

# THE INFLUENCE OF PRODUCT QUALITY, CELEBRITY ENDORSER, BRAND IMAGE ON PURCHASE DECISION LOCAL SKINCARE PRODUCTS SCARLETT WHITENING IN LHOKSEUMAWE CITY

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## Abstract

*This research aims to determine the influence of product quality, celebrity endorser, brand image on purchase decision local skincare products Scarlett Whitening in Lhokseumawe City. This type of research uses quantitative research methods. Data was collected using a questionnaire distributed to respondents with a scoring technique using an ordinal scale. The sampling technique in this research used a non-probability sampling technique with an accidental sampling method. The research was conducted on 100 samples of respondents using Scarlett Whitening in Lhokseumawe City. The data analysis technique used is the multiple linear regression analysis method, instrument testing (validity and reliability), classical assumption testing, hypothesis testing using the SPSS 20 program. The results of this research show that product quality has a positive and significant influence on purchasing decisions for Scarlett Whitening in Lhokseumawe City and brand image also have a positive and significant influence on purchasing decisions for Scarlett Whitening in Lhokseumawe City, while celebrity endorser has a negative and insignificant influence on purchasing decisions for Scarlett Whitening in Lhokseumawe City.*

**Keywords : Product Quality, Celebrity Endorser, Brand Image, Purchase Decision**

## 1. INTRODUCTION

In a time of fierce industry competition and accompanied by rapid technological growth, product innovation is the key to survival. Companies must continue to improve their products to meet the needs and desires of consumers, this is evidenced by the emergence of companies in various fields of products and services. By creating different goods, the company can maintain its position and also compete with competitors. In recent years, competition between brands of cosmetic products, especially skincare, has become increasingly fierce. This is evidenced by the increasing consumer purchase decisions for skincare products. Consumers usually make a purchase decision after understanding their needs, looking for information about the product, making comparisons and establishing their choices. After using the product and feeling the expected results, consumers will usually take positive actions such as giving product recommendations to others. One of the best-selling local skincare products is Scarlett Whitening. Scarlett Whitening successfully achieved total sales of IDR 40.9 billion in 3 months. This local skincare brand from Indonesia was built in 2017 by famous celebrity Felicya Angelista. It is widely known for having a luxurious, moisturizing and safe aroma because it is officially permitted by BPOM.

This is an advantage and may increase consumer memory of Scarlett Whitening products, ultimately influencing customers when making purchasing decisions. In this context, the Scarlett Whitening beauty and care brand is in the spotlight because it is suspected of supporting Israel. The allegation arose after Felicya, the owner of the Scarlett brand, uploaded a video on her social media showing sympathy for the victims of the Israeli attack on Gaza. so that Scarlett Whitening experienced a decrease in income in February and March, if calculated, the decrease in income from January to February had a difference of Rp 7.63 M, and February to March had a difference of Rp 1.40 M. Scarlett's lagging sales can be interpreted as Scarlett not being perfect in terms of attracting purchasing decisions, such as advertisements from celebrity endorsers that are still lacking in influencing consumer memory, as well as product quality and consumer perceptions regarding the brand image offered can also be one of the influences in making purchasing decisions. Therefore, this study was conducted on residents of Lhokseumawe who use Scarlett

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Whitening, based on the information obtained that the people of Lhokseumawe are dominated by Muslims who support Palestinian independence and also always channel aid to victims of attacks in Palestine. This causes most of them to switch to using Scarlett Whitening products, which has an impact on sales of Scarlett Whitening products. Before making a purchasing decision, consumers usually make a selection of several products. Kotler & Armstrong (2018) said that purchasing decisions are the process of determining which products to buy and deciding whether the goods or services are worth buying or not. In addition, the purchasing process begins with understanding consumer needs, then looking for references, evaluating options, deciding to buy, and finally the action after purchasing.

One of the factors that may impact purchasing decisions is product quality. Kotler & Armstrong (2018) product quality is how goods can meet and satisfy customer needs so that they have an impact on purchasing decisions. Other factors such as celebrity endorsers also influence purchasing decisions by customers. Anas & Sudarwanto (2020) celebrity endorsers are artists, celebrities, celebrities who are widely known by all circles and also use their fame to support a product to be known. Brand image can also influence consumer decisions to buy. According to Sampe & Tahalele (2023) brand image is a belief, a perception that customers have regarding a brand, as stored in their memory about the brand. These beliefs and perceptions can also influence consumer decisions to buy.

**2. IMPLEMENTATION METHOD**

This study uses quantitative research methods. Data collection using questionnaires distributed to respondents with a scoring technique using an ordinal scale. The sampling technique in this study uses a non-probability sampling technique with an accidental sampling method. The study was conducted on 100 samples of Scarlett Whitening user respondents in Lhokseumawe City. Data collection was carried out through offline questionnaire distribution. Data analysis using multiple linear regression with SPSS 20. Validity test using Pearson correlation, reliability test using Chronbach Alpha provisions, classical assumption test consisting of normality test (P-P Normal of Regression Standardized plot), multicollinearity test (tolerance & VIF), heteroscedasticity test (ZPRED and its residual SRESID). Hypothesis test using t-test and coefficient of determination ( $R^2$ ).

**3. RESULTS**

**3.1 Validity Test**

The test was conducted on 100 people, so  $df = 100 - 2 = 98$  at  $\alpha$  of 0.05 (5%) so that the rtable was obtained at 0.196 (Ghozali, 2018), then the clearer results are shown below:

**Table 1**

<b>Variable Product Quality (X1)</b>			
<b>Item</b>	<b>R Count</b>	<b>R Table</b>	<b>Result</b>
1	.465	.196	Valid
2	.720	.196	Valid
3	.765	.196	Valid
4	.727	.196	Valid
5	.676	.196	Valid
<b>Variable Celebrity Endorser (X2)</b>			
<b>Item</b>	<b>R Count</b>	<b>R Table</b>	<b>Result</b>
1	.696	.196	Valid
2	.755	.196	Valid
3	.681	.196	Valid
4	.710	.196	Valid

5	.708	.196	Valid
<b>Variable Brand Image (X3)</b>			
<b>Item</b>	<b>R Count</b>	<b>R Table</b>	<b>Result</b>
1	.735	.196	Valid
2	.806	.196	Valid
3	.832	.196	Valid
<b>Variable Purchase Decision (Y)</b>			
<b>Item</b>	<b>R Count</b>	<b>R Table</b>	<b>Result</b>
1	.602	.196	Valid
2	.722	.196	Valid
3	.596	.196	Valid
4	.728	.196	Valid
5	.632	.196	Valid

The table above shows that all statements of variable X and variable Y are considered accurate. This is because rtable is smaller than rcount so it can be concluded that all statements of variables are stated to be accurate and valid.

### 3.2 Reliability Test

If alphachronbach > 0.6 it is concluded that the variable is reliable, if alphachronbach < 0.6 it is concluded that the variable in this study is not reliable.

**Table 2**

Variable	Chronbach Alpha	Constan	Result
<i>Product Quality</i>	.699	0.6	Reabel
<i>Celebrity Endorser</i>	.753	0.6	Reabel
<i>Brand Image</i>	.701	0.6	Reabel
<i>Purchase Decision</i>	.672	0.6	Reabel

The table above shows that overall, Cronbach's alpha has a value greater than 0.6, meaning that it can be concluded that all variables in this study are reliable.

### 3.3 Data Analysis

To determine the influence of product quality, brand image, celebrity endorser on purchasing decisions, the following table shows the results:

**Table 3**

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant	4.714	2.146		2.197	.030
	Product Quality (X1)	.569	.120	.494	4.735	.000
	Celebrity Endorser (X2)	-.035	.091	-.038	-.386	.701
	Brand Image (X3)	.331	.149	.214	2.223	.029

The results of the multiple linear regression equation can be arranged into the equation:

$$Y = 4.714 + 0.569X1 - 0.035X2 + 0.331X3.$$

the equation can be interpreted:

1. Constant  $\beta_0$  (a) = 4.714 means if the product quality (X1), celebrity endorser (X2), brand image (X3) are 0, then the purchasing decision (Y) is worth 4.714.
2. Coefficient  $\beta_1$  = 0.569 means if the celebrity endorser (X2), brand image (X3) variables remain the same, while product quality (X1) is increased by 1% so that the purchasing decision variable (Y) will increase by 0.569.

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3. Coefficient  $\beta_2 = -0.035$  means if the product quality (X1), brand image (X3) variables remain the same, while celebrity endorser (X2) is increased by 1% so that the purchasing decision variable (Y) will decrease by 0.035.
4. Coefficient  $\beta_3 = 0.331$  means that if the product quality (X1) and celebrity endorser (X2) variables remain the same, while brand image (X3) is increased by 1%, the purchasing decision variable (Y) will increase by 0.331.

**3.4 Koefisien Determinasi**

Since the study contains more than two independent variables, the Adjusted R Square column serves as the coefficient of determination. More details are included in the following:

**Table 4**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611 <sup>a</sup>	.373	.354	2.139

In the Adjusted R2 column as high as 35.4%. This means that the variables product quality, celebrity endorser, brand image, have the ability to explain their influence on the decision to buy local skincare Scarlett Whitening for customers in the city of Lhokseumawe by 35.4%, the remaining 64.6% is influenced by other factors not included in this research model, such as price variables, promotions, product knowledge, brand trust which are not explained in the study.

**3.5 Uji-t**

Based on table 3 it can be explained as follows:

1. Based on the significance value of product quality of  $0.000 < 0.05$ ,  $t_{count} 4.735 > t_{table} 1.984$ , it can be assumed that H1 is accepted. This means that product quality positively and significantly influences purchasing decisions for Scarlett Whitening in Lhokseumawe City.
2. Based on the significance value of celebrity endorsers of  $0.701 > 0.05$ ,  $t_{count} -0.386 < t_{table} 1.984$ , it can be assumed that H2 is rejected. This means that celebrity endorsers have a negative and insignificant effect on purchasing decisions for Scarlett Whitening in Lhokseumawe City.
3. Based on the significance value of brand image of  $0.029 < 0.05$ ,  $t_{count} 2.223 > t_{table} 1.984$ , it can be assumed that H3 is accepted. This means that brand image positively and significantly influences purchasing decisions for Scarlett Whitening in Lhokseumawe City.

**4. DISCUSSION**

**4.1 The Influence of Product Quality on Purchasing Decisions**

The sig. value has been known based on the t-test of the Product Quality variable is 0.000 and the calculated t is 4.735. Given the significance of  $0.000 < 0.05$ ,  $t_{count} 4.735 > t_{table} 1.984$  it can be assumed that H1 is accepted in other words the purchasing decision is influenced by product quality. The results of the study obtained are strengthened by the findings of Kinanti & Saputra (2023), Rosanti et al (2021) Reinaldo & Chandra (2020), Anam et al (2020), Adnan et al (2019), Bahri & Herlina (2017) who found that product quality influences purchasing decisions.

**4.2 The Influence of Celebrity Endorsers on Purchasing Decisions**

Based on the t-test, sig. product quality is 0.701 and  $t_{count}$  is -0.386. Given sig.  $0.701 > 0.05$ ,  $t_{count} -0.386 < t_{table} 1.984$ , it can finally be concluded that H2 is rejected, in other words, purchasing decisions are not influenced by celebrity endorsers.

Based on the frequency of respondent characteristics, respondents aged 21-25 years are dominated by 44%, those aged >25 years are 35%, based on the frequency of work, it is dominated by others such as entrepreneurs, honorary workers, as much as 43%, and based on the average frequency of purchases, it is dominated by respondents with a number of purchases >2 times by

52%. So it can be interpreted that the respondents in this study have used the Scarlett Whitening product more than twice, and most of them have worked so that they have income that can be used to make purchases. Therefore, it can be concluded that the respondents in this study were not influenced by celebrity endorsers on the decision to buy Scarlett in Lhokseumawe City. Because respondents buy the goods based on personal experience. The research results obtained are reinforced by the findings of Inggasari & Hartati (2022), Pudianingsi et al (2022), Ramadhani & Nadya (2020) who found that purchasing decisions were not influenced by celebrity endorsers.

#### 4.3 The Influence of Brand Image on Purchasing Decisions

Based on the results of the t-test, it was found that sig. brand image is 0.029 and tcount is 2.223. considering sig.  $0.029 < 0.05$  and  $tcount > ttable 1.984$ , so the conclusion is accepted H3, meaning that brand image influences consumer decisions in purchasing local skincare products Scarlett Whitening. The conclusion of the study is strengthened by the findings carried out by Kinanti & Saputra (2023), Ristauli Hutagaol & Safrin (2022), Rosanti et al (2021), Anam et al (2020), Adnan et al (2019), who found that brand image positively influences consumers on purchasing decisions.

### 5. CONCLUSION

Based on the findings and discussions, several conclusions can be drawn, including:

1. The decision of customers in Lhokseumawe city to buy local skincare products Scarlett Whitening is positively and significantly influenced by product quality.
2. The decision of customers in Lhokseumawe city to buy local skincare products Scarlett Whitening is not positively and significantly influenced by celebrity endorsers.
3. The decision of customers in Lhokseumawe city to buy local skincare products Scarlett Whitening is positively and significantly influenced by Brand Image.

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