

The Effect of Celebrity Endorser Credibility and Product Quality Mediated by Brand Image on Purchase Intention

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ABSTRACT : This study aims to examine the effect of credibility of celebrity endorser and product quality to purchase intention through brand image of Emina product cosmetic in Denpasar City. This research was conducted in Denpasar City involving 100 respondents with purposive sampling method. Data were collected through questionnaires. Data analysis technique used is path analysis technique and sobel test. The result of research shows that credibility of celebrity endorser and product quality have positive and significant effect to brand image and purchase intention. Brand image has a positive and significant effect on purchase intention.. Brand image mediates the effect of celebrity endorser's credibility and product quality to the purchase intention of Emina cosmetics.

KEYWORDS : *celebrity endorser credibility, brand image, product quality, purchase intention, emina cosmetic.*

I. INTRODUCTION

Cosmetic products have become a necessity especially for women. Various kinds of cosmetic product brands have been circulating in the Indonesian market both local and foreign cosmetic products. Many cosmetics companies currently use celebrity endorsers in their advertisements to deliver products to the public. The use of celebrities to promote a product must be in accordance with the characteristics and habits of the endorser. The figure of celebrity endorser can support the effectiveness of conveying messages through advertising and building a positive image in the minds of consumers (Dewi and Purnami, 2019). In addition to using celebrity endorsers, a good product image is also obtained from product quality. Product quality is one of the important variables that effect brand image. Increasing product quality is a way to maintain the brand image of the product (Rohmah and Khuzaini, 2015). This means that with the increase in product quality can increase the impression of the brand image of the product. Products that have a positive brand image will increase purchase intention in the community.

Based on this phenomenon, it could say that the cosmetics industry in Indonesia is growing rapidly, which indicates the high purchase intention of cosmetic products in the community. The rapid development of the cosmetics industry in Indonesia at this time, making companies are required to be able to survive amid the existing competition. Cosmetic products in circulation in Indonesia come from local brand cosmetics and foreign brand cosmetics. The presence of foreign brand cosmetics does not cause Indonesian local brand products to be abandoned by consumers, instead local brand cosmetic products are very interested because the prices are more affordable and the products are in accordance with the needs of the community. This show from the data obtained in the Top Brand Index of Indonesian Cosmetic Products in 2019, that local Indonesian cosmetic products are still leading the cosmetics market share in Indonesia. Wardah local cosmetics products which are the top brands outperform competitors such as L'Oreal, Olay and Garnier which are cosmetic brands from abroad (Top Brand Index, 2019).

In addition to local product brands that have entered the ranks of the top brand index for cosmetic products, there are also a number of brands that are still developing and trying to capture the existing cosmetic market share. One such brand is Emina. Emina is one of the cosmetic lines under PT. Paragon Technology and Innovation which also produces Wardah and Make Over (Eminacosmetics, 2019). Emina is the sister company of Wardah Cosmetics and Make Over. Although Emina products have not yet won the top brand award for cosmetic products in Indonesia, Emina products are still in demand by the people of Indonesia.

To increase sales, Emina promoted its products by advertising. The advertisement starred the famous celebrity who became the celebrity endorser of Emina's cosmetic products. The use of celebrities in advertising can effect consumer purchase intentions (Ferm *et al.*, 2015). Emina launched an ad with the appearance of Aruan Marsha. The choice of Aruan Marsha as a celebrity endorser of Emina cosmetic products is because the brand image of Emina cosmetic products aimed at adolescents is compatible with Aruan Marsha who is still a teenager with an attractive appearance

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Consumer behavior

Consumer behavior is a study of the actions of individuals, groups and organizations that are directly involved in the effort to obtain, use and determine products, services, ideas and experiences to meet their needs and desires (Kotler and Keller, 2016: 179). Kotler and Keller (2016: 194) state that the consumer decision making process is an approach to problem adjustment which consists of five stages that consumers go through. The five stages of the consumer behavior process in purchasing products are: problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior.

Celebrity endorser credibility

Celebrity endorser credibility can be interpreted as the ability of a person celebrity endorser in providing information messages well so that it is easily responded to by the community (Belch, 2009: 218)

Product quality is defined as the ability of a product to perform its functions, this includes the overall durability, reliability of operating accuracy, and product repairs, as well as other product attributes. (Kotler and Armstrong, 2016: 261).

Brand image

Brand image can be interpreted as a perception of the brand that is reflected by the brand association in the consumer's memory. Brand image consists of consumer knowledge and beliefs about the brand (Neupane, 2015). A good brand image will have a positive impact on the company because it is able to provide satisfaction to consumers, so as to increase the attractiveness of consumers to use a product (Aristyowati *et al.*, 2015).

Purchase intention

Purchase intention is the tendency of a consumer to take action related to the purchase of a particular service or product and will always seek information about the desired service or product before deciding to purchase the service or product (Arsinta and Purnami, 2015). Purchase intention creates a motivation that continues to be recorded in the minds of consumers and becomes a very strong desire that in the end when a consumer must meet his needs will actualize what is in his mind. (Adnyana and Respati, 2019)

HYPOTHESIS

Research conducted by Dei and Sukaatmadja (2015), Dewi and Purnami (2019) stated that celebrity endorser credibility had a positive and significant effect on brand image. This is also supported by research conducted by Cholifah *et al.* (2016), Komala *et al.* (2017) found that celebrity endorsers had a positive and significant effect on brand image.

H₁: Celebrity endorser credibility has a positive and significant effect on brand image

Suandayana and Setiawan (2019) stated that the product quality available on Apple Macbook laptops gives a very high level of brand image value in customers. This is also supported by research of Saraswati and Rahyuda (2017), Santika and Mandala (2019) which states that Product quality has a positive effect on brand image. However, it is different from the results of research conducted by Nuraini and Maftukhah (2015) which stated directly that product quality does not significantly effect brand image. Research from Suandayana and Setiawan (2019) states that product quality has a positive and significant effect on brand image.

H₂: Product quality has a positive and significant effect on brand image.

Research from Hemamalini. (2014) states that celebrity endorsers have a positive and significant effect on purchase intentions, celebrity endorsements as endorsers who have popularity, expertise, and high attractiveness can attract consumers' eyes in a short time and increase purchase intention. This is also supported by the results of research Kusuma and Santika (2017), Wiryantari and Sukawati (2016), Khan *et al.* (2016) which states that celebrity endorser credibility has a positive and significant effect on purchase intention. However, research conducted by Apejoye (2013) found that celebrity endorser credibility had no significant impact on purchase intentions.

H₃: Celebrity endorser credibility has a positive and significant effect on the purchase intention of Emina's cosmetic products

Based on research results Damayana and Rahyuda (2018) found that product quality has a positive and significant effect on the purchase intention of Asus laptop products. Suandayana and Setiawan (2019) stated that product quality has a positive and significant effect on purchase intention. Other research from Kusuma and Santika (2017) also states that quality has a positive and significant effect on purchase intention, the higher the product quality, the higher the purchase intention for the product. However, research conducted by Zainuddin (2018) shows that product quality does not significantly effect consumer buying interest

H₄: Product quality has a positive and significant effect on the purchase intention of Emina's cosmetic products.

Rehman and Ishaq's research results (2017) state that brand image can increase purchase intentions. This is also supported by the research of Gunawan *et al.* (2016), Windyastari and Sulistyawati (2018) who found that brand image had a positive and significant effect on purchase intention. However, research conducted by Resmawa (2017) found that brand image has a significant positive effect on someone's intention to make a purchase on The Body Shop products in Surabaya

H₅: Brand image has a positive and significant effect on purchase intention

Research conducted by Dei and Sukaatmadja (2015) states that celebrity endorsers have a positive and significant effect on purchase intention through brand image mediation. Putra and Sulistyawati (2015) also stated that brand image is able to mediate celebrity endorser credibility to purchase intention. This is in line with the results of research by Roshan and Sudiksa (2019), Torlak *et al.*, (2014) showing that brand image positively and significantly mediates the effect of celebrity endorser credibility on purchase intention.

H₆: Brand image positively and significantly mediates the effect of celebrity endorser credibility on purchase intention.

The results of research from Suandayana and Setiawan (2018) state that brand image mediates the effect of product quality on the purchase intention of Apple Macbook laptops. Besides that statement was also supported by the results of research by Haryantara and Ekawati (2017), Laura and Ringo (2017) which stated that brand image plays a positive and significant role in mediating the effect of product quality on purchase intention. Based on the results of this research, the following hypothesis is formulated:

H₇: Brand image positively and significantly mediates the effect of product quality on purchase intention.

III. METHODS

This research uses a quantitative approach in the form of associative research. The location of this study was carried out in Denpasar City, with the consideration that Denpasar City is the center of the city in Bali Province with the highest female population among other cities of 385,296 people. In addition, information dissemination and technological advances are more easily accessed in Denpasar City so that information about cosmetic products is more easily found so that it can lead to purchase intention. Based on the results obtained from the pre-survey, it is known that Emina's cosmetic products are well known but not many consumers are considering buying these products. So that research needs to be done for this. The method of determining and sampling will be done with non-probability sampling techniques, especially purposive sampling. This study uses 100 samples. Data collection method used in this study is a survey method by filling out a questionnaire. Data analysis techniques used are descriptive statistics, path analysis, and sobel test.

IV . RESULT AND DISCUSSION

Characteristics of Respondents

Based on the data obtained, the results show that the majority of respondents in this study were dominated by respondents aged 21-24 years with a percentage of 62 percent, followed by the classification of respondents aged 17-20 years with a percentage of 38 percent. The last education classification of the majority of respondents is the respondents with senior high school education with a percentage of 73 percent then followed by a bachelor education classification with a percentage of 24 percent and the last is the education classification Diploma III with a percentage of 3 percent. The next grouping of respondents is based on work. Respondents with student work were the most dominant with a percentage of 68 percent. Then the job classification of private employees by 22 percent, civil servants by 7 percent and the last entrepreneur by 3 percent.

Instrument Testing Results

Based on the data obtained shows that all instruments of each indicator variable have a correlation coefficient value greater than 0.30, so it can be concluded that all instrument variables used in this study are valid so that they can be used as research variables. Based on the results of the reliability test, all research instruments used have a Cronbach's Alpha value greater than 0.60. This indicates that all instrument variables contained in this study are reliable so that they can be used as research instruments.

Path Analysis Results

Path coefficient calculations are performed using SPSS 24. The results of data processing for regression equations 1 and 2 are shown in Tables 1 and 2 as follows:

TABLE 1 : THE RESULT OF PATH ANALYSIS STRUCTURE 1

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,468	0,224		2,087	0.040
	Celebrity endorser credibility	0,219	0,062	0,225	3523	0.001
	Product quality	0,679	0,061	0,710	11,097	0.000

$R1^2 : 0,752$
 F statistic : 146,978
 Sig.F : 0,000

Source :Primer data, 2020

Based on the data presented in Table 1, the structural equation could be arrangeas follows:

$$Y_1 = \beta_1 X_1 + \beta_2 X_2 + e_1$$

$$Y_1 = 0,225X_1 + 0,710X_2 + e_1$$

TABLE 2 : THE RESULT OF PATH ANALYSIS STRUCTURE 2

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,564	0,219		2,573	0,012
	Celebrity endorser credibility	0,162	0,063	0,176	2,554	0,012
	Product quality	0,263	0,088	0,292	2,984	0,004
	Brand image	0,445	0,097	0,472	4,578	0,000

$R1^2 : 0,747$
 F statistic : 94,346
 Sig.F : 0,000

Source :Primer data, 2020

Based on the data presented in Table 12, the structural equation could be arrangeas follows:

$$Y_2 = \beta_3 X_1 + \beta_4 X_2 + \beta_5 Y_1 + e_2$$

$$Y_2 = 0,176 X_1 + 0,292 X_2 + 0,472 Y_1 + e_2$$

$R_1^2 = 0,752$
 $R_2^2 = 0,747$
 $e_1 = 0,498$
 $e_2 = 0,503$
 $R^2m = 0,937$

The coefficient of total determenation of 0.937 means that 93.7 percent of the purchase intention variable is effectd by the celebrity endorser variable credibility, product quality, and brand image, while the remaining 6.3 percent is effectd by other factors not included in the model.

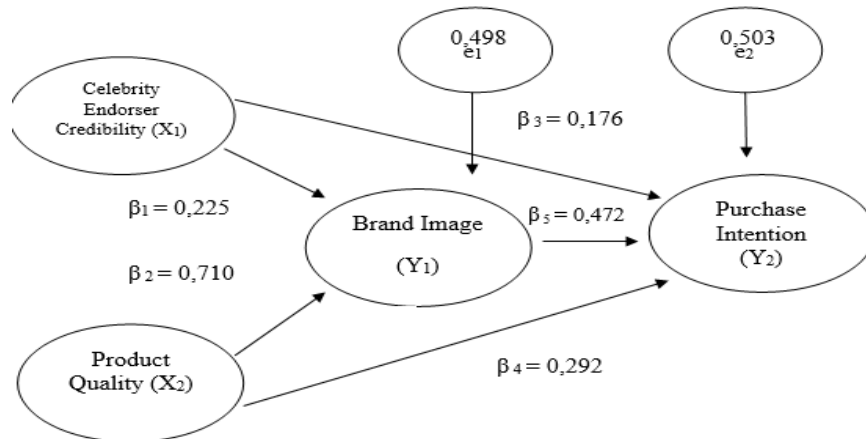


FIGURE 1 : FINAL DIAGRAM PATH ANALYSIS

TABLE 3: DIRECT EFFECTS, INDIRECT EFFECTS AND TOTAL EFFECTS CELEBRITY ENDORSER CREDIBILITY (X_1), PRODUCT QUALITY (X_2), BRAND IMAGE (Y_1) DAN PURCHASE INTENTION (Y_2)

Effect of Variable		Direct Effect	Indirect image	EffectsbyBrand	Total Effects
X1	Y1	0,225	-	-	0,225
X2	Y1	0,710	-	-	0,710
X1	Y2	0,176	-	0,106	0,282
X2	Y2	0,292	-	0,335	0,627
Y1	Y2	0,472	-	-	0,472

Source :Primer data, 2020

The data in Table 3 shows that celebrity endorser credibility has Direct Effects on purchase intention of 17.6 percent, with mediated brand image, Indirect Effects is 10.6 percent and Total Effects is 28.2 percent. Another effect is product quality with Direct Effects on purchase intention of 29.2 percent, with mediated brand image, Indirect Effects is 33.5 percent and Total Effects is 47.2 percent.

Indirect Effects of the celebrity endorser credibility and product quality variance on purchase intention mediated by brand image has decreased and increased from its Direct Effects although the results remain significant, then it is stated as partial mediation ie brand image can mediate the effect of celebrity endorser credibility and product quality on purchase intention.

Sobel Test

Sobel test was conducted to test the significance of the indirect effect of independent variables on the dependent variable through mediating variables.

- 1) The effect of brand image mediates between celebrity endorser credibility and purchase intention

The sobel test results that have been calculated show that the z coefficient value is $2.7579 > 1.96$ with a significance level of $0.0058 < 0.05$, so that H_0 was rejected and H_1 was accepted. These results mean that brand image as a mediating variable is considered positive and significant able to mediate the effect of celebrity endorser credibility on purchase intention

The effect of brand image mediates between product quality and purchase intention

The sobel test results that have been calculated show that the z coefficient value is $4.2270 > 1.96$ with a significance level of $0.0000 < 0.05$, so that H_0 is rejected and H_1 is accepted. These results mean that brand image as a mediating variable is considered positive and significant able to mediate the effect of product quality on purchase intention.

V. CONCLUSION

The conclusions that can be given based on the discussion of the results of research that has been carried out namely Celebrity endorser credibility has a positive and significant effect on brand image. This result means that the better the celebrity endorser credibility, the higher the brand image of Emina cosmetics products in the minds of consumers. Product quality has a positive and significant effect on brand image. These results mean that the better the product quality, the higher the brand image of Emina cosmetics products in the minds of consumers. Celebrity endorser credibility has a positive and significant effect on purchase intention. These results mean that the better the celebrity endorser credibility in promoting Emina's cosmetic product excellence, the higher the purchase intention perceived by consumers. Product quality has a positive and significant effect on purchase intention. This result means that the better the product quality, the more purchase intention of Emina cosmetic products is felt by consumers. Brand image has a positive and significant effect on purchase intention. These results mean that the better the brand image that is owned by Emina cosmetic products, the higher the purchase intention of the consumer. Brand image mediates positively and significantly the effect of celebrity endorser credibility on purchase intention. The results of this study indicate that the brand image formed on Emina cosmetic products can effect celebrity endorser credibility to purchase intention. Brand image mediates positively and significantly the effect of product quality on purchase intention. The results of this study indicate that the brand image formed on Emina cosmetic products can affect product quality on purchase intention. Overall in this study empirical evidence has been obtained that brand image is able to partially mediate the effect of celebrity endorser credibility and product quality on the purchase intention of Emina cosmetic products in Denpasar.

For the management of Emina's cosmetic products to further increase the intensity in communicating cosmetic products that can meet the needs of young women today by utilizing celebrity endorser credibility as advertising stars and forming a good and positive brand image to generate actual purchases that benefit the company. For cosmetics product management, Emina should pay more attention to celebrity endorser qualifications that are not only well-known but also have a good image and achievement but are in accordance with the theme and target market that they want to aim to be able to attract potential consumers to buy. For the management of cosmetic products Emina also needs to educate consumers so that they switch to cosmetic products that are of good quality and in accordance with consumer needs, and have good product durability.

VI. LIMITATION AND FUTURE RESEARCH

Based on the research that has been done, it can be found several limitations in this study, namely the scope of the study is only done in the city of Denpasar, so the results of this study cannot be generalized to consumers who are outside the city of Denpasar so that the next researcher can add research locations in the Regency others or the Province of Bali. This research is only done in a certain point of time, while the environment can change at any time, so this research is important to do again in the future. This study only uses the variable celebrity endorser credibility and product quality as independent variables, so for further research researchers can use or add other variables included in the marketing mix that affect brand image and purchase intention. The next researcher is expected to be able to add variables that can effect consumer purchase intentions for cosmetic products, such as income level, perceived value, product knowledge, brand awareness, and product innovation.

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