcomes of the T test a look at wherein the p-value of t-count is 2.661 with significance value of 0.009 that's much less than 0.05.
- c. Based on the outcomes of more than one regression evaluation of this study, it has observed that brand definitely impact shopping choices. This is primarily based totally on the outcomes of the T-test a look at wherein the p-value of t-count is 9.264 with a significance value of 0.000 that's much less than 0.05.

From this research, we know that customers are interested in celebrity endorsers, however, companies should evaluate celebrity endorsers who have high popularity when endorsing them. Furthermore, companies should continue to innovate, maintain

product quality and improve the brand image of Wardah cosmetics so that consumers have the desire to use Wardah cosmetics.

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