

BUYING DECISIONS FOR WARDAH COSMETICAL PRODUCTS IN TERMS OF PRODUCT QUALITY, BRAND IMAGE, AND CELEBRITY ENDORSEMENTS

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Abstract

This study aims to determine and analyze the effect of product quality on purchasing decisions for wardah cosmetic products, to determine and analyze the effect of brand image on purchasing decisions for wardah cosmetic products, to determine and analyze the influence of celebrity endorsers on purchasing decisions for wardah cosmetic products. This study uses a quantitative methodology. This research was conducted for four months. The population in this study are all consumers who buy wardah cosmetic products in Surakarta. The sample in this study consisted of 100 respondents. This study uses a non-probability sampling technique with purposive sampling. The results showed that product quality, brand image, and celebrity endorsements had a positive and significant impact on buying decisions for wardah cosmetic products in Surakarta. in the model of 35.7%, while the remaining variables of 64.3% are influenced by other factors that are not taken into account in this study.

Keywords: Product Quality, Brand Image, Celebrity Endors, Buying Decision

1. INTRODUCTION

An integrative process called a purchase choice employs knowledge to assess and select one of two or more alternative behaviors. Consumer purchase decisions are made by choosing between two or more alternatives; alternative options must be provided to someone when making a decision. In contrast, if the consumer has no other options and is forced to make particular purchases or take specific activities, this is not a decision (Dewi, 2019).

Product quality is everything that producers can provide for consumers to notice, request, seek out, buy, use, and consume as a fulfillment of their requirements or desires. And if from a consumer perspective, a product is everything that consumers receive from an exchange with marketers (Aloyna et.al., 2021).

Brand image a sign that has distinctive power and is utilized in trading operations for goods or services is known as a brand image. It can take the shape of images, names, letters, numbers, color combinations, or any combination of these elements. From this definition, it is clear that brand is one of the key elements that influences how satisfied customers are with their purchases of goods and services (Apriani & Bahrin, 2021).

Celebrity endorsers being used as advertising stars by celebrity endorsers in print, social media, and broadcast media. Furthermore, celebrities are taken advantage of because of their well-known traits, which frequently serve as the attraction required by the things they promote and include attractiveness, talent, courage, elegance, and good looks. Celebrity endorsers are used to represent a brand's image, which influences consumers' purchasing choices.

The spoken word and sometimes even just the charisma of a celebrity is able to influence someone to stop and direct attention to him (Dewi.2019).

Consumer purchasing decisions on Wardah cosmetic products are also influenced by the phenomenon of "social proof" or social evidence, where consumers tend to believe and be more

interested in products that have received positive reviews or are recommended by others, including celebrities or influencers. In addition, the phenomenon and influence of product quality, brand image and strong celebrity endorsers also play a role in shaping consumer preferences for Wardah products. In addition, the presence of promotions, discounts and other special offers can also trigger impulse purchase actions and help strengthen the appeal of Wardah products. By understanding this common phenomenon, Wardah can be more effective in designing marketing strategies and presenting products that suit consumers' needs and wants, thus strengthening their brand position in the cosmetics market. Consumer purchasing decisions on Wardah cosmetic products are often influenced by various interrelated factors. The quality of products presented by Wardah, especially as a halal cosmetics brand with skin-friendliness, plays an important role in creating a positive brand image. Positive reviews from users of Wardah products and high ratings can also strengthen a good brand image. In addition, the influence of celebrities or influencers who endorse Wardah products can increase consumer interest and build an emotional connection between the brand and consumers. With a good reputation and endorsements from famous celebrities, Wardah has succeeded in creating an attraction for consumers to choose its products in their purchasing decision process.

2. RESEARCH METHOD

This research quantitative methods are used in this study. This study was carried out at Wardah in Surakarta. From March 2021 to June 2023, this study was carried out. Consumers who purchased wardah goods in Surakarta made up the entire sample in this study. In this study, 100 respondents made up the sample. In this study, a non-probability sampling technique is combined with a purposeful sampling strategy.

3. RESULTS AND DISCUSSION

3.1. Results

Classical Assumption Test

Normality Test

Tabel 1. Normality Test Result

<i>Kolmogorov-Smirnov</i>	<i>Asymp. Sig. (2-tailed)</i>	Limit	Information
0,516	0,952	0,05	Normal

Source: Primary Data Processed, 2023

The residual value of the data is likely to be normally distributed based on the findings of the Kolmogorov-Smirnov normality test, which indicate that the significance value is $0.952 > 0.05$.

Multicollinearity Test

Tabel 2. Multicollinearity Test Result

Variable	<i>Collinearity Statistic</i>		Information
	<i>Tolerance</i>	<i>VIF</i>	
Product Quality	0,933	1,071	Multicollinearity - Free
Brand Image	0,937	1,068	Multicollinearity - Free
Celebrity Endors	0,995	1,005	Multicollinearity - Free

Source: Primary Data Processed, 2023

- a. Product Quality (X1) The test results show that the tolerance value of 0.933 is larger than 0.1 and the VIF value of 1.071 is less than 10. As a result, the regression model is appropriate for testing because it shows that the variables do not exhibit multicollinearity.
- b. Brand Image (X2) Based on the test findings and the VIF value of 1.068, the tolerance value of 0.937 is greater than 0.1 and less than 10. This demonstrates that the variables do not exhibit multicollinearity, implying that the regression model is suitable for testing.
- c. Celebrity Endors (X3) The test results show that the VIF value of 1.005 is less than 10 and the tolerance value of 0.995 is greater than 0.1. As a result, the regression model can be used for testing because it shows that the variable does not exhibit multicollinearity.

Heteroskedasticity Test

Tabel 3. Heteroskedasticity Test Result

Variable	Sig. (P value)	Information
Product Quality	0,082	Heteroskedasticity does not occur
Brand Image	0,098	Heteroskedasticity does not occur
Celebrity Endors	0,394	Heteroskedasticity does not occur

Source: Primary Data Processed, 2023

The findings of the heteroscedasticity test show that there is no heteroscedasticity in the three variables investigated, namely Product Quality, Brand Image, and Celebrity Endorsement. This is demonstrated by the P-values that are greater than 0.05 for each variable. The Product Quality variable's P-value of 0.082 indicates that there may not be any heteroscedasticity in that variable. The P-values for brand image and celebrity endorsements are both 0.098 and 0.394, respectively.

Multiple Linier Regression Test

Tabel 4. Multiple Regression Linier Test Result

Variable	Unstandardized Coefficients	
	B	Std. Error
(Constant)	0,065	3,213
Product Quality	0,558	0,090
Brand Image	0,182	0,080
Celebrity Endors	0,257	0,113

Source: Primary Data Processed, 2023

The relationship between the dependent variable and the three independent variables brand image, product quality, and celebrity endorsements is shown in the multiple linear regression equation below. This regression equation is written as follows:

$$Y = 0,065 + 0,558X_1 + 0,182X_2 + 0,257X_3 + e$$

The following is an interpretation of the multiple linear regression equation:

- a.
- b. A multivariate linear regression analysis yielded a coefficient value for the Product Quality variable coefficient (X1) of 0.558. This illustrates that the addition of the Product Quality variable will improve the Buying Decision by 0.558 if the Brand Image, Celebrity Endorses, and Product Quality variables remain constant (both at 0). As a consequence, there is a positive relationship between the Product Quality variable and Wardah Product Buying Decision at Neyya Shop Solo.
- c. The value of the brand image variable coefficient (X2) from calculations using multiple linear regressions is 0.182. This illustrates that the inclusion of the Brand Image variable will increase the Purchasing Decision by 0.182 if the variables of Product Quality, Brand

Image, and Celebrity Endorses remain unchanged (0). As a result, Wardah Product Buying Decision at Neyya Shop Solo is positively correlated with the Brand Image variable.

- d. Celebrity Endors variable coefficient (X3) value (X3) = 0.257 from computations of multiple linear regression coefficients. This shows that the addition of the Celebrity Endorse variable will improve the Buying Decision by 0.257 if the variables of Product Quality, Brand Image, and Celebrity Endorse remain constant (i.e., 0). Thus, Wardah Product Buying Decision at Neyya Shop Solo is positively correlated with the Celebrity Endorsement variable.
- e. It is clear from the findings of the multiple linear regression analysis that the Product Quality variable has a greater influence on purchasing decisions than the other factors, with a regression coefficient of 0.558.

t-test

Tabel 5. t Test Result

Model	t count	t tabel	Sig.
Product Quality	6,197	1,984	0,000
Brand Image	2,282	1,984	0,025
Celebrity Endors	2,282	1,984	0,025

Source: Primary Data Processed, 2023

- a. The computation results reveal $t_{count} > t_{table}$ ($6.197 > 1.984$). It is possible to get the conclusion that the product quality variable (X1) significantly and partially influences purchasing decisions (Y).
- b. The calculated values are $t_{count} > t_{table}$ ($2.282 > 1.984$). The variable brand image (X2) is estimated to have a considerable and partially positive impact on purchasing decisions (Y).
- c. The computation outcomes reveal that $t_{count} > t_{table}$ ($2.282 > 1.984$). Purchase decisions (Y) are significantly and partially influenced by the celebrity endorsement variable (X3).

The Coefficient Determination Test

Tabel 6. The Coefficient Determination Test Result

<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>
0,613 ^a	0,376	0,357

Source: Primary Data Processed, 2023

According to the aforementioned table, the coefficient of determination (R^2) value of 0.357 shows that the dependent variable, or 35.7% of purchasing decisions, is influenced by the independent variables of product quality, brand image, and celebrity endorsers, while the remaining 64.3% of purchasing decisions are influenced by other factors not examined in this study, such as promotion, service quality, and awareness of halal food.

3.2.Discussion

Impact of product quality on wardah buying choices

According to the calculations, $t_{count} > t_{table}$ ($6.197 > 1.984$) and a significance value (0.000 0.05) are displayed. This study's hypothesis number one that "Product quality has a positive and significant effect on purchasing decisions for wardah cosmetic products" is supported by the data.

It demonstrates that product quality has a favorable and large impact on purchase decisions, in keeping with earlier research by Marpaung (2021). According to Manoy's research (2021), product quality significantly and favorably influences consumers' decisions to buy. According to research by Batubara (2022), the quality of the product influences purchases in a good and significant way.

The impact of brand perception on wardah buying choices

The calculation's findings support Hypothesis 2 in this study, which indicates that "Brand image has a positive and significant effect on purchasing decisions for Wardah cosmetic products," as well as the significance value ($0.000 < 0.05$) and $t_{count} > t_{table}$ ($2.282 > 1.984$).

According to earlier research by Apriani & Bahrin (2021), it demonstrates that brand image has a favorable and significant impact on purchase choices. According to Husen's 2018 research, brand image has a favorable and considerable impact on buying choices. According to Sianturi's research from 2021, brand image influences purchases in a positive and significant way.

Celebrity endorsements' impact on wardah buyers' decisions

Based on the calculation results, it shows $t_{count} > t_{table}$ ($2.282 > 1.984$) and a significance value ($0.000 < 0.05$). Hypothesis 3 in this study which states that "Celebrity endorses have a positive and significant effect on purchasing decisions for wardah cosmetic products" is proven correct.

Celebrity endorsements have a positive and considerable influence on purchasing decisions, according to Dewi's (2019) research. A 2022 study by Saputra & Jaharuddin found that celebrity endorsements have a positive and significant influence on purchasing decisions. Celebrity endorsements have a favorable and significant influence on buying decisions, according to Apriani's research (Apriani, 2022).

4. CONCLUSION

The following conclusions can be reached based on the findings of the analysis of the discussion presented in the prior discussion and the tests that have been run:

1. In Surakarta, purchasing decisions for Wardah products are significantly and positively influenced by product quality.
2. Brand image influences Wardah product purchases in Surakarta in a favorable and significant way.
3. In Surakarta, celebrity endorsers have a positive and considerable impact on consumers' decisions to buy Wardah items.
4. The adjusted R Square value for the coefficient of determination (R^2) test in the table above was 0.357. Accordingly, product quality factors, brand image, and celebrity endorsers influence 35.7% of purchasing decisions for Wardah cosmetic products in Surakarta, while other factors not covered in this study, such as promotion, service quality, and halal awareness, influence the remaining 64.3%.

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