INFLUENCE CELEBRITY ENDORSEMENT AND HALAL PRODUCT IMAGE ON BRAND LOYALTY OF HANASUI COSMETICS IN LHOKSEUMAWE CITY

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Abstract

This study was conducted to examine the effect of celebrity endorsement and halal product image on Hanasui cosmetic brand loyalty in Lhokseumawe City. The population in this study were women over 18 years of age who had used Hanasui products. While the number of samples in this study were 96 respondents using non-probability sampling technique, namely purposive sampling. The data used in this study are primary data obtained by distributing questionnaires. The data analysis method used is multiple linear regression analysis techniques using SPSS 25. Data analysis uses the classical assumption test, partial test (t), simultaneous test (f) and the coefficient of determination test. The results showed that celebrity endorsement and halal product image had a positive and significant effect on Hanasui cosmetic brand loyalty in Lhokseumawe City.

Keywords: *Celebrity Endorsement, Halal Product Image, Brand Loyalty*

1. INTRODUCTION

Halal cosmetics in Indonesia with its rapid development. The trend of halal cosmetics is mushrooming in the Asian beauty industry, including in Indonesia, which as we know has a Muslim community. Cosmetic products are now increasingly becoming attractive if they are labeled halal. Indonesian Muslims are reluctant to consume these products if they contain non-halal substances. Halal certificates found on various cosmetic products provide a sense of security to consumers that these cosmetics use safe raw materials (Mutiara Syifa, 2022). The large number of cosmetic brands in Indonesia, the conditions that must be met by a company in order to be successful in competition are trying to achieve goals by creating and retaining customers. In order to achieve this goal, each company must strive to produce and deliver products that consumers want with appropriate quality. Competition between the personal care and cosmetics industry markets is increasingly competitive. This is evidenced by the many types of cosmetics in circulation, both domestic production and foreign production. the flood of cosmetic products on the market affects a person's attitude towards purchasing and using goods.

Hanasui is one of the face and body care brands originating from Indonesia, famous for its affordable prices. Hanasui skincare variants are arguably very complete ranging from face creams, serums, masks, sunscreen, and hand body. Hanasui products are sold at affordable prices below 100 thousand rupiah even below the price of 50 thousand rupiah at an economical price. The quality of Hanasui products is unquestionable, besides having received a safe certificate from BPOM, the product has also been listed with a halal certificate from MUI. So that these products can form brand loyalty for consumers. The problem regarding celebrity endorsement is attraction because being seen too often in advertisements or endorsement campaigns can reduce the attractiveness of celebrities. Consumers may become bored or distracted by too much exposure, which can lead to a decrease in campaign effectiveness. It is important to ensure that the celebrity used in the endorsement campaign has an attractive power that is relevant to the target audience of the product or brand.

If the celebrity is unknown or not valued by the target audience, then the power of their endorsement may be limited. One of the problems of halal brand association in the image of halal products is to ensure that the product actually complies with the halal standards set by the relevant

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1507

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Khairina AR [1], Teuku Zulkarnaen [2], Munandar [3], Zahara Husna [4]

authorities. If there is doubt or uncertainty regarding the halal status of the product, then this can affect the overall brand image. The symbols or attributes used in branding halal products must be in accordance with halal values. For example, the halal symbol used must be clear and reliable, and must not mislead consumers. The mismatch between halal symbols and values can confuse consumers and damage the product image. Next, there is the problem of buyer switching on brand loyalty, which is that consumer preferences and needs can change over time. If brands cannot adapt their products or marketing strategies to these changes, then consumers may switch to another brand that better suits their new preferences. If the quality of the product or service does not meet customers' expectations, they may not feel satisfied with their experience and are likely to switch to another brand. Furthermore, based on the phenomenon and the description above, the authors are interested in conducting research to determine the extent to which celebrity endorsement and halal product image affect Hanasui cosmetic brand loyalty in Lhokseumawe City.

2. IMPLEMENTATION METHOD

This research was conducted in Lhokseumawe City and the object of this research is regarding consumer perceptions about the influence of celebrity endorsement and halal product image on Hanasui cosmetic brand loyalty in Lhokseumawe City. This research location was chosen with the consideration that it was easy for researchers to obtain research data. The population in this study are all women who use Hanasui brand cosmetic products in Lhokseumawe City where the number is unknown. The sample used in the study was determined using the Hair formula. (Hair, 2017). Used because of the unknown population and suggests that the sample size is 5 to 10 times the indicator of the variable. In this study, researchers used a sample size of 8 so that the number of indicators was 12 times 8 (12 x 8 = 96). So, based on these calculations, the sample to be used is 96 people. The sampling technique falls into the non-probability sampling category, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member to be selected as a sample (Sugiono et al., 2020). The method used is purposive sampling, which is because in determining the sample there are certain criteria considerations. The criteria are women > 18 years old and who have used Hanasui products for more than 6 months of use.

3. RESULTS AND DISCUSSION
3.1 Results

Regression analysis is a statistical method used to measure the relationship between one or more independent variables (called predictors or explanatory variables) and a dependent variable (called the response variable or dependent variable). The goal of regression analysis is to understand and measure how changes in one or more independent variables can predict or explain variations in the dependent variable. The outcomes of the partial regression analysis in this study are presented in the following table:

Tabel 1

Model	Unstandarlized Coefficients		Standarlized Coefficients	t	Sig.
	B	Std.Error	Beta		
Constant	12.466	.207		60.261	.000
Celebrity Endorsement	.233	.014	.849	16.794	.000
Citra Produk Halal	.023	.011	.103	2.046	.024

Source : Data Processed (2024)

The proof is done with the t test or testing of all the variables observed with the t test. The test is carried out by comparing the tcount value with the t table, which can be obtained with the formula df = n-k = 96-3 = 93, then obtaining the t table value of 1.661, an error rate of 5% (α =

0.05). Based on the significant value of table 4.15 above, the significant value of the celebrity endorsement variable (X1) is 0.000 <0.05 and the tcount value is 16.794> 1.661 so it can be concluded that celebrity endorsement (X1) has a positive and significant effect on brand loyalty. This means that H1, which means the celebrity endorsement factor, has an effect on brand loyalty. Based on the significant value, the significant value of the X2 variable is 0.044 <0.05 and the tcount value is 2.046> t table 1.661, with a significant level of 0.000. So it can be concluded that the halal product image (X2) has a positive and significant effect on brand loyalty. This means that H2 is accepted, which means that the halal product image factor affects brand loyalty.

The simultaneous test is a test conducted to see the overall effect of the independent variable on the dependent variable.

Tabel 2

Model	Sum Of Squares	Df	Mean Square	F	Sig.
Regression	17.753	2	8.876	205.398	.000[b]
Residual	4.019	93	.043		
Total	21.772	95			
Dependen Variable: Intention To Leave					
Predictors: (Constant), Citra Produk Halal(X$_2$), *Celebrity Endorsement*(X$_1$)					

Source : Data Processed (2024)

From Table 2 above, it can be seen that the Fcount value is 205,398 and the Ftable value is 3.09. This means that celebrity endorsement and halal product image simultaneously influence brand loyalty, so the decision accepts H3. This is in accordance with the statistical test Fcount which is greater than Ftable (205,398 > 3.09) and is significant 0.000 < 0.05. The coefficient of termination is closer to 1, the independent variable affects the dependent variable, besides that the coefficient of termination (R2) is used to determine the percentage change in the dependent variable (Y) caused by the independent variable (X). Then thus can be seen in the following table:

Tabel 3

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	0.903[a]	0.815	0.811	.20788

Source : Data Processed (2024)

Based on Table 3 above, it can be seen that the correlation coefficient (R) value of 0.903 indicates that the relationship between the celebrity endorsement variable (X1) and the halal product image (X2) on the brand loyalty variable (Y) is 90.3%, so it can be concluded that the relationship is very strong. The coefficient of determination is used to see the ability of the independent variables to explain the dependent variable, it can be seen from the magnitude of the multiple determination coefficient (R2). In other words, the R2 coefficient value is used to measure the magnitude of the independent variable connection to the variation in the dependent variable. If R2 obtained from the calculation is getting bigger or closer to 1, it can be said that the relationship of the independent variable to the dependent variable is getting bigger. That means the model used is getting stronger to explain the dependent variable. Conversely, if R2 is getting smaller or closer to 0, it can be said that the relationship of the independent variable to the dependent variable is getting smaller. In general, it can be said that the magnitude of the multiple coefficient of determination (R2) is between 0 or 1 or $0 \leq R2 \leq 1$. The value of R2 is 0.811, this shows that the relationship between the celebrity endorsement variable (X1) and the halal product image (X2) to the brand loyalty variable (Y) is 81.1%. While the remaining 18.9% is explained by other variables outside the celebrity endorsement variable (X1) and halal product image (X2).

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1509

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Khairina AR [1], Teuku Zulkarnaen [2], Munandar [3], Zahara Husna [4]

3.2 Discussion

3.2.1 The Effect of Celebrity Endorsement on Hanasui Cosmetic Brand Loyalty in Lhokseumawe City

Based on the results of the study, it shows that celebrity endorsement is 16.794 with a significant value on brand loyalty (H1). So the decision accepts H1, which means that partially celebrity endorsement has a positive and significant effect on brand loyalty in Hanasui cosmetics in Lhokseumawe City. Celebrity is someone who is known among the public and becomes an example or trend and has a big impact on society, especially for a company's products (Shimp, 2014). Based on the results of previous research conducted by Marc (2015), Audi (2015), and Mabkhot (2017), it shows that celebrity endorsement has a significant effect on brand loyalty.

3.2.2 The Effect of Halal Product Image on Hanasui Cosmetic Brand Loyalty in Lhokseumawe City

Based on the results of the study, it shows that the image of halal products is 2.046 with a significant value on brand loyalty (H2). So the decision accepts H2, which means that partially the image of halal products has a positive and significant effect on brand loyalty in Hanasui cosmetics in Lhokseumawe City. Consumers who are religiously oriented in choosing a product have high involvement in the pre-purchase to post-purchase process. Therefore, the image of halal products is a major consideration in purchasing a product (Garg & Joshi, 2018). Based on the results of previous research conducted by Salman et al. (2015), Ali et al. (2018), and Muna (2021) show that halal product image has a significant effect on brand loyalty.

4. CONCLUSION

Based on the results and discussion, the following conclusions can be drawn:

1. Celebrity endorsement has a positive and significant effect on Hanasui cosmetic brand loyalty in Lhokseumawe city. This shows that Celebrity endorsement affects Hanasui cosmetic brand loyalty in Lhokseumawe city.
2. Halal product image has a positive and significant effect on Hanasui cosmetic brand loyalty in Lhokseumawe city. This shows that halal product image affects Hanasui cosmetics brand loyalty in Lhokseumawe city.

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1511

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Khairina AR [1], Teuku Zulkarnaen [2], Munandar [3], Zahara Husna [4]

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