The Influence Of Brand Image And Celebrity Endorsers On Purchase Intention Of Somethinc Skincare Products Via Instagram Social Media

"The Influence Of Brand Image And Celebrity Endorser On Purchase Intention Of Something Skincare Products Through Instagram Social Media"

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Abstract

The aim of this research is to measure and test the influence of brand image and celebrity endorsers on purchase intention. The research method uses a quantitative approach.The samples used were 120 samples taken using accidental sampling technique. Data collected through distributing online questionnaires to UIN Malang students. Data were analyzed using multiple linear regression with the help of SPSS 16.0 statistical software. The research results show that brand image has a partial effect on purchase intention, celebrity endorsers have a partial effect on purchase intention and brand image and celebrity endorsers together have a significant effect on purchase intention for Somethinc skincare products at the State Islamic University of Malang.

INTRODUCTION

Physical appearance is a significant factor for various groups of people. This is due to the belief that an attractive, beautiful and handsome physical appearance can increase an individual's self-confidence. To maintain and care for their physical

appearance, both women and men, many undergo beauty treatments. They use various methods and efforts, starting from visiting beauty salons, consuming chemical or herbal medicines to improve the beauty of facial skin, to maintaining healthy facial skin by using skin care products (skincare).

In recent years, the use of skin care products (skincare) has increased significantly and has become a trend. This creates a high need and desire for consumers to use skincare products. It is not surprising that now many new companies have emerged with businesses offering various skincare products. There is intense competition between companies that produce skincare products. Companies compete with each other to win consumers' attention in various ways, such as improving product quality, building a strong corporate image, and collaborating with celebrity endorsers to promote their skincare products. With this strategy, consumers will be interested and buy skincare products from the company's brand.

In 2020, Katadata conducted a survey of the top 50 Indonesian brands. One of the brands that entered the top 50 Indonesian brands is Somethingnc. The survey checks carried out by Katadata started from product line reviews to high repeat product purchases. The Somehinc brand is one of the Indonesian brands that has just emerged and is present in Indonesia.Through analysis of reviews and purchases of Somethinc products which continue to increase, as well as the popularity the brand has gained among the public, Somethinc is deemed worthy of being included in the list of the top 50 brands in Indonesia.

The Somethingnc brand is one of the product brands from PT. Royal Pesona Indonesia. PT. Royal Pesona Indonesia is a company operating in the beauty sector. The Somethingnc brand is one of the good and safe local skincare products in Indonesia. Products under the Somethinc brand were born in 2019 with the "S" logo. Somethinc products have been certified by BPOM and MUI halal certified since 2019. Somethinc products offer quality skincare products and continue to improve product innovation at affordable prices.

The development of internet technology has had a significant impact on various aspects, including in the field of marketing. Social media, such as Instagram, has

become an important platform for interacting with people from various regions and as a medium for advertising and selling easily and quickly. Therefore, people often carry out buying and selling transactions via the social media platform Instagram. One of the promotional activities that business people can carry out via Instagram is using an endorsement system for celebrities which has the potential to attract the attention and purchase intention of their followers on Instagram.

According to Kinnear and Taylor (2020:48)*purchase intention*is the process of consumer desires in the act of purchasing before purchasing a product or service. There are factors that can increase consumer purchase intention towards products, namely brand image and celebrity endorsers. Brand image has a very important role in sales and marketing of a product. With a brand image, consumers can differentiate the product from other products. A positive brand image has more value in the eyes of consumers and encourages their interest in choosing that brand. Somethinc's positive brand image has been known and recognized by consumers. One of the influencing factors is the benefits and price of Somethinc products which are in line with consumer needs and do not use ingredients that have the potential to harm the skin.

According to Kotler (2009) brand image is a thought or perception of the public about a product or service and a company. Brand image is influenced by several things, such as strengthening a character and the value of a product offered.*Celebrity endorser*also has an effect on increasing consumer purchase intention by promoting a product. According to Terence A. Shimp (2003) a celebrity endorser is a public figure or figure who is widely known by the public for the advantages they have in their respective potential or field. It is believed that celebrity endorser services can influence consumer purchase intention and can increase product sales with the help of their popularity. Celebrity endorsers provide information about the products being promoted in an interesting and open delivery style.

Based on the description above, researchers want to know the influence of celebrity endorsers and brand image on purchase intention towards a product. In this research, researchers are interested in researching UIN Malang students who use Instagram social media and are interested in buying Somethinc products.

RESEARCH METHODS

The research method uses a quantitative approach. This researchexamine two independent variablestnamely brand image (X1) and celebrity endorser (X2) and one dependent variable, namely purchase intention (Y). The samples used were 120 samples taken using accidental sampling technique. Data collected through distributing online questionnaires to UIN Malang students. Data were analyzed using multiple linear regression with the help of SPSS 16.0 statistical software.

RESULTS AND DISCUSSION

1. Description of Respondents

Table1. Respondent Data Based on Gender

Gender	Frequency	Percentage
Man	19	15.8%
Woman	101	84.2%
Total	**120**	**100%**

Data source: Primary Data, processed in 2023

According to the primary data above, it can be seen that male respondents amounted to 15.8% and female respondents amounted to 84.2%. So, the respondents for this study were dominated by women.

2. Validity Test

Table2. Validity test

X1		X2		Y	
Items	**Rcalculated value**	**Items**	**Rcalculated value**	**Items**	**Rcalculated value**
X1.1	0.754	X2.1	0.726	Y1.1	0.855
X1.2	0.849	X2.2	0.728	Y1.2	0.777
X1.3	0.769	X2.3	0.685	Y1.3	0.829
X1.4	0.637	X2.4	0.698	Y1.4	0.790
X1.5	0.746	X2.5	0.740	Y1.5	0.715
X1.6	0.647	X2.6	0.641	Y1.6	0.841
		X2.7	0.752	Y1.7	0.807

		X2.8	0.789	Y1.8	0.714
		X2.9	0.726		
		X2.10	0.715		

Data source: SPSS 16 output, 2023

The R table value obtained is 0.1793. Brand image (X1), celebrity endorser (X2) and purchase intention (Y) have very strong validity test values, so this questionnaire can be considered valid because the calculated r value is greater than the r table.

3. Test   Reliability

Reliability testing is used to prove the extent to which measuring instruments are consistent and reliable. The results of the reliability test in this research can be seen in the table below:

Table3. Test   Reliability

Variable	Reliability Test	Items	Cronbach's Alpha	Information
Brand Image	0.826	6	0.60	Reliable
Celebrity Endorser	0.891	10	0.60	Reliable
Purchase Intention	0.914	8	0.60	Reliable

Data source: SPSS 16 output, 2023

It can be seen that the reliability test values for the three variables are greater than the limit values for Cronbach's alpha. So, it can be concluded that all items in the brand image, celebrity endorser and purchase intention variables are declared suitable for use and reliable.

4. Test Normality

Normality testing is carried out to obtain information whether the data distribution follows a normal pattern or not. The normality test using the Kolmogorov-Smirnov test can be seen in the table below:

Table4. Test Normality

	Unstandardized Residuals
N	120
Asymp. Sig. (2-tailed)	0.053

Data source: SPSS 16 output, 2023

Based on the results above, the significance value of the normality test using the Kolmogorov-Smirnov test was obtained at 0.053. So, the significance value is 0.053 > 0.05. So it can be concluded that the data shows that the data is normally distributed.

5. Test Multicollinearity

The multicollinearity test is a condition that occurs in a type of regression where there is a very strong, even close to perfect, relationship or correlation between one independent variable and another.

Table5. Test Multicollinearity

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3,077	2,867		1,073	,285		
Brand Image	,500	,149	,308	3,351	,001	,535	1,869
Celebrity Endorser	,409	,085	,439	4,784	,000	,535	1,869

a. Dependent Variable: Purchase Intention

Data source: SPSS 16 output, 2023

It can be seen that each independent variable, namely brand image and celebrity endorser, has a tolerance value greater than 0.10 and a VIF value smaller than 10. So, it can be concluded that in the research conducted, no multicollinearity relationship was found between the independent variables.

6. Heteroscedacity Test

The heteroscedasticity test is a condition that occurs in this type of regression where there is a difference in the residual variance between one observation and another. In a good regression, there is no existence of heteroscedasticity.

Table6. Heteroscedacity Test

Variable	Sig value.	Information
Brand Image(X1)	0.512	Homoscedasticity
Celebrity Endorser(X2)	0.239	Homoscedasticity

Data source: SPSS 16 output, 2023

Based on the results above, it shows that the results of the heteroscedasticity test on the brand image (X1) and celebrity endorser (X2) variables are greater than 0.05. It can be concluded that these values indicate that the data taken does not have heteroscedasticity.

7. Simultaneous Significance Test (F-Test)

The simultaneous significance test (F-test) is used to determine whether there is a simultaneous influence between the independent variables included in a model on the dependent variable.

Table7. Simultaneous Significance Test (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1822,638	2	911.319	52,331	,000a
Residual	2037,487	117	17,414		
Total	3860.125	119			

a. Predictors: (Constant), Celebrity Endorser, Brand Image

b. Dependent Variable: Purchase Intention

Data source: SPSS 16 output, 2023

Based on the results above, the F test with a significance level of a=0.05, obtained an F table value of 3.07. The test results show that the calculated F value is 52.331 with a significance of 0.000. This significance value shows that the significance level is

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lower than the specified significance level (0.05). Thus, it can be concluded that F count > F table (52.331 > 3.07). This shows that together, the brand image and celebrity endorser variables have a significant positive influence on purchase intention for Somethingnc products.

8. Partial Significance Test (T-Test)

The partial significance test (T-Test) is used to evaluate the magnitude of the influence of individual independent variables on variations in the dependent variable.

Table8. Partial Significance Test (T-Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,042	2,989		2,356	,020
Brand Image	,987	,119	,607	8,305	,000

Data source: SPSS 16 output, 2023

Based on the results of the t test calculation above, it can be concluded that the calculated t value of the brand image variable (X1) = 8.305 (t calculated) > 1.980 (t table) with a significance value smaller than 0.05, namely 0.000. So, it can be concluded that Ho is accepted and Ha is rejected, meaning that brand image has a significant influence on purchase intention for Somethingnc products.

9. Determinant Coefficient Test (R2)

Table9. Determinant Coefficient Test (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.687a	,472	,463	4.17306

Table9. Determinant Coefficient Test (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.687a	,472	,463	4.17306

a. Predictors: (Constant), Celebrity Endorser, Brand Image

Data source: SPSS 16 output, 2023

It can be concluded that the R2 value is 0.472 or 47.2%. This indicates that the independent variables (brand image and celebrity endorser) contributed 47.2% to the variation in the dependent variable (purchase intention), while the remaining 52.8% was influenced by other factors not included in the model.

10.Multiple Linear Regression Analysis

The multiple linear regression form describes the linear relationship between one or more independent variables and the dependent variable together.

Table10. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,077	2,867		1,073	,285
Brand Image	,500	,149	,308	3,351	,001
Celebrity Endorser	,409	,085	,439	4,784	,000

a. Dependent Variable: Purchase Intention

Data source: SPSS 16 output, 2023

Based on the data above, the form of the regression equation in this research is as follows:

$Y = a + b1\ X1 + b2\ X2 + e$

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Y = 3.077 + 0.500 X1 + 0.409 X2 + e

Based on this equation, it can be explained as follows:

1. A constant value of 3.077 can be interpreted if the celebrity endorser and brand image variables are considered 0 (zero). So purchase intention is 3,077.

2. The coefficient B value for the brand image variable is 0.500 with a significance value of 0.001, which means that the higher the brand image, the purchase intention will increase. The regression coefficient is significantly positive so it can be said that brand image (X1) influences purchase intention.

3. The B coefficient value for the celebrity endorser variable is 0.409 with a significance value of 0.000, which means that the higher the celebrity endorser, the purchase intention will increase. The regression coefficient is significantly positive so it can be said that celebrity endorser (X2) influences purchase intention.

Discussion of Research Results

1. The influence of brand image on purchase intention for Somethinc skincare products at the State Islamic University of Malang

Based on the statistical analysis carried out in this research, it was found that there is a significant positive influence between brand image variables on purchase intention. The t test results show that the significance value for the brand image variable is 0.000, which means it is smaller than the specified significance level, namely 0.05. The calculated t value of 8.305 is greater than the t table value of 1.980. Apart from that, the regression coefficient for the brand image variable has a positive value of 0.500. Thus, it can be concluded that the brand image variable has a significant positive influence on purchase intention.

*Brand image*reflects the image, reputation and individual perception of the brand. Consumers tend to be more interested in products that have a positive brand image and reflect a good response to the brand. That way, consumers become more interested in buying products with that brand. The influence of this brand image can be in the form of increasing consumer trust in the brand, building customer loyalty in the long term, so that consumers become loyal customers and recommend the

brand to others.

2. **The influence of celebrity endorsers on purchase intention for Somethinc skincare products at the State Islamic University of Malang**

Based on the statistical analysis carried out in this research, it was found that there is a significant positive influence between the celebrity endorser variable on purchase intention. The t test results show that the significance value for the celebrity endorser variable is 0.000, which means it is smaller than the significance level set at 0.05. The calculated t value of 9.273 is greater than the t table value of 1.980. The regression coefficient for the celebrity endorser variable has a positive value of 0.500. So it can be concluded that the celebrity endorser variable has a significant positive influence on purchase intention.

*Celebrity endorser*Those involved in marketing activities can attract consumers' attention to the endorsed product or brand. Consumers tend to be more interested in finding information about products endorsed by celebrities they like. The use of celebrities as endorsers can influence consumers to observe and buy the product. So it can increase consumer buying interest who want to own and use the same products as the celebrities they admire.

3. **The influence of brand image and celebrity endorsers on purchase intention for Somethinc skincare products at the State Islamic University of Malang**

Based on the statistical analysis carried out in this research, it was found that there is a significant joint influence between the brand image and celebrity endorser variables on purchase intention. The test results show that the calculated F value is 52.331 which is greater than the F table value of 3.07 and the significance value is 0.000, which is smaller than the specified significance level of 0.05. Thus, it can be concluded that the brand image and celebrity endorser variables have a significant influence together on purchase intention.

The combination of a positive brand image and celebrity endorser can support each other in influencing consumer buying interest. Brand image provides a strong basis for celebrity endorsers. Then celebrity endorsers can help strengthen and improve brand image and influence consumer perceptions and buying interest. The

company's selection of celebrities must be in accordance with brand values and attractive to target consumers. The message conveyed by the celebrity must be consistent and in accordance with the desired brand image to ensure the effectiveness of the promotion and its influence on consumer buying interest.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results and discussion of research regarding the influence of brand image and celebrity endorsers on purchase intention via Instagram social media among consumers of Somethinc PT Royal Pesona Indonesia skincare products at the State Islamic University of Malang, it can be concluded as follows:

1. *Brand image*partial effect on purchase intention for Somethinc skincare products at the State Islamic University of Malang.

2. *Celebrity endorser*partial effect on purchase intention for Somethinc skincare products at the State Islamic University of Malang.

3. *Brand image*and celebrity endorsers together have a significant influence on purchase intention for Somethinc skincare products at the State Islamic University of Malang.

Suggestion

Based on the conclusions and results of the research that has been carried out, the researcher provides several suggestions that can be taken:

1. Companies must continue to strengthen the brand image of Somethingnc products through effective marketing strategies. This can be done through developing a branding strategy that focuses on building a positive and attractive brand image for consumers.

2. Companies should always consider using celebrity endorsers who are relevant and have high credibility. Choosing a celebrity endorser that suits the target market and brand values can have a positive impact on consumer purchase intention.

2. For future researchers, it is recommended to continue this research by involving additional relevant variables such as product quality, promotion, price, halal logo, and

other factors that can influence purchase intention.

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