The Influence of Celebrity Endorsers and Product Knowledge on Purchase Decision for MS. Glow Skincare Product with Brand Image as an Intervening Variable

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Abstract. The purpose of this research is to determine the influence of celebrity endorsers and product knowledge on purchase decisions in MS. Glow Skincare Product with brand image as an intervening variable. Researchers collected research data with questionnaires which were distributed to consumers who bought MS. Glow Skincare Products. The research results based on the partial test (t Test) found that: a) there is a significant influence of celebrity endorsers on brand image, b) there is a significant influence of product knowledge on brand image, c) there is no significant influence of celebrity endorsers on purchase decisions, d) there is an influence significant product knowledge on purchase decisions, e) there is no significant influence of brand image on purchase decisions, f) brand image cannot mediate the influence of celebrity endorsers on purchase decisions g) brand image cannot mediate the influence of product knowledge on purchase decisions.

Keywords: Celebrity Endorser, Product Knowledge, Purchase Decision, Brand Image

1. INTRODUCTION

Over time competition between business sectors considerations Individuals and companies are increasingly corrective Serious. This is because of its social affiliation recognize women with the concept of beauty. Women often try to remain attractive in different situations and conditions and should be the center of attention among the people around them. Moreover, women today spend most of their time outside room with dust and sun scorching. This makes women feel them need to protect themselves with using various care products appropriate beauty. When the product beauty treatments found just right for his skin, he would use the product continuously. With the abundance of brand choices available accessible, corrective manufacturers have discovered a way to exploit what's going on happen. With a population of over 255 million, Indonesia has become a business sector very encouraging for the company beauty products. Expanding wages per capita, changes in way of life, and expanding attention to appearance individuals have driven development rapidly in the makeup business in Indonesia. Wrong a restorative brand that has been around for quite a long time available and well realized in Indonesia is MS. Glow Skincare Products.

According to Rønnow et al (2024)Cosmetics are a special product because it is not only able to fulfill women's basic beauty needs, but also has characteristics that typical. This research will use M.S. Glow Skincare Products, one of the established cosmetics in Indonesia.

Between cosmetic brand, MS. Glow Skincare Products is now the expert in driving social media engagement which makes it superior on social media. For example, M.S. Glow Skincare Products has collaborated with popular artists as celebrity endorsers them for several years. popular artist frequently post about content M.S. Glow Skincare Products to their Instagram account and mentioned M.S. Glow Skincare Products in comments and tags is a strategy to help pushed his followers to MS. Glow Skincare Products. MS. Glow Skincare Products at Indonesia chose Nagita Slavina and Lesti Kejora as their celebrity endorser who often shares about MS. Glow Skincare Products and both celebrities is the model in the product video M.S. Glow Skincare Products and brings a beautiful image Good.

According to Macall et al (2021), Using famous figures as Celebrity Endorser is a creative strategy in advertising, where it is aims to attract more attention large and improves memory the message conveyed. There is substantial knowledge gaps regarding skin care products and environmentally friendly cosmetics, which can be caused by ineffectiveness and marketing communications inefficiencies. Besides that, most previous research testing how endorsers influence consumer perceptions and intentions to purchase recommended items and only some research conducted on how famous celebrity endorsers can be influence consumers' willingness to pay premium prices (Dzanku et al., 2024).

According to Makate et al (2023)In Indonesia itself celebrity endorsement used to get attention consumer. Many brands are taking advantage celebrities as a way of marketing and use social media as a platform digital marketing. Celebrity models are celebrities who are not only known for their achievements in the world of entertainment, but also because of integrity, morality, and behavior positive they are off stage. They're in consider as a role model by many individuals, especially the younger generation, who seek inspiration and guidance within their life.

The background to this problem emerged because there is a growing debate about the extent of the role of celebrity models in product endorsements can be influence consumer perceptions and buying decision. Some research have indicated that use celebrity models can enhance the image brand and sales, while others suggests that this is possible spark controversy and create risk reputation for the brand.

Advertisers and marketers have been around for a long time realizing the importance of using celebrities to support products and services they. The underlying belief is that the advertising message is conveyed by celebrities is more effective in arouse attention and memory message compared to that delivered by non-celebrities (Bukhari et al., 2023). Understand the size of the investment required to contract a person Celebrities as endorsers are

crucial for marketing and advertising managers to establish a relationship between the quality of the endorser and the brand values they support. This matter aims to validate the allocation funds committed to the campaign advertising with celebrities (Yang & Yu, 2024).

Product knowledge refers to any information that consumers have related to a group of products that have general characteristics, while brand knowledge is specific to a product category. In Hanaysha (2022)Knowledge about products has a crucial role in the purchasing decision making process. A consumer must understand the characteristics of the product and related information to make accurate and appropriate purchasing decisions. Meanwhile, in Weinrich et al (2024)people who are interested in a product, especially cosmetics and food, will generally look for further information regarding brand and composition of the product.

According to Abigail et al (2024) Product Knowledge is all information accurately recorded in the consumer's memory can be an important consideration for make the next decision. According to Gao & Shen (2024) Quality knowledge reflects conformity familiarity with the task at hand, only when knowledge can be applied to current innovation tasks, such knowledge can encourage increased innovation performance (Zhao et al., 2024).

Jin (2024)says that purchasing decision is Participation consumers in deciding whether to buy a product or not engage consideration of quality, price, and the level of product fame in society. These factors influence consumer purchasing decisions (Orazgaliyeva et al., 2024). Decisions taken by consumers related to determining related choices products and services. This process can explained as steps collect and process information, evaluate them, and choose the best option to solve a problem or do buying decision. Fast development Cosmetic products on the market have an impact on a person's attitude regarding purchasing and use of goods. Use of cosmetics in Indonesia is experiencing rapid growth significant, as reflected by the increase consumption of cosmetics every year (Nasution et al., 2021).

According to Askari et al (2024)Purchase Decision is a buyer's decision that can be influenced by various factors, including financial conditions, technology, politics, price, location and promotions. All of these factors together form consumers' attitudes towards information management, which ultimately gives rise to decisions or responses to the products to be purchased (Nst et al., 2021). Purchasing decisions involve Before making a purchase, consumers make a number of decisions that begin when they feel they need to fulfill certain needs. These decisions include choice of place of purchase, brand preference, desired model, number of items to be purchased, time of purchase, amount of money to be spent, and payment method. (Nasution et al., 2023).

People who frequently use something brands generally demonstrate loyalty towards the brand (Ramadhan et al., 2023). Brand image is the basis of brand identity, so companies need associate relevant attributes with the image brand to shape it. With words On the other hand, brand image reflects strength and the essence of the brand (Nasution, 2020).

According to Ricardianto et al (2024), Brand image is one of the factors involved plays a significant role in influencing consumer decisions are positive perceptions towards a brand, which can encourage them to choose and buy products the. Brand quantities are surging in Medan city, brought the organization have different systems from the organization other restorative. So continuing on from this particularity, there is something interesting to explored, especially the expansion of purchasing options among consumers in the city of Medan on MS. Glow Skincare Products.

2. RESEARCH METHOD(S)

In this analysis, carried out descriptive approach with strategy quantitative, as stated by (McDermott, 2023). This quantitative strategy originating from the positivism paradigm, used to observe populations and tests certain. Testing procedures vary carried out without special selection. Various information is obtained through research instruments, and examination Quantitative information is carried out to test a hypothesis that has been established in a population certain. The population in focus research is consumers who buy M.S. Glow Skincare Products at Medan City. This population is not known, so that the population or the specific population is uncertain. For determining sample size, research referring to (Díaz & Cano, 2022).

Research methods applied is non probability, esp using purposive sampling technique. Non Probability Sampling is a technique in where every element or member of the population does not have an equal chance of being selected as a sample. Purposive sampling technique This is done with certain considerations. The criteria for determining respondents involve women who make purchases M.S. Glow Skincare Products is more than one times in Medan City. In this research, respondents were explained thoroughly taking into account attributes such as age, orientation, and salary. Number of respondents Those involved in the research reached 100 person.

Speculative testing approach The inspection is carried out using Structural Equation Model (SEM) method who switched to Partial Least Square (PLS). PLS is a structural equation model (SEM) which relies on aspects or variant. SEM is a field of study statistics capable of testing progress a series of relationships that are relatively difficult to measure simultaneously.

3. FINDINGS AND DUSCUSSION

The results of data collection are entered and tested the feasibility of the indicators before conducting a Model Evaluation Measurement. The researcher's first step evaluate the value of each statement item generated to measure indicators reflective. Output of the processing results of the loading factor validity test on the path algorithm diagram gives the following results:
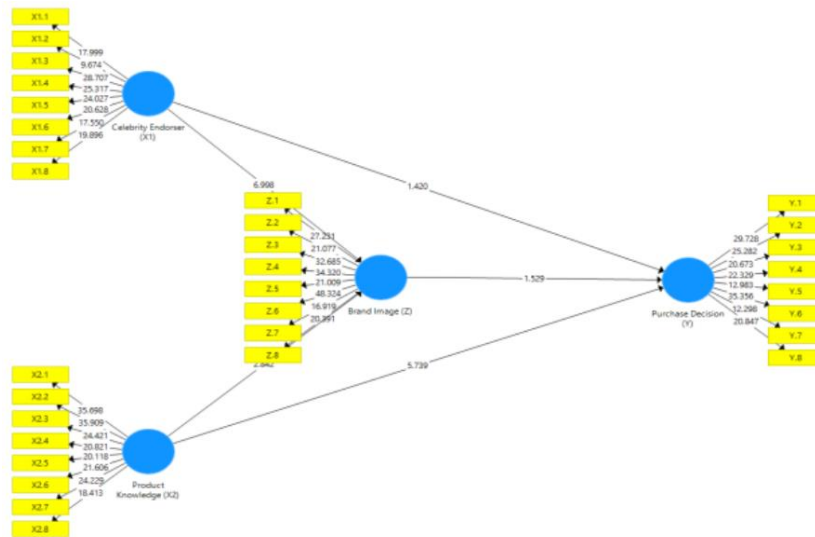

Figure 1. Output of Validity Test Processing Results

Table 1. Loading Factor

	Brand Image (Z)	Celebrity Endorser (X1)	Product Knowledge (X2)	Purchase Decision (Y)
X1.1		0,854		
X1.2		0,725		
X1.3		0,869		
X1.4		0,876		
X1.5		0,845		
X1.6		0,883		
X1.7		0,881		
X1.8		0,874		
X2.1			0,884	
X2.2			0,885	
X2.3			0,824	
X2.4			0,825	
X2.5			0,824	
X2.6			0,841	
X2.7			0,834	
X2.8			0,853	
Y.1				0,857
Y.2				0,847
Y.3				0,844
Y.4				0,859

Y.5		0,778
Y.6		0,895
Y.7		0,784
Y.8		0,828
Z.1	0,879	
Z.2	0,845	
Z.3	0,886	
Z.4	0,897	
Z.5	0,841	
Z.6	0,914	
Z.7	0,825	
Z.8	0,819	

After factor loading, the loading value shows that it is strong the indicator has a value above >0.7 (very good), then data analysis Next, we look at the validity of the value of each variable (AVE) in the construct reliability and validity as follows:

Table 2. AVE Results

Average Variance Extracted (AVE)
0,746
0,727
0,717
0,701

Analysis of validity test results in the table above shows that the Average Value Variance Extracted (AVE) is above >0.5 for all constructs contained in research model. AVE construct results the four variables above also meet convergent conditions of validity.

Table 3. Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability
Brand Image (Z)	0,951	0.953	0.959
Celebrity Endorser (X1)	0.946	0.946	0.955
Product Knowledge (X2)	0.944	0.947	0.953
Purchase Decision (Y)	0.939	0.940	0.949

Next, the reliability test is seen from the results of the composite reliability values are in table 4. Composite reliability values above >0.7 are significant construct is able to explain more than 50% of the indicator variance. All constructs are deep the estimated model meets the validity criteria discriminant. Composite Reliability Value the lowest was 0.949 on purchase decision. The reliability test is strengthened by Cronchbach's Alpha on Smart PLS Version 3 output with recommended value >0.6, The table above shows the Alpa value Cronchbach for all constructs >0.6. The lowest construct value is at purchase decision of 0.939.

Variant Analyst (R 2) is for determine the extent of the variable's impact independent (celebrity endorser and product knowledge) on the dependent variable (purchase decision), the value of the coefficient of determination can be displayed on table 4:

Table 4. R-Square Test

	R Square	**R Square Adjusted**
Brand Image (Z)	0,733	0,727
Purchase Decision (Y)	0,758	0,751

It can be seen that the R-square value for the purchase decision variable of 0.758 which can be explained by brand image towards purchase decision is 75.8% while the remaining 24.2% is reasonable by various factors outside this research. Then for the R-square value of the variable Brand Image of 0.733 which implies that 73.3% of the brand image variable influenced by the celebrity endorser variable and product knowledge while the rest amounting to 26.7% is influenced by various factors outside this research.

Table 5. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ($|O/STDEV|$)	P Values
Brand Image (Z) -> Purchase Decision (Y)	0,175	0,175	0,175	0,175	0,175
Celebrity Endorser (X1) -> Brand Image (Z)	0,175	0,175	0,175	0,175	0,175
Celebrity Endorser (X1) -> Purchase Decision (Y)	0,175	0,175	0,175	0,175	0,175
Product Knowledge (X2) -> Brand Image (Z)	0,175	0,175	0,175	0,175	0,175
Product Knowledge (X2) -> Purchase Decision (Y)	0,175	0,175	0,175	0,175	0,175

Celebrity Endorsers are influential significant to Brand Image on M.S. Glow Skincare Products. Where It can be seen that the original sample value is 0.661 with a larger t-statistic value of 1.66 or (6.998 > t-table 1.66) at The p-value is smaller than alpha (0.000 < 0.05) then we can get H0 rejected Ha accepted. The results of this research can be concluded that Such attraction plays a role crucial in influencing brand image Celebrities often have visual appeal and strong emotions. When they used as an endorser, this can be trigger a positive emotional response to consumers are then connected with MS. Glow Skincare Product, this can be done helps create a brand image the positive.

Product Knowledge matters positive and significant to the Brand Image on MS. Glow Skincare Products. Where it can be seen that the original value sample is 0.265 with a t-statistic value greater than 1.66 or (2.842 > t-table 1.66) at a smaller p-value from alpha (0.005 < 0.05) then this is can be obtained H0 rejected Ha accepted. Product knowledge becomes a guide which is very significant for consumers when evaluating the product before buying it is a critical factor must be considered. Consumers who have a deeper understanding of the product depth tends to have recognition, analysis, and skills better logic in comparison with those who have limited product knowledge. By Therefore, consumers feel they have more understanding of the product well tend to rely more intrinsic guidance in assessing quality product, because they realize how much the importance of information about something product. So the second hypothesis in This research proved that "there are the influence of product knowledge on brand image".

Celebrity Endorsers do not positive and significant effect towards purchase decisions at MS. Glow Skincare Products. Where it is seen that the value original sample of 0.121 with a value t-statistic is smaller than 1.66 or (1.420 < t-table 1.66) at a p-value of more larger than alpha (0.156 > 0.05) then can be obtained H0 is accepted and Ha rejected. If celebrity endorser has no relevance who is strong with that product or brand in the advertisement, consumers may not see a clear connection between that celebrity and that product. This can reduce the positive impact of celebrity endorsers against the decision purchase.

Product Knowledge matters significant impact on purchase decisions on MS. Glow Skincare Products. Where it can be seen that the original value sample is 0.648 with a t-statistic value greater than 1.66 or (5.739 > t-table 1.66) at a p-value smaller than alpha (0.000 < 0.05) then this it can be obtained that H0 is rejected and Ha accepted. Consumers may view MS. Glow Skincare Product as an investment option profitable if they have adequate knowledge about the benefits. This can contribute in purchasing decisions which is more positive, especially if the product considered to provide added value significant.

Brand Image has no effect significant impact on purchase decisions on MS. Glow Skincare Products. Where it can be seen that the original value sample is 0.175 with a t-statistic value smaller than 1.66 or (1.529 < t-table 1.66) at a larger p-value from alpha (0.127 > 0.05) then this is the case can be obtained H0 accepted Ha rejected. If customers experience unpleasant experience with a brand's products or services, perhaps the brand image does not have enough strength to overcome these negative experiences. Customers are more likely to give priority on their personal experiences compared to brand image.

Table 6. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Celebrity Endorser (X1 -> Brand Image (Z) -> Purchase Decision (Y)	0,116	0,121	0,078	0,485	0,138
Product Knowledge (X2) -> Brand Image (Z) -> Purchase Decision (Y)	0,046	0,050	0,038	0,231	0,219

Celebrity Endorser has no effect significant impact on purchase decisions through the brand image on M.S. Glow Skincare Products. Where to see that the original sample value is 0.116 with a t-statistic value smaller than 1.66 or (1.485 < t-table 1.66) in value p-value is greater than alpha (0.138 > 0.05) then this can be obtained H0 accepted Ha rejected. If it's a celebrity The endorser has no relevance strong with a brand or product advertised, the brand image may not be experienced significant changes. Maybe consumers can't clearly identify the linkages between celebrities and brands, so its influence on brand image become limited. If previously brand not well known by consumers before advertising campaigns with celebrities, then the endorser may not have a significant effect on the brand image or purchasing decision.

Product Knowledge does not significant effect on purchases decision via Brand Image on M.S. Glow Skincare Products. Where that the original sample value is 0.046 with a t-statistic value smaller than 1.66 or (1.231 < t-table 1.66) in value p-value is greater than alpha (0.219 > 0.05) then this can be obtained H0 accepted and Ha rejected. Sometimes, purchasing decisions can be influenced by situational factors or emotions prevailing at the moment purchase. This can reduce the impact knowledge of products and brands image in purchase decisions, especially if consumers decide impulsively. Even though they have knowledge Excellent product and brand image which is good, if the product is not meet needs or preferences them, most likely they don't will decide to do purchase.

4. CONCLUSION AND RECOMMENDATION

Based on the discussion of the analysis results on the research that has been carried out, then the following conclusions can be drawn: 1) Celebrity Endorsers have a significant influence on Brand Image on M.S. Glow Skincare Products, 2) Product Knowledge significant influence on the Brand Image on M.S. Glow Skincare Products, 3) Celebrity Endorser has no significant effect regarding Purchase Decision on M.S. Glow Skincare Products, 4) Product

Knowledge significant influence on Purchase Decision at M.S. Glow Skincare Products, 5) Brand Image does not have a significant effect on Purchase Decision on M.S. Glow Skincare Products, 6) Brand Image cannot mediate influence of Celebrity Endorser on purchase decision on M.S. Glow Skincare Products, 7) Brand Image cannot mediate the influence of Product Knowledge on purchase decision on M.S. Glow Skincare Products.

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