

ANALYSIS OF BRAND AWARENESS AND CELEBRITY ENDORSER ON THE PURCHASE DECISION OF WARDAH COSMETIC PRODUCTS

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ABSTRACT

The purpose of this study was to analyze how the influence of Brand Awareness and Celebrity Endorser on the Purchase Decision of Wardah cosmetic products (IBM asmi Student Study). The variable indicators of brand awareness are not recognizing the brand, brand recognition, brand recall, and peak of mind. Celebrity endorser variable indicators are trustworthiness (trustworthy), expertise (expertise), and attractiveness (attractiveness), while purchasing decision indicators are need recognition, information search, evaluation, purchase decision, post-purchase behavior. The population in this study is an IBM S1 student. The number of samples in this study taken based on Roscoe's theory with a minimum of 30-500 people, so 60 respondents obtained. The data analysis methods used in this research are validity test, reliability test, classical assumption test, multiple linear regression analysis, correlation coefficient analysis (R), determinant coefficient analysis (R²), partial hypothesis analysis (t-test) and simultaneous (f-test). The results of the analysis show that brand awareness has a partial effect on purchasing decisions. Celebrity endorsers have no partial effect on purchasing decisions. However, brand awareness and celebrity endorsers have a simultaneous effect on purchasing decisions. Purchasing decisions explained by the variable brand awareness and celebrity endorser by 62.4% and the remaining 37.6% explained by other variables outside this study.

Keywords: Brand Awareness, Celebrity Endorser, and Purchase Decision

1. INTRODUCTION

The development of the cosmetic industry in Indonesia is growing rapidly from year to year. The cosmetics sector grew significantly in 2020. It seen from the growth performance of the chemical, traditional medicine, and pharmaceutical industries, where cosmetics contributed 1.92% of 9.39% to the growth of Gross Domestic Product (GDP) (Ministry of Industry, 2020). In the face of increasingly competitive business competition, companies are required to be able to compete and create the latest innovations in order to build a positive image of the products issued so that they are superior to their competitors.

Awareness of halal cosmetic products is increasing along with the high market demand. People, especially those who are Muslim, want the products they consume in accordance with Islamic law guaranteed to be halal. Consuming what meant here is not just eating and drinking but using ingredients that not forbidden by Islam. People are now turning and starting to realize the importance of using halal cosmetic products. Besides being able to beautify the skin, halal cosmetic products are also made from raw materials that are safe for the skin so that they are comfortable to use and do not have to worry about harmful substances.

Seeing the growing trend of halal cosmetics in the country, Wardah introduced the 'Halal from the Beginning' campaign. This campaign contains Wardah's commitment to continue educating the public on the importance of halal products and encouraging the development of the domestic halal cosmetic industry. Wardah received a halal certificate in 1998. It made Wardah a pioneer of halal cosmetics in Indonesia. In addition to developing a variety of beauty products, Wardah also presents products for skin and hair care. This evidenced by Wardah ranking first in lipstick sales in 2020. This data taken based on the Top Brand Award that held annually with the following percentages

Table 1. Top Brand Award, 2020

No.	Brand	Types of products Lipstick	Criteria
1	Wardah	33.5%	TOP
2	Revlon	8.8%	-
3	Garnier	-	-
4	Maybelline	6.1%	-
5	Pixy	5.4%	-
6	Viva	4.1%	-
7	L'Oreal	-	-
8	Olay	-	-

Based on data from Table 1, Wardah ranks first highest in 2020 for Lipstick products.

2. LITERATURE REVIEW

Keller and Kotler (2007) say, purchasing decisions are several stages taken by consumers before making a purchase decision. High purchasing decisions affect the level of sales volume to produce high profits that have a good impact on the survival of the company.

According to Wilson (in Wibowo: 2017), Brand plays an important role in influencing purchasing decisions for a product. During the decision-making process, consumers choose products and brands that they are aware of or remember. This is an important consideration, considering that a brand that is not considered and selected. In other words, a brand that has a high top of mind has the highest probability to chosen by consumers so that consumers make product purchases.

Understanding brand awareness (Brand awareness) according to Suciningtyas (2012:2) is the ability to identify a brand that owned by consumers in different situations and conditions, carried out by brand recognition and recall of a brand. Creating and increasing brand awareness done with repeated exposure until consumers feel they know the brand. Brand awareness created by using the services of celebrities who known to the public for their achievements.

Celebrity endorser is the use of artists in advertising a product in various media, ranging from television media, print media, and social media. Celebrities represent the desired

attractiveness of a brand by using the attributes of its fame that include beauty, elegance, strength, talent, and attractiveness that are often representative of the advertised product. With the incessant marketing strategies carried out by many large and small companies, celebrity endorsers are one of them.

Celebrity endorsers are expected to be the spokespersons for a product brand so that it immediately sticks in the minds of consumers, so that consumers want to buy the brand. In addition, celebrities used as an appropriate tool to represent the targeted market segment. So do not be surprised when the advertised product uses many celebrities, each of which will represent the targeted market segment (Royan, 2005:12).

Business actors are willing to pay a slightly expensive fee to pay for the services of celebrities in marketing their products through the celebrity's personal social media. Wardah is one of those who entrust their products to celebrities to market through social media and television advertisements. Many artists and celebrities asked to be brand ambassadors for Wardah products. Wardah chose several artists such as Dian Pelangi, Dewi Sandra, Inneke Koesharawati, Natasha Rizky to Zaskia Sungkar because they are women who use the hijab in their daily life.

By endorsing a public figure who uses the hijab, this deemed to fit Wardah's image as the first halal cosmetic in Indonesia.

Although Wardah considered high brand awareness and gain strong trust from consumers, Wardah still has competitors and must survive the threat of competitors. Wardah needs to maintain its market share by forming a strong brand image. When the producer or company is at a point where the product well known to consumers and is in accordance with the wishes of the consumer, the consumer will decide buy or not to buy the product from the company. Based on the explanation above, by using the services of celebrities, information about products delivered by celebrities can be understood to create brand awareness and it is hoped that this will affect purchasing decision the authors are interested in conducting research with the title "The Effect of Brand Awareness and Celebrity Endorsers on Wardah Cosmetics Purchase Decisions. (Case Study on IBM Asmi Undergraduate Student)".

3. METHODOLOGY

The method used in this study is a descriptive method using a quantitative approach. This research conducted at the original Institute of Business and Multimedia with the address Jl. Pacuan Kuda Raya No.1, RT.1/RW.5, Kayu Putih, Kec. Pulo Gadung, East Jakarta City from March – May 2021.

The population used IBM asmi students. Sampling in this study used a purposive sampling technique, namely the sample taken according to the character of the researcher's assessment when choosing to participate.

This study sampling based on Roscoe's theory so that the researchers determined the number of samples in this study was 60 samples consisting of the 2017 to 2020 class with 15 samples for each batch.

The research model is an abstraction of the phenomena studied in accordance with the title of this research, namely: "The Influence of Brand Awareness and Celebrity Endorser on Wardah Cosmetic Product Purchase Decisions". The author describes a suitable research model in this study as follows:

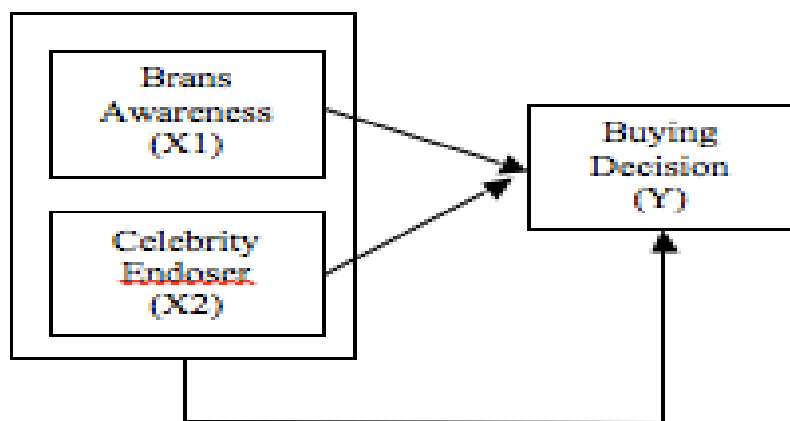


Diagram 1. Research Model

The hypothesis in this study is as follows:

H1: Brand Awareness is suspected to have a positive effect on purchasing decisions.

H2: Celebrity endorsers are suspected to have a positive effect on purchasing decisions.

H3: Brand Awareness and Celebrity Endorser allegedly have a positive effect on consumer purchasing decisions.

4. RESULTS AND DISCUSSION

Brand Awareness Wardah

To find out how the level of brand awareness of Wardah's cosmetic products on IBM asmi students using descriptive analysis. After processing the data, the result is that the brand awareness variable for the Aqua brand is at the brand recall level. This evidenced by the highest average brand score when compared to the other three dimensions, which is 4.32 and is included in the very high category.

While other dimensions are under brand recall with an average top of mind score of 4.15, while the average score of unaware of the brand is 4.05 and brand recognition has the smallest average score of only 3, 99. These three dimensions are in the high category. Overall, Wardah's brand awareness is included in the high category with an average score of 4.12.

This shows that without help in remembering the brand, Wardah sticks in the minds of consumers. Distinctive turquoise color of Wardah's product easily recognized by consumers. With Wardah's high brand recall, consumers can immediately remember Wardah products just by looking at the color of the product.

Celebrity Endorser Wardah

To find out how the level of celebrity endorser of Wardah's cosmetic products on IBM Asmi students using descriptive analysis. After processing the data, it obtained that the celebrity endorser variable for Wardah cosmetic products is at the attractiveness level. This evidenced by the average attractiveness score that is the highest when compared to the other three dimensions, which is 4.38 and is included in the very high category.

Meanwhile, other dimensions are under attractiveness with an average expertise score of 3.77, while trustworthiness has the smallest average score of only 3.77. Both dimensions are in the high category. Overall, Wardah's celebrity endorser is included in the high category with an average score of 4.11.

This shows that Wardah has succeeded in representing her image through the advertising stars they have chosen. Advertising stars with Muslim women in headscarves can convey information to consumers through advertisements on social media and television.

Wardah Purchase Decision

To find out how the level of purchasing decisions for Wardah cosmetic products on IBM asmi students using descriptive analysis. After processing the data, the result is that the purchasing decision variable for Wardah cosmetic products is at the information seeking level. This evidenced by the highest average score of information seeking when compared to the other three dimensions, which is 4.32 and is included in the very high category.

While the other dimensions are under the search for information with an average purchase decision score of 4.16, then an evaluation of 4.14, while post-purchase behavior is 4.01, and the introduction of needs has the smallest average score of only 3 ,73. These three dimensions are in the high category. Overall, Wardah's purchasing decisions are included in the high category with an average score of 4.07.

This shows that the need for Wardah products makes consumers seek information about Wardah products of their own accord. The need for pure Wardah product based on their own desires to make Wardah a desired product by consumers.

Normality Test

Table 2. Normality -Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		60
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.45531724
Most Extreme Differences	Absolute	.104
	Positive	.087
	Negative	-.104
Test Statistic		.104
Asymp. Sig. (2-tailed)		.167 ^c

Based on the table above, it seen that the results of the Kolmogorov – Smirnof Asymp test. Sig. (2-tailed) with a value of $0.167 > 0.05$. This shows that the resulting distribution data variables are normal.

Multicollinearity Test

Table 3. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Awareness	.521	1.920
Celebrity Endorser	.521	1.920

Based on the table above, it explained that the VIF value of brand awareness is 1.920 and the VIF value of celebrity endorsers is 1.920. This indicates that each independent variable in accordance with the above does not occur multicollinearity. The test results also show the tolerance value for the brand awareness variable is 0.521 and the tolerance value for the celebrity endorser variable is 0.521. So based on the tolerance value, the regression model does not have multicollinearity. Due to the calculation of the tolerance of each variable > 0.1 .

Heteroscedasticity Test

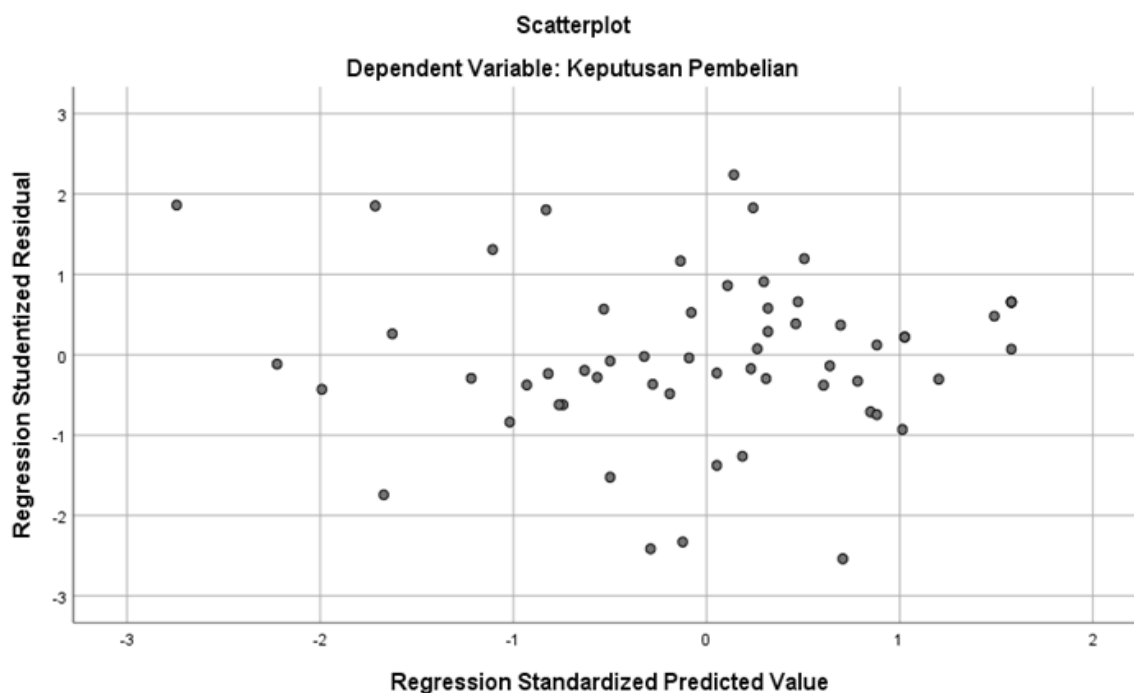


Diagram 2. Heteroscedasticity Test Result

From the scatterplot graph above, it can be seen that the points are scattered randomly both below and above the number 0 on the Y axis and do not form a pattern. It concluded that there is no heteroscedasticity in the regression model, so the regression model is feasible to use to predict purchasing decisions based on the input of the independent variables (free) brand awareness and celebrity endorser.

Multiple Linear Regression Test

Table 4. Multiple Linear Regression Results

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	4.325	3.657
	Brand Awareness	.859	.147
	Celebrity Endorser	.202	.112

Based on the coefficient values above, the regression equation structured as follows:
 Purchase Decision = 4.325 + 0.859X1 + 0.202X2

From the above calculation, it can be assumed that the constant value of 4.325 means that when all independent variables are assumed to be zero, the purchase decision is 4.325. This shows that brand awareness and celebrity endorsers have increased purchasing decisions by 4.325%.

Correlation coefficient

Table 5. Correlation coefficient

Model	R	R Square
1	.798 ^a	.636

Based on the table above, it known that the R coefficient value is 0.798 that means that the relationship between brand awareness and celebrity endorser variables with purchasing decisions is 0.798 or has a strong relationship.

Coefficient of Determination

Table 6. Coefficient of Determination

Model	Adjusted R Square	Std. Error of the Estimate
1	.624	3.515

The table above shows the coefficient of determination (R²) of 0.624. These results indicate that 62.4% of the purchasing decision variable explained by variations of the two independent variables (brand awareness and celebrity endorser). While the difference 37.6% (100% - 62.4%) explained by other variables not examined in this study.

Standard Error of the Estimate aims to see the number of errors in the regression model that calculated against the prediction of the value of Y or the dependent variable. From the results in accordance with the table, the standard error of the estimate value is 3.515. It concluded that the error in predicting the magnitude of the purchase decision is 3,515 (in units of the Purchase Decision level).

T test count

Tabel 7. T Test Results Count

Model	t	Sig.

1	(Constant)	1.183	.242
	Brand Awareness	5.841	.000
	Celebrity Endorser	1.803	.077

The analysis of the hypotheses in this study are:

a) Hypothesis 1: The Effect of Brand Awareness on Purchase Decisions.

The t-test of the Brand Awareness variable obtained a value of 5.841 with a significance level of 0.000. So that $t_{count} (5.841) < t_{table} (2.00247)$ and the level of significance $(0.000) < (0.05)$, then H_0 is rejected and H_a is accepted. This means that there is a significant partial influence between Brand Awareness on the Purchase Decision of Wardah cosmetic products.

b) Hypothesis 2: The Effect of Celebrity Endorsers on Purchase Decisions.

The t-test for the Celebrity Endorser variable obtained a value of 1.803 with a significance level of 0.077. So that $t_{count} (1.803) < t_{table} (2.00247)$ and the level of significance $((0.077) < (0.05))$, then H_0 is accepted and H_a is rejected. This means that there is no significant partial effect between Brand Awareness on the Purchase Decision of cosmetic products Wardah.

F Test Count

Tabel 8. F Test Results Count

Model		F	Sig.
1	Regression	49.863	.000 ^b
	Residual		
	Total		

Based on the results of the F test above, the F count is 49,863 with a significance level of 0.000. F table obtained by counting the total number of respondents in this study and the number of variables used in this study. The following is the calculation of the F table:

a) Degrees of freedom in the numerator ($df_1 = k - 1$ or $3 - 1 = 2$)

b) The degrees of freedom of the denominator ($df_2 = n - k$ or $60 - 3 = 57$). So $F_{table} 0.05 (2;57) = 3.16$.

The F test in this study resulted in $F_{count} (49.863) > F_{table} (3.16)$ with a significance level of $0.000 < 0.05$. So according to the above provisions, H_0 rejected and H_a accepted, which means that Brand Awareness and Celebrity Endorser simultaneously affect the Purchase Decision.

5. CONCLUSION

Based on the results of the research that done, several conclusions can be drawn that are expected to provide answers to the problems formulated in this study, namely as follows:

a) Brand Awareness is an important factor as an object of research in deciding to buy Wardah cosmetic products. Customers feel that Wardah's product slogan is easy to remember and makes Wardah more memorable than competing products. b) Celebrity Endorser would not related to Wardah cosmetic product purchase decision. Customers need honest and more trustworthy messages from celebrity endorsers. c) Independent variables

(brand awareness and celebrity endorser) are important factors in the overall purchasing decision of Wardah cosmetic products. Wardah product messages conveyed by celebrity endorsers embedded in the minds of consumers that they can influence purchasing decisions for Wardah cosmetic products.

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