JONHARIONO
Research, Publisher and Consulting Institute

# The Influence of Celebrity Endorsement and Brand Image on Interest to Repurchase Wardah Beauty Products at University of Mataram

**Rusminah HS[1], Wahyunadi[2]**
[1,2] Fakultas Ekonomi Dan Bisnis, Universitas Mataram

## A R T I C L E   I N F O

## ABSTRACT

This study aims to examine the effect of celebrity endorsement, brand image on the repurchase intention of wardah beauty products at the University of Mataram.  This type of research is associative quantitative researh. The population in this study were all female students at the University of Mataram who had used wardah beauty products. Respondents in this study amounted to 120 respondents. The results of this study indicate that the celebrity endorsement variable (X1) has a positive but no significant effect on repurchasing interest in purchasing wardah beauty products. This is evidenced by the results of the t-test of the celebrity endorsement variable (X1), which is the t-count value of 0,066 where this value is smaller than the t-table of 1,980. The t-test criteria if sig (0,948) > 0,05 then the celebrity endorsement variable has no significant effect on repurchase interest in purchasing wardah beauty products, while the results of the brand image variable (X2) have a positive and significant effect on the repurchase interest of wardah beauty products. This is evidenced by the results of the t-test, namely that the t-count value is 2.335 where this value is greater than the t-table of 1.980. the t-test criteria if sig (0.021) < 0.05 then the brand image variable has a positive and significant effect on buying interest in wardah's beauty products at the University of Mataram

## Corresponding Author:

***Rusminah HS,***
Fakultas Ekonomi Dan Bisnis
Universitas Mataram,
Jl. Majapahit No.62, Gomong, Kec. Selaparang, Kota Mataram, Nusa Tenggara Bar. 83115
Email: rosewahyu99@gmail.com

## 1.   INTRODUCTION

The level of competition in the business world in Indonesia is getting higher, the growth and development of the business world in Indonesia has resulted in companies experiencing increasingly fierce competition. This is shown by the increase in existing businesses in Indonesia every year. One of the rapidly growing businesses is the cosmetic industry. According to the Indonesian Ministry of Industry (2015), the thing that makes the cosmetic industry develop is due to the nature of women who are synonymous with beauty. Women want to always look beautiful in various circumstances and always want to be the center of attention.

As more and more entrepreneurs join the cosmetics industry in Indonesia, the competition in the cosmetics business will be even higher. The success of a company in increasing profits in the long term is inseparable from the promotion and advertising strategies carried out by marketers. In marketing communications, companies try to convey information effectively to potential customers

with the aim of increasing the memory of a product. One marketing promotion strategy that can be implemented by companies is through advertising promotions. The definition of advertising is one of the media used by a company with the aim of providing information, remembering, and inviting (Kotler and Keller, 2009). Advertising is used to attract consumer repurchase interest, so that consumers use the advertised product. One of the advertising strategies used by the company is by

use celebrity endorsements. Celebrity endorsement is a booming and highly profitable advertising strategy that dominates fashion, cosmetics, food, sports and many other industries, which is depicted in abundance in social media advertising. This is because celebrity endorsements and social media are futuristic advertising tools in this generation of technology. In short, celebrity endorsements are widely used worldwide and with social media as an advertising tool (Ahmad et al. 2019).

Celebrity endorsements are used by several companies to convey information about products being sold to the public. Celebrity endorsers are selected from among actors or actresses who are familiar to the wider community. According to Rofiqo and Alfianto. (2015) stated that using celebrities as product icons is one way of marketing advertising strategies that can be used by a company. In addition, according to Nugraha et al. (2018) stated that one of the marketing promotion strategies that can be applied by business people is celebrity endorsement. Celebrity endorsers in terms of public figures who are known in the public eye are often used by business people to boost business reputation (McCracken, 1989). An assessment of a celebrity endorser can be seen from its popularity, so it can be determined by how many followers or fans the potential endorser has (Ramlawati and Lusyana, 2020).

In addition to the celebrity endorsement strategy, companies can also use brand image as a strategy in marketing their products so as to increase product repurchase intention. The brand image itself is the perception of the brand which is a reflection of the consumer's memory of the association with the brand (Ferrinadewi, 2008). The components of the brand image, according to the journal Xian et al (2011), consist of corporate image, usage image and product image. Corporate image is a picture of the company in the eyes of consumers based on consumer knowledge, responses, and experiences with the company concerned. User image is a set of characteristics of consumers associated with the characteristics of consumers of a brand. Meanwhile, product image is a description of the product in the minds of consumers based on the knowledge, responses and experiences of consumers towards the product in question. Consumers consider in assessing brand image can be measured by the presence of a positive impression on the brand and there is a high reputation and advantages that are easy to recognize.

Celebrity endorsement and brand image are strategies the company expects to increase repurchase intention. According to Randi and Heryanto (2016), repurchase intention is one of the elements that must be considered by the company. This is because repurchase intention is a condition which precedes individuals to make a decision or consider re-selecting a product or service. Repurchasing interest in a product arises in the minds of consumers because consumers already believe in the product so they repurchase the product (Ardana and Rastini, 2018). Repurchase intention or repurchase intention is closely related to emotions and feelings, if someone feels happy and satisfied in choosing services or goods that will strengthen repurchase intention (Fure, 2013).

## 2. RESEARCH METHOD

This type of research is associative quantitative research which aims to determine the effect of two or more variables (Sugiona, 2018). Quantitative research is a research approach emphasizing its analysis on numerical data (numbers) that are processed using statistical methods (Anwar, 2005). This research was conducted on the Mataram University campus and specifically for students who have purchased wardah beauty products. According to Hadari Nawari (2012: 150) population is the entire object of research consisting of humans, objects, animals, plants, test scores or events as a data source that has certain characteristics in a study. The population in this study were students at the University of Mataram who had purchased wardah beauty products.

Data collection techniques used in this study were questionnaires and online surveys. Questionnaire is a data collection technique that is carried out by providing a set of written questions to respondents. While the online survey is a data collection technique that is directly obtained from

the answers of respondents by filling out online form questionnaires containing statements needed in research. The data collection tool used is a questionnaire. The questionnaire is a list. formulated written questions. previously which the respondent will answer, usually in clearly defined alternatives (Sekaran, 2006:82). Questionnaire - the questionnaire is given directly or uploaded on the Google Form website and provides a link to the respondent

## 3.   RESULTS AND DISCUSSIONS

Multiple linear regression analysis is used to analyze the effect of several independent variables on related variables together. In relation to this research, the independent variable is celebrity endorsement (X1), brand image (X2), and the dependent variable is repurchase intention (Y).

**Table 1 Results Of Multiple Linear Regression Analysis**

| | | Coefficients^a | | | | |
|---|---|---|---|---|---|---|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | T | Sig. |
| 1 | (Constant) | 2.957 | .453 | | 6.526 | .000 |
| | X1 | .006 | .096 | .006 | .065 | .948 |
| | X2 | .247 | .106 | .230 | 2.330 | .022 |

a. Dependent Variable: Y

Source: Primary Data Processed In 2023

Based on the data in the table above, a multiple linear regression formula is obtained with the following equation:

$$Y= 2.957 + 0.006X1 + 0.247X2$$

Y is repurchase intention, X1 is celebrity endorsement, X2 is brand image. From the equation above, several things can be analyzed, including:

The constant value in this equation is 2.957, which means that if the celebrity endorsement and brand image k variables are considered to be non-existent or equal to zero, then the value of the decision to repurchase wardah's beauty products is 2.957.

The influence of the celebrity endorsement variable (X1) on repurchase intention. Based on this equation, a regression coefficient value of 0.006 is obtained, which means that for each increase in the celebrity endorsement variable by one unit, it will increase repurchase interest by 0.006.

The effect of brand image variable (X2) on repurchase intention. Based on this equation, a regression coefficient of 0.247 is obtained, which means that for each increase in the brand image variable by one unit, it will increase repurchase interest by 0.247.

According to Algustin (2019). The t test aims to analyze the effect of the independent variables individually on the dependent variable significantly. If t count > t table then H0 is rejected and H1 is accepted, whereas if t count <t table then H0 is accepted and H1 is rejected. Based on the significance, if the sig value > 0.05 then H0 is accepted and H1 is rejected, whereas if the sig value <0.05 then H0 is rejected and H1 is accepted. The value of t table can be found at the level of 0.05/2 = 0.025 ; 120 – 2 – 1 = 117, then t table 1,980 is obtained. The results of the t test can be seen in Table 2.

**Table 1.** Calculation Results Of T Count And Significance Of Independent Variable (X) To Variable (Y)

| Model | | T hitung | Sig. |
|---|---|---|---|
| 1 | (Constant) | 6.526 | .000 |
| | Celebrity Endorsement | .065 | .948 |
| | Citra Merek | 2.330 | .022 |

a. Dependent Variable: Y

It is known that the calculated t value is 0.065, where this value is smaller than the t table, which is 1.980. Based on a significance value of 0.948 where the value is greater than 0.05, it means

that H0 is accepted and H1 is rejected. The data concludes that the celebrity endorsement variable has no significant effect on the intention to repurchase wardah beauty products at the University of Mataram.

Meanwhile, the calculated t value for the brand image variable is 2,330, which is greater than the t table, which is 1,980. based on the significance it is known that the value of the brand image variable is 0.022, where the value is less than 0.05, which means that H0 is rejected and H1 is accepted. The data concludes that the brand image variable has a significant effect on the intention to repurchase wardah beauty products at Matarram University.

Analysis of the coefficient of determination is used to analyze the percentage influence of celebrity endorsement (X1) and brand image (X2) variables on repurchase intention variable (Y). if the coefficient of determination (R2) is greater (closer to one) it shows that the ability of the X variable to affect Y variable is better. On the other hand, if R2 is smaller (closer to zero), it can be said that the celebrity endorsement variable (X1) and brand image (X2) have a greater influence low to variable Y.

**Table 3.** Test Results For The Coefficient Of Determination

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .233[a] | .054 | .038 | .41278 |

a. Predictors: (Constant), X2, X1

Based on table 3 above, it shows a coefficient of determination of 0.038 or 3.8%. This explains that the contribution of the celebrity endorsement variable (X1) and brand image (X2) to the repurchase intention variable (Y) is 3.8%. while the remaining 96.2% is influenced by other variables not examined. From these data the value of R2 is very low so that it can be said that the influence of the independent variable is very weak on the dependent variable.

## 4.    CONCLUSION

Based on the data collected and the tests that have been carried out on these problems, the following conclusions can be drawn: The celebrity endorsement variable has no significant effect on the intention to repurchase wardah beauty products at the University of Mataram. This is evidenced by the results of the t test which shows that the calculated t value is smaller than t table (0.065 <1.980) with a significance value greater than 0.05 (0.948 > 0.05). Based on these data, it can be interpreted that the celebrity endorsement variable has a positive but not significant effect on the intention to repurchase color beauty products. The brand image variable has a significant effect on the intention to repurchase wardah beauty products at the University of Mataram. This is evidenced by the results of the t test which shows the calculated t value is greater than t table (2.330 > 1.980) with a significance value of less than 0.05 (0.022 > 0.05). Based on these data, it can be interpreted that the brand image variable has a positive and significant effect on the intention to repurchase wardah beauty products at the University of Mataram.

## REFERENCES

Adisti, R. (2013). *Pengaruh Citra Merek Terhadap Loyalitas Konsumen Teh Botol Sosro* (Doctoral dissertation, Universitas Hasanuddin)

Adriansyah M. 2016. Pengaruh Celebrity Endorser Terhadap Kredibilitas Merek Dan Ekuitas Merek Wardah Cosmetic Di Kota Bogor [skripsi]. Bogor (ID): Institut Pertanian Bogor.

Ahmad, A. H., Idris, I., Mason, C., & Chow, S. K. (2019). The impact of young celebrity endorsements in social media advertisements and brand image towards the purchase intention of young consumers. *International Journal of Financial Research*, *10*(5), 54-65.

Algustin, W. & Matoati, R. (2020). Pengaruh ekuitas merek terhadap minat beli ulang produk emina pada generasi z. *Jurnal Bisnis dan Ekonomi*, *27*(1), 1-12

Amalia, N. (2019). Pengaruh Citra Merek, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Mie Endess Di Bangkalan). *Jurnal Studi Manajemen dan Bisnis*, *6*(2), 96-104.

Ardana, Y. A., & Rastini, N. M. (2018). Peran Citra Merek Memediasi Pengaruh E-Wom Terhadap Minat Beli Smartphone Samsung Di Kota Denpasar. *E-Jurnal Manajemen Universitas Udayana*, *7*(11), 5901.

Belch, G. E. & Belch, M. A. (2009). *Advertising and promotion: an integrated* marketing communication *perspective, 8th edition*. New York: Pearson Education

Bernarto I, Wilson N, Suryawan IN. 2019. Pen\garuh Website Design Quality, Service Quality, Trust Dan Satisfaction Terhadap Repurchase Intention (Studi Kasus: Tokopedia.Com). J Manaj Indones. 19(1):80. doi:10.25124/jmi.v19i1.1987.

Cholifah N, Suharyono dan Kadarisman, 2016 "Pengaruh Celebrity Endorser Terhadap Brand Image (Survei pada Konsumen Kosmetik Wardah di Counter Wardah Kota Malang)" Jurnal Administrasi Bisnis Vol 36, No

Ferdinand, A. 2014. Metode Penelitian Manajemen. Semarang (ID): Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2006). Aplikasi analisis multivariate dengan program SPSS.

Ghozali, I. (2016). Aplikasi Analisis multivariete dengan program IBM SPSS 23 (Edisi 8). *Cetakan ke VIII. Semarang: Badan Penerbit Universitas Diponegoro*, *96*.

Ghozali, I. (2018). Aplikasi analisis multivariate dengan program IBM SPSS 25.

Hair JF, Black WC, Babin BJ, Anderson RE. 2010. Multivariate Data Analysis, Seventh Edition. United States: Pearson.

Hendarsono G, Sugihartono S. 2013. Analisis Pengaruh Experimental Marketing Terhadap Minat Beli Ulang Konsumen Café Buntos 99 Sidoarjo. Jurnal Manajemen Pemasaran Universitas Kristen Petra. 1(

Kotler P, Amstrong G. 2011. 10th Edition: Marketing an Introduction. (ID): Pearson

Kurniawan, I., Santoso, S. B., & Dwiyanto, B. M. (2007). Analisis faktor-faktor yang mempengaruhi minat beli ulang produk serta dampaknya terhadap loyalitas pelanggan. *Jurnal Studi Manajemen & Organisasi*, *4*(2), 20-29.

Lidyasuwanti, A., Rinuastuti, H., & Furkan, L. M. (2017). Pengaruh kemasan, brand image dan brand trust terhadap minat beli konsumen pada produk pancake durian sharie radjanya di Kota Mataram. *Jmm Unram-Master of Management Journal*, *6*(2), 1-17.

McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of consumer research*, *16*(3), 310-321.

Pappu R dan Cornwell.2011. Celebrity Endorsement, Brand Credibility and Brand Equity European Journal of Marketing 45(06):882-909

Top Brand Index. 2022. Top Brand Index. [Internet]. [diunduh 19 Mei 2022]. Tersedi pada https://www.topbrand-award.com/top-brand-index/?tbi_find=wardah Tjiptono, F. 2009. Service Marketing: Esensi and Aplikasi. Yogyakarta: Marknesis.

Widiyanti, W. (2017). Pengaruh Persepsi Kualitas Produk, Citra Merek dan Media Iklan Instagram terhadap Keputusan Pembelian Produk Ninebox (Studi Kasus pada follower instagram@ tempattasdotcom. *Cakrawala-Jurnal Humaniora*, *17*(1).