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The Influence of Brand Image and Celebrity Endorser on The Purchase Decision of Maybelline Solid Face Powder at Unicorn Store Bojonegoro

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Skin problems, especially the face, have become a priority, especially for women, facial care is very important so that the use of powder has become one of the cosmetic products that can be relied on to appear confident. The aim of this research is to find and analyze how brand image and celebrity endorsers impact the decision to purchase Maybelline pressed face powder at Unicorn Store Bojonegoro. This research was carried out using quantitative methods by distributing questionnaires to collect data. The population of this study were female customers who had purchased Maybelline pressed face powder at the Unicorn Store Bojonegoro. Sample collection uses non-probability sampling and uses purposive sampling techniques. The sample used in this research was 60 respondents. The data analysis method in this research uses the Smart PLS application. The results of this research show that brand image has a positive and significant influence on purchasing decisions, celebrity endorsers have a positive and significant influence on purchasing decisions.

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1. Introduction

Most of Indonesia's population is increasing every year. Referring to the Central Statistics Agency (BPS) for the 2023 period, the number of Indonesia's population will reach 278.69 million people. Skin problems, especially the face, have become a priority, especially among women. Women easily carry out self-care by wearing cosmetic products in the form of solid powder regularly every day that are specifically designed to overcome their facial problems. Face powder is one of the cosmetic products used to even out facial skin tone, reduce dullness, and give a more matte appearance. One of the well-known and popular brands of solid face powder among women is Maybelline solid face powder. Maybelline is one of the largest cosmetic brands in the world, founded in 1915 by T.L. Williams in Chicago, United States. The company was initially known for its innovative mascara products and has continued to grow to become a global leader in the beauty industry.

Table 1
Top Powder Brands in 2022

No	Brand	2022
1.	Wardah	14,6%
2.	Pixy	11,7%
3.	Maybelline	7,8%
4.	Marcks'	6,8%
5.	Focallure	5,8%
6.	Viva Cosmetics	4,5%
7.	Luxcrime	4,1%

Sumber : compas.co.id

Referring to related data, it can be concluded that the Maybelline brand has problems with purchase decisions. This is different from its competitor Wardah which has a good percentage, which shows that the Maybelline brand is still losing the competition.

Tabel 2
Maybelline Solid Face Powder Sales Data

Month	Sales (2022)	Month	Sales (2023)
Januari	5 pcs	Januari	7 pcs
Februari	7 pcs	Februari	8 pcs
Maret	10 pcs	Maret	7 pcs
April	2 pcs	April	3 pcs
Mei	8 pcs	Mei	5 pcs
Juni	2 pcs	Juni	9 pcs
Juli	9 pcs	Juli	1 pcs
Agustus	12 pcs	Agustus	2 pcs
September	8 pcs	September	9 pcs

Oktober	1 pcs	Oktober	4 pcs
November	5 pcs	November	3 pcs
Desember	3 pcs	Desember	10 pcs
Jumlah	72 pcs	Jumlah	68 pcs

Source : Unicorn Store Bojonegoro Sales Data for 2022-2023

Referring to the data above, it shows that during the period from 2022 to 2023, there was a decrease of 5.56% in sales of Maybelline solid face powder products at Unicorn Store Bojonegoro, This decrease raises several problems in purchasing decisions, consumers may become less interested in the products offered. Brand image is the trust in the symbol, name, design, and way customers perceive the brand. Maybelline products not only provide satisfactory results, but also follow the latest trends and fashions, so that consumers feel up-to-date when wearing Maybelline products. Celebrity endorsers tend to attract customers, giving their purchasing decisions an influence. Appear interested, have a positive attitude or have a personality that is able to increase customer trust when making purchase decisions and have an impact on the sale of goods. Pevita Pearce who became a celebrity endorser of Maybelline. The more popular celebrities and the more fans they have, En se referant a la description associee, le but de l'etude est de decouvrir et d'analyser comment l'image de marque et les celebrites endossees ont un impact sur la decision d'achat de la poudre solide pour le visage Maybelline au Unicorn Store Bojonegoro.

2. Method

In this study, the population used was all consumers who had purchased Maybelline solid face powder at the Bojonegoro Unicorn Store. In this study, sampling was carried out using a non-probability sampling method, and using a purposive sampling technique. The number of samples in this study is 60 respondents. Where this technique determines the sample based on the criteria or characteristics of the respondents, namely: 1. Female consumers domiciled in Bojonegoro, 2. Female consumers who have purchased Maybelline solid face powder at the Unicorn Store Bojonegoro. Direct data from respondents was used as a type of primary data in this study which filled out questionnaires and secondary data obtained indirectly and through literature studies. This study uses a variable scale in the form of an ordinal scale with the Likert scale technique. Quoted from Sugiyono (2019), On the Likert scale, the answers from each test item have a positive to very negative level, namely a score of 5 (strongly agree), a score of 4 (agree), a score of 3 (neutral), a score of 2 (disagree), a score of 1 (strongly disagree). The techniques used to analyze the data are the Structural Equation Model (SEM) and the Partial Least Square (PLS) approach.

3. Result and Discussion

Validity Test

Tabel 3
Outer Loadings

Indikator	Original Sample (O)	T Statistics (O/STDEV)
X1.1 <- Brand Image (X1)	0,861	25,310
X1.2 <- Brand Image (X1)	0,842	20,229
X1.3 <- Brand Image (X1)	0,768	11,491
X2.1 <- Celebrity Endorser (X2)	0,852	26,534
X2.2 <- Celebrity Endorser (X2)	0,857	23,166
X2.3 <- Celebrity Endorser (X2)	0,850	26,751
Y1 <- Keputusan Pembelian (Y)	0,865	27,392
Y2 <-Keputusan Pembelian (Y)	0,837	18,996
Y3 <- Keputusan Pembelian (Y)	0,797	15,404
Y4 <-Keputusan Pembelian (Y)	0,760	12,886

Source : Data processed(2024)

All reflective indicators on the Brand Image (X1) and Celebrity Endorser (X2) variables, as well as the Purchase Decision variable (Y), show related to the factor loading (original sample) > 0.50 and significant (T-Statistical value > Z, $\alpha = 0.05$ (5%) = 1.96), so the estimated results of each indicator have shown good validity or convergence.

Tabel 4
Cross Loading

Indikator	Brand Image (X1)	Celebrity Endorser (X2)	Keputusan Pembelian (Y)
X1.1	0,861	0,730	0,690
X1.2	0,842	0,613	0,622

X1.3	0,768	0,603	0,703
X2.1	0,702	0,622	0,852
X2.2	0,657	0,573	0,857
X2.3	0,717	0,703	0,850
Y1	0,743	0,865	0,677
Y2	0,647	0,837	0,559
Y3	0,607	0,797	0,571
Y4	0,568	0,760	0,626

Source : Data processed(2024)

The additional factor value for each indicator, both for the Brand Image and Celebrity Endorser variables, obtained from cross-loading data analysis shows that the indicator loading factor exceeds the other variables, so the indicators of this research as a whole are declared valid.

Tabel 5
Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Brand Image (X1)	0,680
Celebrity Endorser (X2)	0,727
Keputusan Pembelian (Y)	0,665

Source : Data processed(2024)

The results of the AVE Brand Image (X1) test have a magnitude of 0.680, then Celebrity Endorser (X2) is 0.727 and Purchase Decision (Y) is 0.665. Three variables > 0.5, indicating that the variables of this study were declared valid.

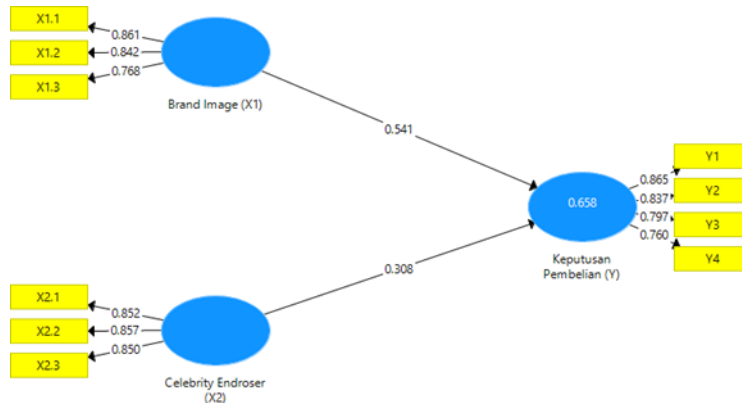
Tabel 6
Latent Variable Correlations

	Brand Image (X1)	Celebrity Endorser (X2)	Keputusan Pembelian (Y)
Brand Image (X1)	1,000	0,814	0,791
Celebrity Endorser (X2)	0,814	1,000	0,748
Keputusan Pembelian (Y)	0,791	0,748	1,000

Source : Data processed(2024)

The mean correlation value of each other variable is found in the latent table of related correlations variables, which shows that the correlation mean > 0.5. Variable Brand Image (X1) with Purchase Decision (Y) has the highest correlation value of 0.791. This shows that of all the variables in the research model, unlike other variables, the correlation between Brand

Image (X1) and purchase decision (Y) is stronger, that condition can also have a meaning, namely in the research model, the Brand Image variable affects the high purchase decision more than the Celebrity Endorser variable.



Outer Model dengan factor loading, Path Coefficient dan R-Square

Sumber : Data diolah (2024)

The factor loading value for each indicator is displayed above the arrow pointing to the variable as well as the indicator in the PLS output image. The path coefficients that show the strength of the relationship are shown above the lines that connect endogenous and exogenous variables. Another is the R-Square value, which shows the proportion of variance described, located in the circle of endogenous variables, such as the purchase decision variable.

Reliability Test

Tabel 7
Composite Reliability

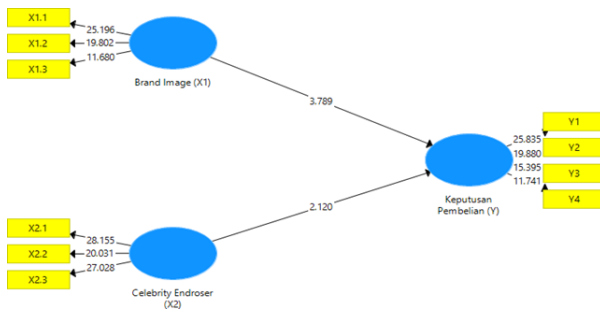
	Composite Reliability
Brand Image (X1)	0,864
Celebrity Endorser (X2)	0,889
Keputusan Pembelian (Y)	0,888

Source : Data processed(2024)

The Composite Reliability test shows a Brand Image (X1) of 0.864; celebrity endorser variable (X2) 0.889; and the purchase decision variable (Y) is 0.888. All variables in this study are considered reliable, because 3 variables show a Composite Reliability value above 0.70.

Inner Model

Figure 3
Inner Model dengan nilai significant T-Statistic Bootstrapping



Source : Data processed(2024)

It can be seen from the arrow lines on exogenous variables (Brand Image, Celebrity Endorser) and endogenous variables (Purchase Decisions) there is a T-Statistic value that describes the influence between variables. It is known that the T-Statistic value of the Brand Image variable is $3.789 > 1.96$, which means that the brand image variable has an influence on the purchase decision variable. Meanwhile, the T-Statistic value of the Celebrity Endorser variable is $2.120 > 1.96$ which means that the celebrity endorser variable has an influence on the purchase decision.

Tabel 8
R-Square

	R-Square
Keputusan Pembelian (Y)	0,658

Source : Data processed(2024)

With a variant of 65.8% of the independent variables (Brand Image and Celebrity Endorser), $R^2 = 0.658$, the model explains the phenomenon of purchasing decisions that are influenced by brand image and celebrity endorsers. However, additional variables that have not been discussed in this study are responsible for the remaining 34.2%.

Uji Hipotesis

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Brandmage (X1) -> Keputusan Pembelian (Y)	0,541	3,776	0,000
Celebrity Endorser (X2) -> Keputusan Pembelian (Y)	0,308	2,130	0,000

Source : Data processed(2024)

Referring to the results of the related table, the hypotheses are:

H1 : Brand Image has a positive effect on the purchase decision of Maybelline solid face powder at Unicorn Store Bojonegoro can be accepted in the path coefficients has a large 0.541 on the T-Statistic value of 3.776 exceeding $Z \alpha$ value = 0.05 (5%) = 1.96 and P value is 0.000 less than 0.05 then it can be concluded that Brand Image has a positive and significant influence (Hypothesis 1 is acceptable).

H2 : Celebrity Endorser has a positive effect on the decision to buy Maybelline solid face powder at the Unicorn Store Bojonegoro can be accepted in the path coefficients has a large 0.308 on the T-Statistic value, which is 2.130, exceeding $Z \alpha$ value = 0.05 (5%) = 1.96 and P value, which is 0.000 less than 0.05, then it can be concluded that Celebrity Endorser has a positive and significant influence (Hypothesis 2 is acceptable).

The Influence of Brand Image on Purchase Decisions

The study shows that Brand Image has a positive and important influence on the purchase decision of Maybelline solid face powder at the Bojonegoro Unicorn Store. This condition shows that the Brand Image of Maybelline solid face powder is considered good by consumers at the Unicorn Store Bojonegoro so that consumers buy Maybelline solid face powder because it has a strong brand image, has a different product variety value from competing brands and has an easy-to-remember brand name. The most significant indicator for brand image can be identified based on the results of the outer loading analysis is having a strong brand image, so that in carrying out purchase decisions consumers are interested in buying Maybelline solid face powder because it already has a good and reliable brand reputation, the prices offered are relatively affordable and good consumer ratings related to Maybelline solid face powder. This research found that a better brand image is related to purchasing decisions. Hasil penelitian selaras yang dilaksanakan Rosita & Novitaningtyas, (2021), Maylita Inggasari & Hartati, (2022), Tabar & Farisi, (2023) menegaskan terkait Brand Image mempunyai pengaruh positive pada keputusan pembelian.

The Influence of Celebrity Endorsers on Purchase Decisions

According to the findings of the research, the Celebrity Endorser achieved a positive and significant effect on the decision to buy Maybelline solid face powder at the Unicorn Store Bojonegoro. This condition shows that Maybelline solid face powder is considered good by consumers at the Bojonegoro Unicorn Store so that consumers buy Maybelline solid face powder because of the beauty of the celebrity endorser, the trust of the celebrity endorser who can convince others, and the skills of the celebrity endorser. The most influential indicator to be identified based on the results of the outer loading celebrity endorser analysis is the trust of celebrity endorsers who can convince others so that in carrying out purchase decisions, consumers are interested in buying Maybelline solid face powder because celebrity endorsers

used by Maybelline are well-known and reputable celebrities, celebrities have millions of followers on social media where every post or The recommendations shared can reach a very wide audience. The results of the discussion show that related to celebrity endorsers who have trust that can convince others well, the purchase decision is higher.

The results of the study are in line with the research of Rosita & Novitaningtyas, (2021), Maylita Inggasari & Hartati, (2022), Tabar & Farisi, (2023) emphasizing that Celebrity Endorsers contribute to purchase decisions significantly and positively.

4. Conclusion

Based on the findings from data analysis and previous discussions, it was concluded that Brand Image contributed to the purchase decision of Maybelline solid face powder at Unicorn Store Bojonegoro, this condition shows a better brand image perception that has an impact on consumer purchase decisions. While celebrity endorsers have a contribution to the purchase decision of Maybelline solid face powder at the Unicorn Store Bojonegoro, this condition shows that celebrity endorsers have trust that can convince others well, the higher the purchase decision. Maybelline solid face powder already has a good brand image, so the reason is expected to maintain and improve its brand image because consumers buy Maybelline solid face powder because of its strong brand image. Then Maybelline solid face powder is expected to continue to use celebrity endorsers who are well-known, have good trust, have extensive experience or knowledge related to their products because consumers buy Maybelline solid face powder because of their trust that can convince others.

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