



Influences of Celebgram Endorsement, Price, and Brand Image on Consumer Purchase Intention of Cosmetics (Study at: Dermaster Klinik Manado)

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Abstract: Celebrity endorsement, price and brand image are factors that can influence consumer buying interest. However, in practice, these factors do not always have a positive effect on consumer buying interest. This research was conducted to test the influence of celebrity endorsement, price and brand image on consumer buying interest at Dermaster Klinik Manado. This research uses multiple linear regression analysis with a sample size of 100 consumer respondents who are the Instagram audience of Dermaster Klinik Manado endorsers. The research results show that celebrity endorsement, price and brand image simultaneously influence consumer buying interest at Dermaster Klinik Manado. Celebrity endorsement has a positive and significant effect on consumer buying interest, price has a positive and significant effect on consumer buying interest, and brand image has a positive and significant effect on consumer buying interest. The celebrity endorsement variable contributed 28.2% to consumer buying interest, the price variable contributed 26.5% to consumer buying interest, and the brand image variable contributed 32.5% to consumer buying interest. From these three variables, it can be concluded that the brand image variable contributes the greatest influence to consumer buying interest compared to other variables. The research results show that celebrity endorsement, price and brand image are factors that can influence consumer buying interest at Dermaster Klinik Manado. The findings of this research can be used by Dermaster Klinik Manado to improve its marketing strategy and increase consumer buying interest.

Key words: Celebgram Endorsement, Price, Brand Image, Consumer Purchase Interest

INTRODUCTION

Background

The rapid and rapid development of technology and information in recent years has had many positive influences on various aspects of human life. All information can be quickly and easily accessed by anyone, anytime and anywhere. Not only that, human lifestyles have also adapted to the times. Social media provides many job opportunities that are available or open, which allows someone to earn income without having a physical workplace. One example is Instagram celebrities

as endorsers, which we usually call Selebgram. According to Shimp (2002) a celebrity endorser is an artist, entertainer, athlete and public figure who is known to many people for their success in their respective fields and the field they support. In short, Selebgram is a new profession that was born from the presence of social media Instagram, which is a photo and video-based social media application that appeared since 2010.

Endorsement activities are one of the digital marketing methods because they use social media as a platform or promotional tool. According to Sabila (2019), Digital marketing is a form of business to market and promote a brand or product through the digital world or the internet. With the aim of being able to reach consumers and potential consumers quickly and on time. Simply put, digital marketing is a way to market and promote certain products or brands through digital media. This can be done through internet advertising or social media which are widely used by business people, such as Facebook, YouTube, Twitter, Instagram and other social media. Because it is very flexible, digital marketing has become very popular from 2000 until now and has become the most widely used and sought after marketing system for business people as a promotional tool to offer their products or services.

Dermaster Klinik Manado is one of the business actors who uses digital marketing strategies. Dermaster is a beauty clinic founded in 2002 by Kwon Han Jin in Seoul, Korea. This clinic has spread across Thailand, the Philippines, Hong Kong, Taiwan and America. Dermaster Klinik has been present in Indonesia since 2013 and has spread across several cities in Indonesia, including Manado. This clinic is one of the best aesthetic clinics in Indonesia because it has experienced doctors, apart from that it has also won many awards in its field as the best clinic not only in Indonesia, but also in the world. Dermaster's mission is to provide the best and perfect results in beauty solutions and facial contouring and smooth skin without plastic surgery. In its promotional strategy, Dermaster has collaborated with famous artists, celebrities and also public figures who are believed to be influencers through endorsements, which can influence many people to entrust their beauty problems to Dermaster. This effort is certainly expected to increase prospective consumers' buying interest in the products offered by Dermaster. So, how big is the influence of Celebrity endorsements on the purchasing interest of Dermaster Clinic Manado consumers?

The results of interviews with several people who had treatment at other clinics, they admitted that they had analyzed the existence of the Dermaster clinic from several endorsers they followed on their Instagram, but chose not to have treatment at Dermaster because they did not believe the testimonials given by the endorsers because they thought there was no treatment. Even so, they already have good skin and faces. This means that it is very important to pay attention to the choice of endorser because one of the indicators of a Celebrity endorsement is that it must be convincing (credible).

Another reason why they prefer other beauty clinics over Dermaster, is because the prices are cheaper (affordable) compared to Dermaster (uncompetitive), and because they believe that the clinic they work at has proven its quality and benefits because they see testimonials from people around them. . (Conformity with Quality & Benefits). Price is one of the most important factors in consumer purchasing decisions. Price can influence consumer buying interest in several ways, namely: Affordable prices can increase consumer awareness and interest in a product. According to Engel, Blackwell, and Miniard (1995), consumers will be more likely to pay attention to products that have affordable prices.

Price is an important variable for business actors to consider when developing marketing strategies. Prices that are competitive and in line with the quality and benefits offered can help business actors to increase consumer buying interest and increase product sales. This is supported by the results of the ZAP Beauty Index 2023 survey which stated that apart from product safety and

composition, most Indonesian women prioritize price as a factor in choosing beauty products (skincare). Apart from choosing skincare, the main factor in determining the beauty clinic that most Indonesian women will choose apart from quality is price.

Concern Indonesian women's perception of brand image also always increases from year to year. This year, 45.2% of Indonesian women chose brand reputation and credibility as the main consideration factor in choosing skincare. This is one of the reasons why product image is something very important to research. Therefore, it is important for beauty product marketers to understand the brand image dimensions that are most important to their consumers.

Through interviews with several people, the image of Dermaster Manado turned out to be quite bad in the eyes of some people because they saw testimonials from people around them who had undergone treatment at Dermaster Manado but could be said to have been unsuccessful or failed even though they had spent a fantastic amount of money (Introduction) . They finally moved to another clinic and managed to recover from their skin problems such as acne and others (Fidelity). Some of them also admitted that they were reluctant to undergo treatment at Dermaster Klinik Manado because they felt inferior about the brand's image, which is known as a beauty clinic for Indonesian artists. This is because they think that the price of treatment at Dermaster is definitely fantastic and unaffordable. (Attractiveness)

Research purposes

1. To analyze the influence of celebrity endorsement, price and brand image on consumer buying interest at Dermaster Klinik Manado.
2. To analyze the influence of celebrity endorsements on consumer buying interest at Dermaster Klinik Manado.
3. To analyze the effect of price on consumer buying interest at Dermaster Klinik Manado.
4. To analyze the influence of brand image on consumer buying interest at Dermaster Klinik Manado.

LITERATURE REVIEWS

Theories used in research

Marketing Management

Marketing management is an activity planned and carried out by the company. Planning requires the right strategy and expertise to determine the plan. The role of marketing management in a company is very important, this includes preparing more innovative products, selecting the company's desired market share, and promoting new products to potential buyers.

According to Kotler and Keller (2012: 6), marketing management is a target market to attract, retain and increase consumers by creating and providing good sales quality.

Consumer behavior

Consumer behavior According to Kotler and Keller (2008: 166), consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires. According to Mowen and Minor, consumer behavior is the study of the units and decision-making processes involved in receiving, using and purchasing, and determining goods, services and ideas. From several understandings of these experts, it can be concluded that consumer behavior is the actions carried out by consumers to achieve and fulfill their needs, both for consuming and consuming goods and services, including the process of decisions that precede and decisions that follow (Sangadji and Sopiah, 2013: 9).

Purchase Interest

Consumer buying interest according to Kotler and Keller (2012: 503) is something that is related to the consumer's plan to buy a particular product, as well as how many units of the product are needed in a certain time period. The indicator of buying interest is through the AIDA stimuli model, namely attention, interest, desire and action.

1. Attention) A person's buying interest begins with the stage of attention to a product, after hearing or seeing the product being promoted by the company.
2. Interest. After getting information about the product being promoted by the company, consumer interest in the product arises. If consumers are impressed by the stimuli provided by the company, then at this stage a feeling of interest will arise in the products offered.
3. Desire. After consumers understand the advantages of the product, at this stage the consumer will have the desire and desire to buy the product.
4. Action. At this stage, consumers have gone through several stages, namely starting from seeing and hearing a product being promoted, so that attention, interest and interest in the product arises. If there is a strong desire and desire, you will make a decision to buy the product.

Celebgram Endorsement

Celebgram Endorsement is a marketing strategy that uses celebrities to promote a product or service. Celebrities have a big influence on their followers, so when they promote a product, this can increase consumer awareness and interest in that product. According to Royan (2004:13-20) the use of celebrities for advertising should be evaluated using the VisCAP method which consists of:

1. *Visibility*, has a dimension of how far the popularity is
2. *Credibility*, relates to two things, namely expertise and objectivity. This expertise will relate to the celebrity's knowledge about the product being advertised and objectivity refers more to the celebrity's ability to give confidence or confidence to consumers of a product.
3. *Attraction*, focuses more on the star's appeal. There are two important things, namely the level of consumer liking (likeability) and the level of similarity with the personality desired by product users (similarity), where the two cannot be separated.
4. *Power*, the ability of celebrities to attract consumers to buy.

Price

Price is a way for a seller to differentiate his offering from competitors so that pricing can be considered as part of the product differentiation function in marketing, price is also very relative (Zulaicha & Irawati, 2016). Consumers' understanding of prices has an important impact on determining pricing policies. Consumers can have expectations regarding the relationship between price and quality. According to (Kotler & Armstrong, 2014), there are four measures that characterize price, namely:

1. Affordability. Consumers can reach the price set by the company, the product is usually one type of expensive price with the price set by many consumers who buy the product.
2. Prices according to ability or price competitiveness. Consumers often compare the price of one product with other products. In this case, the price of a product is highly considered by consumers when buying that product.
3. Price match with product quality. Price is often used as an indicator of quality, consumers often choose the higher price between two products because consumers see a difference in quality. If the price is higher, consumers tend to think that the quality is also better.

4. Matching price with benefits. Consumers decide to buy a product if the perceived benefits are greater than or equal to what they have spent to get it. If consumers feel that the benefits of the product are less than the money spent, consumers will think that the product is expensive and consumers will think twice about making a repeat purchase.

Brand Image

According to Kotler (2013:344), brand image is the overall perception of a brand and is formed from past information about a brand. Brand image is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of consumers buy something, not just because they need the item, but there is something else they expect. Brand image is the perception and belief held by consumers, as reflected in the associations that occur in consumer memory. The indicators that characterize brand image according to Freddy Rangkuti (2009:44)

1. *Recognition*. The level of recognition of a brand by consumers, if a brand is not known then products with that brand must be sold based on the lowest price, such as the introduction of a logo, tagline, product design or other things as the identity of the brand.
2. *Reputation*, *merAim* for a fairly high level of reputation or status for a brand because it has a better track record, a brand that consumers like will be easier to sell and a product that is perceived to have high quality will have a good reputation. Such as consumer perceptions and product quality.
3. *Affinity*, *meIt* is an emotional relationship that arises between a brand and its consumers. This can be seen from price, consumer satisfaction and the level of association.
4. *Loyalty*. Concerns how much consumer loyalty there is to a product using the brand in question.

Previous Research

Lee (2019)

The Impact of Celebrity Endorsement, Brand Image, and Product Quality on Consumer Purchase Intention: A Study of the Korean Cosmetics. This journal was published in the journal *Journal of Retailing and Consumer Services* in 2019. This journal discusses the influence of celebrity endorsement, brand image, and product quality on consumer purchasing interest in the Korean cosmetics market. Based on research results, celebrity endorsements have a positive and significant effect on consumer buying interest. This happens because celebrity endorsements can increase consumer trust and credibility in brands. Brand image also has a positive and significant effect on consumer buying interest. This happens because brand image can increase consumer perceptions of product quality and value. Product quality has a positive and significant effect on consumer buying interest. This happens because consumers will be more likely to choose products with better quality.

Habibah, Hamdani, & Lisnawati (2018)

The Influence of Celebrity Endorser, Brand Image and Product Price on Consumer Purchase Interest in Wardah Skincare Products. This research aims to analyze the influence of celebrity endorsers, brand image, and product price on consumer purchasing interest in Wardah skincare products. The population of this research is Wardah skincare consumers in Bogor City. The sample for this research was 100 respondents taken using the purposive sampling method. The research results show that celebrity endorsers, brand image, and product prices have a positive and significant effect on consumer buying interest.

Wu (2018)

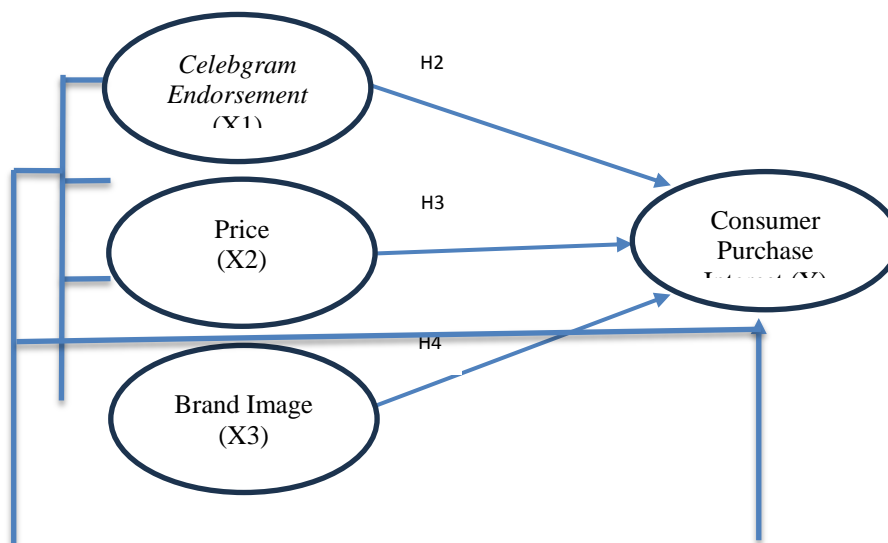
This journal discusses the influence of celebrity endorsement, brand image, and product quality on consumer purchasing interest in the Chinese market. Based on research results, celebrity endorsements have a positive and significant effect on consumer buying interest. This happens

because celebrity endorsements can increase consumer trust and credibility in brands. Brand image also has a positive and significant effect on consumer buying interest. This happens because brand image can increase consumer perceptions of product quality and value. Product quality has a positive and significant effect on consumer buying interest. This happens because consumers will be more likely to choose products with better quality.

Research Model and Hypothesis

Research Model

This research model is as follows:



Hypothesis

Based on the research model image above, the proposed research hypothesis is as follows:

1. H1:allegedly*Celebrity endorsement program*, price and brand image are thought to have an influence on consumer purchasing interest at Dermaster Klinik Manado together
2. H2:allegedly*Celebrity endorsement program*is suspected of having an influence on consumer buying interest at Dermaster Klinik Manado
3. H3:allegedlyPrice is thought to have an influence on consumer buying interest at Dermaster Klinik Manado
4. H4:allegedlyBrand image is thought to have an influence on consumer buying interest at Dermaster Klinik Manado

RESEARCH METHODS

This type of research is quantitative research. As a first step, researchers collect data related to the topic through journals and books, then use it as a reference source in obtaining a theoretical basis and how to analyze data.Quantitative research methods, as stated by Sugiyono (2017) can be interpreted as research methods that are based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative. / statistics with the aim of testing predetermined hypotheses.

Location and Place of Research

The research location was carried out in Manado via social media Instagram. The questionnaire link will be distributed to Dermaster Klinik Manado endorsers, totaling 15 people with a minimum of 1000 Instagram story viewers per day, then the endorsers will share it with their respective Instagram audiences to fill in.

Method of collecting data

In this research, the instrument used to collect data was a questionnaire. A questionnaire is a number of written questions used to obtain information from respondents in the sense of reports about their personality, or things they know. This questionnaire is used to refer to methods and instruments. (Arikunto, 2019). A questionnaire is a data collection technique that is carried out by giving a set of written statements or questions to respondents to answer.

Research Population and Sample

Sugiyono (2017) defines population as a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then generalized. The respondents in this research are Instagram users who live in North Sulawesi, aged 16-54 years, actively use Instagram social media and are the audience of Dermaster Klinik Manado endorsers. The sample size in this study was determined using the Rao Purba formula with results $n = 96.04$. The sample was determined to be 100 people to simplify data processing.

Data analysis

Validity test

The test that will be used in this research is the Pearson Product Moment Correlation Test. The validity test in this research uses item analysis, the correlation of each item and the total score for each item will determine how valid the item is. Items that do not match will be corrected or if grossly invalid will be removed from the question items. This research uses a validity test with SPSS 26, namely with the following measurement criteria:

1. If $r_{\text{count}} \geq r_{\text{table}}$ then the instrument or item has a significant correlation with the total score, then it is declared valid.
2. If $r_{\text{count}} < r_{\text{table}}$ then the instrument item or statement does not have a significant correlation with the total score and is declared invalid.

Reliability Test

The reliability measurement technique in this research uses the Cronbach's Alpha technique. In calculating reliability using the Cronbach's Alpha technique, the SPSS 26 program is used. The criteria for using this technique are that the research instrument is said to be reliable if the Alpha value is ≥ 0.60 (Sujarweni, 2015). So ;

1. If the alpha value is < 0.60 , then the variable is not reliable
2. If the alpha value is ≥ 0.60 , then the variable is reliable.

Classic assumption test

Normality test

The normality test is a test to see whether the residuals obtained have a normal distribution (Sugiyono, 2017). If the data distribution is normal, it means the regression model is good. Tests to determine whether the data is normally distributed or not can use non-parametric statistical tests. The non-parametric test used is the One – Sample Kolmogorov – Smirnov (1 – Sample K – S) test with a significant value of 0.05.

Multicollinearity Test

Multicollinearity is often described as a statistical phenomenon where there is a perfect or exact relationship between independent variables or predictor variables. To determine whether there is multicollinearity, Variance Inflation Factor (VIF) and Tolerance (T) are used. If the VIF value is less than 10, and the T value is more than 0.1 and less or equal to 1, it means that multicollinearity does not occur. Conversely, if the VIF value is more than 10, and the T value is less than 0.1 and more than 1, it means that multicollinearity occurs.

Heteroscedasticity Test

The heteroscedasticity test is used to analyze, test in the linear regression model whether there is inequality of variance from the residuals and one observation to another (Ghozali, 2018). If the variance of the residuals from one observation to another remains, then it is declared homoscedasticity and if it is different it is declared heteroscedasticity. A good regression model is a heteroscedasticity model.

Multiple Linear Regression Analysis Test

Multiple regression is often used to handle regression analysis that involves the relationship of two or more independent variables (Arikunto: 2019:56). After the research data in the form of respondents' answers to the questionnaires distributed was collected, data analysis was then carried out based on multiple regression analysis.

Hypothesis testing

To analyze how much influence the independent variables have simultaneously (simultaneously) on the dependent variable, the ANOVA test or F-test is used. Meanwhile, the influence of each independent variable partially (individually) is measured using the t-statistical test.

1. T-test to analyze whether the influence of celebrity endorsement, price and brand image partially influences interest in buying beauty products at Dermaster Klinik Manado.
2. F test to analyze whether the variables Selebgram endorsement, price and brand image simultaneously influence interest in buying beauty products at Dermaster Klinik Manado.

Analysis Coefficient of Determination (R²)

The coefficient of determination essentially measures how far the model's ability to explain the dependent or dependent variable. The coefficient of determination values are zero and one. A small R² value means that the ability of the independent variable to explain variations in the dependent variable is very limited. A value close to 1 means that the independent variables provide almost all the information needed to predict variations in the dependent variable. The formula used is: $R^2 = (r^2)$
Information: R² = coefficient of determination r² = correlation coefficient

Research Instrument

The measurement scale used in this research is the Likert Scale. The Likert scale is a five-point scale used to allow individuals to state how much they agree or disagree with certain statements (Saunders et.al in Ahmad (2017)). In this research the authors used five levels in the assessment, namely:

1. Strongly Disagree
2. Disagree

3. Neutral
4. Agree
5. Strongly Agree

RESEARCH RESULTS AND DISCUSSION

Research result

Validity test

From the results of data processing, the r value for each statement item turns out to be positive and the value is greater than r product moment table is 0.198, so it can be concluded that all statement items are valid.

Reliability Test

The results of this research show that the Cronbach Alpha value is above the r table of 0.198, so it can be concluded that the reliability of the research construct or variable is reliable. The results of this research also show that Cronbach Alpha value for each variable > 0.6 then it can be concluded that each statement is said to be reliable.

Normality test

The results show that the data spreads around the diagonal line following the direction of the diagonal line, indicating a normal distribution pattern, so that the regression model meets the normality assumption.

Multicollinearity Test

The results show that there are no symptoms of multicollinearity if the VIF value is < 10 . Because the VIF value of all variables is less than 10, there are no symptoms of multicollinearity in all independent variables. It can be concluded that there are no symptoms of multicollinearity in the model.

Heteroscedasticity Test

The results show that the results of the heteroscedasticity test show that all the points do not have a particular pattern and in the distribution the points spread below and above the number 0 on the Y axis. This shows that there is no heteroscedasticity.

Hypothesis testing

The results of the analysis show that the variables *Celebrity endorsement program* contributed 28.2% to consumer buying interest, the price variable contributed 26.5% to consumer buying interest, and the brand image variable contributed 32.5% to consumer buying interest. From these three variables, it can be concluded that the brand image variable contributes the greatest influence to consumer buying interest compared to other variables, namely 32.5%. Meanwhile, the price variable makes the smallest contribution to its influence consumer buying interest, namely 26.5%.

Correlation Coefficient (R) and Determination Coefficient (R²)

The correlation coefficient (R) value produced in model 1 is 0.622. This shows that celebrity endorsement, price and brand image simultaneously have a fairly strong relationship. The coefficient of determination (R²) value produced in model 1 is 0.387. This shows that the contribution of the independent variables, namely Selebgram endorsement (X1), price (X2), and brand image (X3) to the dependent variable (consumer buying interest) is 38.7% and the remaining 61.3% is influenced

by other variables , which was not researched in

Discussion

Based on the results of data analysis, it shows that celebrity endorsement, price and brand image simultaneously influence consumer buying interest. In other words, consumers tend to be more willing to buy beauty products from Dermaster Klinik Manado when the products are supported by Selebgram endorsements, offered at competitive prices, and have a good brand image. The results of research from Habibah, Hamdani, & Lisnawati (2018), found that celebrity endorsers, brand image and product prices simultaneously influence consumer buying interest. The results of research from Alawiyah and Rachmadi (2021), found that brand image, product quality, and Instagram celebrity endorsements have a positive and significant effect on consumer buying interest. The celebrity endorsement variable contributes to consumer buying interest by 28.2%, price 26.5% and brand image 32.5%. In other words, brand image contributes the greatest influence to consumer buying interest at Dermaster Klinik Manado, while price makes the smallest contribution. According to the author, the image of Dermaster Klinik Manado itself is well known and very good in the eyes of consumers. If Dermaster Klinik Manado believes that the price offered is in line with the quality and benefits but there are still people who think Dermaster's price is too expensive, then it means that they are not the target market for Dermaster Klinik Manado and the price does not need to be lowered or adjusted to customers who are not included in the sales target. Research by Pratiwi OS Pemani, James DD Massie, and Maria VJ Tielung (2017) shows that personal factors including employment and economic conditions influence the decision to purchase Everbest Shoes in Manado.

CLOSING

Conclusion

From the research results described previously, it can be concluded as follows:

1. *Celebrity endorsement program*, price, and brand imagesimultaneously influences consumer buying interest at Dermaster Klinik Manado. This means that the Selebgram endorsement, price and brand image at Dermaster Klinik Manado have simultaneously worked well, giving an impression to consumers and giving consumers a good image, as well as having a positive impact on consumer buying interest.

2. *Celebrity endorsement program*has a positive and significant effect on consumer buying interest at Dermaster Klinik Manado. This is meaningful*Celebrity endorsement program*having attractiveness, trust and compatibility will increase buying interest, among other things; Celebrities who have endorsed Dermaster Klinik Manado beauty products/services are trustworthy and attractive.

3. Price has a positive and significant effect on consumer buying interest at Dermaster Klinik Manado. This means that the price of Dermaster Klinik Manado beauty products/services reflects the quality and benefits expected for consumers and makes a good contribution to consumer buying interest.

4. Brand image has a positive and significant effect on consumer buying interest at Dermaster Klinik Manado. This means the brand image of beauty products inDermaster Klinik Manado already has a good reputation among consumers. Besides that,beauty products inDermaster Klinik Manado has well-known brand products and there are product brands that are attractive to consumers.

Suggestion

Based on research results, Dermaster Klinik Manado can increase purchasing interest and maintain consumer loyalty by implementing the following strategies:

1. Dermaster Klinik Manado can increase the effectiveness of Selebgram endorsements by collaborating with Selebgrams who have the appropriate audience, creating relevant and interesting content, and integrating endorsements into marketing strategies.
2. Dermaster Klinik Manado needs to ensure that the prices of their beauty products are in line with consumer needs and perceptions. Dermaster Klinik Manado can determine rational and affordable prices by considering competitors' prices, product quality and the added value offered.
3. Dermaster Klinik Manado needs to build and strengthen a brand image that reflects the clinic's values and the quality of its products and services. Dermaster Klinik Manado can build and strengthen a brand image by communicating consistently, utilizing consumer testimonials and reviews, carrying out brand campaigns, building strategic partnerships, improving service quality, monitoring and responding quickly to consumers, and creating loyalty programs.
4. By implementing these strategies, Dermaster Klinik Manado can increase purchasing interest and maintain consumer loyalty in the long term.

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