THE PURCHASE DECISION: ROLE OF BRAND IMAGE, CELEBRITY ENDORSER AND ELECTRONIC WORD OF MOUTH (eWOM)

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Abstrak*:*

This study to investigate the relationship between Brand Image, Celebrity Endorser and Electronic Word of Mouth (eWOM) on the Purchase Decision of MS Glow products in Semarang City. The population in this study is consumers who have bought and used MS Glow products in Semarang City. The sample in this study was 100 Respondents. Sampling technique using non probability sampling technique. Data processing uses likert scale measurements with SPSS 25 software. The results showed that Brand Image and Electronic Word of Mouth (eWOM) had a positive effect on Purchasing Decision, while Celebrity Endorsers had no effect on purchasing decisions.

Keywords: Brand Image, Celebrity Endorser, Electronic Word of Mouth (eWOM) and Purchasing Decision.

1. Introduction

Indonesia is one of the big market shares in the beauty industry, especially skin care products. Based on Euromonitor International data titled The Future of Skin Care, Indonesia is considered to be the second largest contributor to skincare growth in the world. Data from Euromonitor International, Indonesia's total skin care market will reach more than US$ 2 billion in 2019 or around 33% of the total beauty market revenue is contributed from the skin care industry.

One of the companies in Indonesia that produces cosmetics and skin care is MS Glow. MS Glow is one of the cosmetic brands that has not been in the beauty product market in Indonesia for too long, MS Glow was founded in 2013 by two friends, that is Shandy Purnamasari and Maharani Kemala. But surprisingly MS Glow won the Indonesia Best Brand Award in 2020 in the category of Facial Treatments that are Sold Exclusively (Kontan Industry, December 22, 2020). MS Glow stands for the brand motto, namely Magic for Skin, to reflect the best glowing product in Indonesia so as to create the ms glow brand name.

FIGURE 1. BEST-SELLING LOCAL SKINCARE BRANDS IN E-COMMERCE
Sumber : https://compas.co.id/article/brand-skincare-lokal-terlaris/

From Figure 1. above shows that sales for local skincare brands were quite great in the first two weeks of February 2021, total sales in the marketplace have reached Rp. 91.22 billion with a total transaction of 1,285,529. Ms Glow is in the first place to achieve sales of Rp. 38.5 billion for the best-selling local skincare brand in E-Commerce for the period 1-18 February 2021 at Shopee and Tokopedia, which means that Ms Glow is the best-selling skincare in 2021.

However, there are many new brands emerging in the world of skin care competition that are competing with each other to create their superior products. Producers are required to not only create products but also to understand the wants and needs of consumers. This is needed by producers to be able to compete with other manufacturers. By understanding consumer behavior, producers can create products that are in accordance with consumers' wishes so that consumers make purchase decisions on products made by the company.

Decision making is an individual activity that is directly involved in obtaining and using the goods offered. The decision to purchase a product in a consumer does not just happen, but requires a process. The decision-making process to buy a product starts from the introduction of problems, the search for information, the evaluation of several alternatives, which will then create a purchase decision and the formation of post-purchase behavior. Some factors that can influence consumers' purchasing decisions in buying something are brand Image, Celebrity Endorser and Electronic Word of Mouth. This study aims to determine the influence of Brand Image, Celebrity Endorser and Electronic Word of Mouth (eWOM) on the purchase decision of MS Glow products in Semarang City.

In addition to the description above, this research was conducted because there was a research gap problem, namely the existence of different research results from several previous studies. Supriyadi, Wiyana and Nugraha (2017) in their research said that brand image has a positive and significant effect on purchasing decision, while research by Parangkuan, Tumbel and Wenas (2014) states that brand image does not affect purchasing decision. Bramantya and Jatra (2016) stated that celebrity endorsers have a positive effect on purchasing decision, but Ramadhani and Nadya (2021) show that celebrity endorsers have no effect on purchasing decision. Dewi and Sudiksa (2019) showed that electronic word of mouth (eWOM) has a positive effect on purchasing decision, in contrast to Wijaya and Paramita (2014) who revealed that electronic word of mouth (eWOM) has no effect on purchasing decision.

Based on the phenomenon and gaps from the background description above, the author was encouraged to conduct a study with the title "The Influence of Brand Image, Celebrity Endorser and Electronic Word of Mouth (eWOM) on the Purchasing Decision of Ms Glow Products in Semarang ".

2. Material and Methods

The data used in this study is a quantitative description. In this study took the targeted objects were users and buyers of MS Glow products in Semarang City. The sampling method is a non-probability sampling method, which is a sampling technique that does not provide equal opportunities or opportunities for each element (member) of the population to be selected as a member of the sample. This study used purposive sampling technique, which is a sampling technique carried out using criteria. The criteria used are:
   a. People who have used and purchased MS Glow products in Semarang City.
   b. Minimum age of 17 years.
   c. Female gender

The number of samples is determined using the Formula Rao Purba. The number of ampels as many as 100 respondents, is considered to have been represented because it has met the minimum sample limit.

The data source used in this study is primary data obtained directly from the original source through the opinions of respondents using (questionnaires). Secondary data sources are obtained from literacy books or historical reports compiled in archives (documentary data), published or unpublished, obtained from books, journals, theses and from several websites used as supporting data in this study.

Data Collection Methods

The method of data collection of this study used a questionnaire. The technique of collecting data with a questionnaire is a data collection technique by responding to questions in the questionnaire (Sugiyono 2018: 142). In this questionnaire, a closed question model will be used, namely questions that have been accompanied by alternative answers before, so that respondents can choose one of the alternative answers. Questionnaires are an efficient way of collecting data if the researcher knows exactly what needs and how to measure research variables.

Variable Measurement Scale

The scale used in this study is the likert scale, according to Ghozali (2018: 47) the scale that is often used in the preparation of questionnaires is the ordinal scale or also often called the likert scale, which is a scale that contains five levels of preference of answers with the following choices:

1 = Strongly Disagree

2 = Disagree

3 = Hesitant or Neutral

4 = Agree

5 = Strongly Agree

The likert scale is said to be ordinal because strongly agreeing statements have a higher level or preference than agreeing, and agreeing is higher than undecided.

Data Analysis Methods

Validity Test and Reliability Test

The validity test is used to measure whether a questionnaire is valid or valid (Ghozali 2018:51). A questionnaire can be said to be valid if the statements in the questionnaire are able to reveal something that the questionnaire will measure. This test is carried out using factor analysis, namely an instrument is said to meet the adequacy of the sample if the KMO is above 0.5. While the indicator is said to be valid if the matrix component is more than 0.4.

Reliability test is a tool for collecting a questionnaire that is an indicator of a variable or construct (Ghozali 2018:45). A questionnaire can be said to be reliable or reliable if a person's answer to a statement is consistent or stable from time to time. This measurement can be made with the croncbach alpha (α) which is an instrument said to be reliable if the cronbach alpha is greater than 0.70.

Hypothesis Test

1) Multiple Linear Regression Analysis

The data analysis tool used is multiple linear regression. Which is an analysis used to determine the presence or absence of influences between independent variables, namely brand image (X1), celebrity endorser (X2), and electronic word of mouth (eWOM) (X3), on the dependent variable, namely the purchase decision (Y). Regression analysis in addition to measuring the strength of the relationship between

two or more variables, also shows the direction of the relationship between idependent variables and dependent variables (Ghozali 2018:95). The formula for finding the coefficient of multiple linear regression is:

Formula : $Y = a + b1X1 + b2X2 + b3X3 + e$

a   : Constants
Y   : Purchase decision
X1   : Brand Image
X2   : Celebrity Endorser
X3   : Electronic Word of Mouth (eWOM)
e   : error term, which is the error rate of the estimator in the study

2) Determination Test (R^2)

The coefficient of determination essentially measures how far a model is capable of explaining the variations in dependent variables. The value of the coefficient of determination is between zero and one, the small R^2 value means that the ability of independent variables to explain variables is very limited. Whereas a value close to one means that the independent variable provides almost all the information needed to predict the variation of the dependent variable (Ghozali 2018:97).

3) Persial Test (t)

The t statistical test basically shows how far the influence of one explanatory/independent variable individually is in describing the variation of the dependent variable. A variable is said to be sigtnifican if the significance value of the $\alpha < 0.05$ (Ghozali 2018:98).

4) Simultaneous Test (F)

The statistical test F is essentially to show whether all the free variables (independent variables) referred to in this model have a simultaneous influence on the bound variables (dependent variables) (Ghozali 2018:97).

Conceptual and operational definition of variables

The operational definition of a variable is an element of research that reveals how to measure a variable. In this study there are 2 variables, namely free variables (independent variables) and bound variables (dependent variables) operational definitions are useful so that biases further direct this research according to the object used, it is felt necessary to convey understanding regarding the concept of variables, namely:

TABLE 1. CONCEPTUAL AND OPERATIONAL DEFINITION OF VARIABLES

No	Research Variables	Concept definition	Definisi Operasional (Indicator)
1.	Purchasing Decision	Purchasing decisions are a problem solving process consisting of analyzing or recognizing needs, desires, disbursement of information, assessment of selection sources for alternative purchases, purchase needs, and behavior after purchase (Fatmawati and Soliha 2017).	1) Choice of products 2) Choice of brand 3) Choice of dealer 4) Purchase amount 5) Time of purchase 6) Payment methods (Anggraeni and Soliha 2020)
2.	Brand Image	Brand image is the perception and confidence carried out by the	1) Corporate Image 2) Product image

		consumer, as reflected in the associations that occur in the memory of the consumer (Kotler and Keller 2012:315)	3) User image (Aaker and Biel in Keller 2012:239)
3.	Celebrity Endorser .	Celebrirty Endorser is an actor or artist, entertainer or athlete who is known or known publicly for his success in his respective fields to support an advertised product. (Shimp 2014:302)	1) Visibility 2) Credibility 3) Atraction 4) Power (Percy dan Rossiter in the jurnal Dewa 2019)
4.	Electronic Word of Mouth	Electronic Word of Mouth (eWOM) is a positive or negative statement about a product or company by a potential customer, actual or previous, that is open to many people or organizations through the internet (Jalilvand & Samiei 2012).	1) Read product reviews from other consumers. 2) Collect information from reviews of consumer products via the internet. 3) Consult online. 4) Feelings of worry if someone does not read online reviews before purchase. 5) Increased self-confidence after reading online reviews. (Jalilvand & Samiei 2012)

3. Results and Discussion
   Respondent Description
   The identities of the respondents obtained from the distribution of the questionnaire are:
   TABLE 2. RESPONDENT DESCRIPTION

Variable	**Category**	**Frequency**	**Percentage**
Age	17 - 22 year	80	80.0
	23 - 28 Years Old	18	18.0
	29 - 34 Years Old	2	2.0
	35 - 40 Years Old	0	0.0
	More than 40 Years Old	0	0.0
Work	Housewives	1	1.0
	Private Employees	8	8.0

	Student	62	62.0
	PNS/TNI/POLRI	2	2.0
	Self Employed	12	12.0
	Miscellaneous	15	15.0
Income and Pocket Money	< 2 Million	68	68.0
	2 - 3 Million	19	19.0
	3 - 4 Million	3	3.0
	4 - 5 Million	6	6.0
	> 5 Million	4	4.0
Purchase Frequency	1 Times	41	41.0
	2 - 3 Times	33	33.0
	4 - 5 Times	8	8.0
	> 5 Times	18	18.0
Product Information	Social Media	68	68.0
	Friends/neighbors/relatives	28	28.0
	Miscellaneous	4	4.0

Source : primary data processed in 2022

Based on table 2. obtained most of the respondents aged 17-22 years. Based on the work of the respondents, most of them are students, have an income of <Rp. 2,000,000 (less than two million) per month, it is the first time to buy MS Glow products and get information about MS Glow products from social media.

Validity Test

The results of validity testing in this study are brand image, celebrity endorser, electronic word of mouth (eWOM) and purchasing decision.

TABLE 3. TESTING THE VALIDITY OF RESEARCH VARIABLES.

Variable	KMO > 0,5	item	Matrix Component Value	Standar Loading	Criterion
Brand Image	0,732	X1.1	0,875	> 0,4	Valid
		X2.1	0,888	> 0,4	Valid
		X3.1	0,875	> 0,4	Valid
Celebrity Endorser	0.797	X2.1	0.802	> 0,4	Valid
		X2.2	0,900	> 0,4	Valid
		X2.3	0,843	> 0,4	Valid
		X2.4	0,802	> 0,4	Valid
Electronic Word of Mouth	0.863	X3..1	0,859	> 0,4	Valid
		X3.2	0,829	> 0,4	Valid
		X3.3	0,832	> 0,4	Valid
		X3.4	0,886	> 0,4	Valid
		X3.5	0,815	> 0,4	Valid
Purchasing Decisions	0.886	Y1.1	0,870	> 0,4	Valid
		Y1.2	0,848	> 0,4	Valid
		Y1.3	0.827	> 0,4	Valid
		Y1.4	0,691	> 0,4	Valid
		Y1.5	0,826	> 0,4	Valid
		Y1.6	0,900	> 0,4	Valid

Source : primary data processed in 2022

From table 3. above can be explained the KMO value > 0.5 (greater than 0.5) and the loading factor value (component matrix) greater than 0.4 thus it can be concluded that all

variable indicator items brand image, celebrity endorser, electronic word of mouth (eWOM) and purchase decision are valid. Valid means that the level of suitability of the questionnaire or questionnaire used by the researcher to obtain data from respondents is appropriate.

Reliability Test

The results of the reliability test test are :

TABLE 4. RELIABILITY TEST

Variabel	Cronbach's Alpha	Standart Velue	Description
Brand Image (X1)	0.844	0.7	Reliable
Celebrity Endorser (X2)	0.857	0.7	Reliable
Electronic Word of Mouth (X3)	0.897	0.7	Reliable
Purchasing Decision (Y)	0.903	0.7	Reliable

Source : primary data processed in 2022

Based on table 4. Reliability tests can be seen that the variables of brand image, celebrity endorser, electronic word of mouth (eWOM) and purchasing decision are said to be reliable. This can be proven from the overall value of cornbach alpha > 0.7. This means that the questionnaire used by this researcher is really believed to be a data collection tool.

Regression Test

In this study, the variables of brand image (X1), celebrity endorser (X2), electronic word of mouth (eWOM) (X3) and purchase decision (Y), can be seen in the following table:

TABLE 5. LINEAR REGRESSION TEST RESULTS

Equation	Adjusted R2	F Test		t Test			Description
		F Calculate	Sig.	Beta	T	Sign	
The influence of brand image, celebrity endorser, and electronic word of mouth on purchasing decision.	0,676	66.828	0,000				
Brand Image				0,402	5.308	.000	Hypothesis accepted
Celebrity endorser				0,139	1.587	.116	Hypothesis rejected
Electronic word of mouth				0,397	4.517	.000	Hypothesis accepted

Source : primary data processed in 2022

From table 5. The results of the linear regression test above can be explained that the value of beta standard coefficient which is positive and significant is the brand image variable (X1) of 0.402 with a significance level of 0.000 < 0.05 and the electronic word of mouth (eWOM) variable (X3) of 0.397 with a significance level of 0.000 < 0.05. While the results of the celebrity endorser variable (X2) have an unsignificant positive value of 0.139 with a significance level of 0.116 > 0.05. These results can be included in the regression equation are :

Y = 0,402.X1 + 0,139.X2 + 0,397.X3 + e

Where Y (purchasing decision) was positively influenced by the brand image style, celebrity endorsers, and electronic word of mouth.

Discussion

a. The first hypothesis is **accepted** because brand image has a positive and significant effect on purchasing decision. This research is in line with previous research conducted by Supriyadi, Wiyana and Nugraha (2017) who conducted research on the influence of product quality and brand image on purchasing decision (study on students who use Converse brand shoe products at Fisip Universitas Merdeka Malang). The results of his research show that brand image has a positive and significant effect on purchasing decision in Converse brand shoe products. In addition, this research is also in line with research conducted by Musay (2013) who conducted research on the influence of Brand Image on purchasing decision in consumers of KFC Kawi Malang, where the results of the research are that brand image has a significant influence on purchasing decision. This is evidenced by the significance value of 0.000 which is smaller than the probability value of 0.05 so that Ha is accepted. Ms Glow products have succeeded in creating a good image for their products because consumers believe that MS Glow Manufacturers have a good reputation, MS products are products that are recognized as attractive and preferred products and consumers feel suitable and have healthy skin when using MS Glow products and this can trigger the decision to purchase Ms Glow products in Semarang City. The better the image of a product, the more it will make potential consumers confident to make a purchase decision on the product.

b. The second hypothesis is **rejected** that celebrity endorsers have no effect on the decision to purchase. The results of this study show that celebrity endorsements have no effect on purchasing decision. This research is in line with research conducted by Ramadhani and Nadya (2021) who examined the influence of Celebrity Endorsers on hijup Muslim fashion purchasing decision whose research results stated that celebrity endorser variables did not have a significant effect on purchasing decision. There is a statement that Celebrity Endorser Nagita Slavina is a popular artist, Nagita Slavina has the ability to give confidence that Ms Glow's products are safe products to use, Nagita Slavina is a figure who is seen as able to captivate and mumukau respondents in every advertisement, film and other entertaining activity and Nagita Slavina is a figure who is able to be used as an idol and role model, this does not affect the purchase decision, this can happen because consumers do not attach importance to the Celebrity Endorser used by Ms Glow or the celebrirty endorser used does not attract the attention of the prospective purchaser.

c. The third hypothesis is **accepted**, namely the electronic word of mouth (eWOM) has a significant positive effect on purchasing decision. The results of this study show that electronic word of mouth (eWOM) has a positive and significant effect on

purchasing decision. This research is in line with research conducted by Dewi and Sudiksa (2019), which examines electronic word of mouth on purchasing decisions where the research results are that eWOM has a positive and significant effect on purchasing Maybelline products. As well as research conducted by Diansyah and nurmalasari (2017) who conducted research on the influence of electronic word of mouth on University Students of August 17, 1945 Jakarta, whose research results stated that electronic word of mouth (eWOM) has an influence on purchasing decision positively and significant. Reading product reviews from other consumers online to find out which products are suitable, collecting information and product reviews from other consumers online before buying a particular product or brand, feeling worried in buying a product if you haven't read product reviews online from other consumers and feeling confident in buying a product or brand when you have read reviews or reviews from other consumers can affect someone's decision to buy MS Glow products.

4. Acknowledgement

Based on the results of the study, it can be concluded as follows:

1) The results of the first hypothesis test show that there is a positive and significant influence between the brand image on purchasing decisions. This shows that the better the brand image of MS Glow products, the more it will improve purchasing decisions.

2) The results of testing the second hypothesis show that there is no influence between celebrity endorsers on purchasing decisions.

3) The results of the third hypothesis test show that there is a positive and significant influence between electronic word of mouth (eWOM) on purchasing decisions. This shows that the more often electronic word of mouth (eWOM) is carried out by providing a good review of MS Glow products, the level of purchasing decisions for MS Glow products will also increase.

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