

## **BAB V**

### **PENUTUP**

#### **5.1 Kesimpulan**

##### **5.1.1 Profil Responden**

Berdasarkan penelitian yang diuraikan terdapat kesimpulan bahwa sebanyak 225 responden mengetahui merek Somethinc. Responden yang paling mendominasi ialah wanita dengan kelompok usia 21-22 tahun dan berstatus mahasiswa. Penelitian yang telah dilakukan juga menunjukkan bahwa rata-rata pendapatan responden per bulan yaitu sebesar lebih dari Rp 2.000.000.

##### **5.1.2 Analisis Deskriptif**

Proses penelitian yang dilakukan memberikan hasil analisis deskriptif yang menyatakan responden mempunyai pandangan baik pada *celebrity endorsement*, *perceived quality*, dan *brand loyalty* serta konsumen menyatakan punya niat beli yang tinggi pada merek. Dari hasil analisis *mean* arimatik jawaban responden juga diketahui relatif atau identik.

##### **5.1.3 Hasil Pembuktian Hipotesis**

Hasil analisis data yang dilakukan dengan *structural equation modelling* (SEM) menyatakan konsumen memiliki kesan positif pada produk Somethinc sehingga ada niat membeli produk karena konsumen percaya mengenai informasi produk Somethinc dari dukungan selebriti yang memiliki *attractiveness*, *credibility* dan *product match* atau keselarasan yang baik, maka dapat disimpulkan bahwa *celebrity endorsement* mempengaruhi *purchase intention*.

Persepsi yang baik juga ditunjukkan oleh konsumen mengenai kualitas pada produk Somethinc dan mendorong keinginan yang tinggi untuk membeli serta yakin produk Somethinc merupakan produk yang ramai diminati, maka dapat disimpulkan bahwa *perceived quality* memiliki pengaruh pada *purchase intention*. Hal ini juga didasari dengan kepuasan konsumen pada produk Somethinc berdasarkan dari pengalaman mencerminkan niat beli yang kuat pada produk Somethinc, maka dapat disimpulkan bahwa *brand loyalty* berpengaruh pada *purchase intention*.

Serta pengalaman yang dilakukan oleh konsumen dengan produk Somethinc akan menciptakan hubungan dan kesetiaan yang baik, serta merasa produk Somethinc memiliki kualitas yang konsisten sehingga tidak memiliki niat beralih pada produk pesaing lainnya, maka dapat disimpulkan bahwa *perceived quality* berpengaruh pada *brand loyalty*. Peningkatan niat beli juga dipengaruhi oleh lainnya yaitu terciptanya kepuasan yang tinggi dan hubungan yang berkelanjutan antara konsumen dan produk Somethinc sehingga keterikatan niat beli tidak hanya pada produk yang ada melainkan jenis lainnya yang diciptakan oleh Somethinc, maka dapat disimpulkan bahwa *brand loyalty* memediasi antara *perceived quality* dan *purchase intention*.

## **5.2 Implikasi Manajerial**

Berdasarkan penelitian yang dilakukan, didapatkan informasi yang bisa dijadikan pertimbangan untuk industri kecantikan seperti Somethinc. Berikut merupakan implikasi manajerial yang dapat dilakukan:

1. Hasil menunjukkan bahwa menggunakan *celebrity endorsement* dapat mendukung sebuah merek dan mempengaruhi pembelian konsumen. Perusahaan dapat menjadikan ini sebagai pedoman bahwa memilih selebriti yang dilihat dari *attractiveness* atau daya tarik yang mampu menarik perhatian konsumen.
2. Perusahaan juga dapat memilih *celebrity endorsement* dengan *credibility* atau kemampuan dan keahlian dalam mempromosikan produk yakni agar dapat meyakinkan konsumen dengan pengetahuan yang dimiliki.
3. Perusahaan juga dapat memilih *celebrity endorsement* yang menunjukkan bahwa citra selebriti ada keselarasan yang baik terhadap merek yang didukung maka pandangan konsumen kearah akan kearah positif dan baik.
4. Hasil penelitian juga menyatakan bahwa *perceived quality* dan *brand loyalty* memiliki pengaruh pada *purchase intention*. Maka dari itu, manajer perlu memperhatikan hal-hal yang membuat konsumen puas pada produk sehingga hubungan antara konsumen dan merek dapat berkelanjutan. Perusahaan mampu memberikan pelayanan dan kualitas yang baik, serta transparansi mengenai produk maka konsumen dapat percaya melalui produk yang ditawarkan memberikan hasil yang memuaskan bagi konsumen.

### **5.3 Keterbatasan Penelitian**

Penelitian ini dilakukan dengan memiliki beberapa keterbatasan yang dimana dapat berpengaruh terhadap hasil dari penelitian. Keterbatasan yang terdapat dalam penelitian ini diantaranya:

1. Konteks penelitian dilakukan terbatas hanya melibatkan satu figur selebriti sehingga cakupan responden penelitian tidak luas.
2. Penelitian yang dilakukan hanya menggunakan variabel *celebrity endorsement*, *perceived quality*, *brand loyalty*. Tanpa melihat dari variabel *buying behaviour* dan *consumer emotions* yang secara emosional konsumen secara langsung dan tidak langsung dapat mempengaruhi niat beli.

#### **5.4 Saran**

Penelitian kedepannya dapat melibatkan selebriti lainnya yang dimana pada penelitian ini hanya menggunakan satu selebriti saja yakni Tasya Farasya agar cakupan responden lebih beragam. Untuk penelitian kedepannya juga disarankan agar menambah variabel lain seperti *buying behavior* dan *consumer emotions* yang secara teoritis juga dapat mempengaruhi niat pembelian konsumen.

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## LAMPIRAN

## **Lampiran I Kuesioner Penelitian**

### **Pendahuluan**

Halo,

Perkenalkan nama saya Novita Sari Arijen Tina dari Universitas Atma Jaya Yogyakarta dengan Program Studi Manajemen Pemasaran. Saat ini, saya sedang menempuh tugas akhir sebagai syarat untuk menyelesaikan studi S1 dengan melakukan penelitian mengenai “Pengaruh Celebrity Endorsement, Perceived Quality dan Brand Loyalty terhadap Purchase Intention Produk Somethinc”. Saya memohon waktu dan kesediaan Anda untuk mengisi kuesioner ini.

Segala informasi yang diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kebutuhan penelitian. Saya ucapkan terima kasih atas waktu dan kesediaan Anda. Apabila terdapat pertanyaan mengenai ini, Anda dapat menghubungi saya pada: [novitaayin.pky02@gmail.com](mailto:novitaayin.pky02@gmail.com)

### **BAGIAN I: PERTANYAAN FILTER**

1. Saya berada pada generasi Z (17-25)
  - a. Ya
  - b. Tidak
2. Saya pernah membeli produk Somethinc setidaknya 1 kali
  - a. Ya

- b. Tidak
- 3. Saya mengetahui produk Somethinc dari selebriti Tasya Farasya
  - a. Ya
  - b. Tidak

## **BAGIAN II: PROFIL RESPONDEN**

### 1. Jenis Kelamin

- a. Pria
- b. Wanita

### 2. Usia

- a. 17-18
- b. 19-20
- c. 21-22
- d. 23-25

### 3. Status

- a. Pelajar
- b. Mahasiswa
- c. Wiraswasta
- d. Pegawai Negeri
- e. Pegawai Swasta
- f. Lainnya

### 4. Rata-rata pendapatan per bulan

- a. < Rp 1.000.000





b. Rp 1.000.000 – 1.500.000

c. > Rp 2.000.000

### BAGIAN III: KUESIONER PENELITIAN

Instrumen penelitian dalam kuesioner ini menggunakan Skala Likert:

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

No	<i>Attractiveness</i>	STS	TS	N	S	SS
1	Saya merasa Tasya Farasya sebagai endorser produk Somethinc terlihat menarik					
2	Saya merasa Tasya Farasya sebagai endorser produk Somethinc terlihat berkelas					
3	Saya merasa Tasya Farasya sebagai endorser produk Somethinc terlihat elegan					
4	Saya merasa Tasya Farasya sebagai endorser produk Somethinc terlihat berpenampilan menarik					
No	<i>Credibility</i>	STS	TS	N	S	SS
1	Saya membeli produk Somethinc karena dukungan Tasya Farasya yang terpercaya					
2	Saya tidak akan membeli produk Somethinc apabila Tasya Farasya terlibat dalam skandal					

3	Tasya Farasya dapat membuat produk Somethinc terlihat lebih menarik					
4	Tasya Farasya memiliki pengalaman yang baik saat menggunakan produk Somethinc sehingga saya memutuskan untuk membeli produk					
<b>No</b>	<b><i>Product Match</i></b>	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1	Kecocokan antara Tasya Farasya dengan produk Somethinc mempengaruhi keputusan pembelian saya					
2	Saya percaya produk Somethinc yang Tasya Farasya promosikan adalah produk yang ia pakai					
3	Kecantikan Tasya Farasya mempengaruhi saya untuk membeli produk					
4	Keselarasan antara karakter Tasya Farasya dengan produk mempengaruhi saya untuk membeli produk					
<b>No</b>	<b><i>Perceived Quality</i></b>	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1	Somethinc di endorse oleh Selebriti yang berkualitas yaitu Tasya farasya					
2	Produk Somethinc yang didukung selebriti Tasya Farasya memiliki kualitas yang konsisten					
3	Produk Somethinc yang didukung oleh selebriti Tasya Farasya menawarkan fitur yang sangat baik					
4	Somethinc yang didukung oleh Tasya Farasya dapat dipercaya					
<b>No</b>	<b><i>Brand Loyalty</i></b>	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1	Saya setia pada produk Somethinc yang saya gunakan.					
2	Saya akan merasa gelisah ketika produk Somethinc yang saya gunakan tidak tersedia					

3	Apabila produk Somethinc yang saya gunakan tidak tersedia saya tidak akan membeli merek lainnya					
4	Saya akan merekomendasikan produk Somethinc yang saya sukai kepada orang lain					
<b>No</b>	<b>Purchase Intention</b>	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1	Produk Somethinc yang didukung oleh Tasya Farasya menarik perhatian saya					
2	Produk Somethinc yang didukung oleh Tasya Farasya mempengaruhi keputusan pembelian saya					
3	Apabila Tasya Farasya yang saya sukai mendukung Somethinc saya akan membelinya					
4	Alasan saya membeli produk Somethinc adalah karena saya menyukai kepribadian dari Tasya Farasya					

## Lampiran II Data Jawaban Responden

### Pertanyaan Filter

Saya berada pada generasi Z (17-25 tahun)	Saya pernah membeli produk Somethinc setidaknya 1 kali	Saya mengetahui produk Somethinc dari selebriti Tasya Farasya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya
Ya	Ya	Ya

















Pria	21 - 22	Mahasiswa	< Rp 1.000.000
Wanita	21 - 22	Mahasiswa	< Rp 1.000.000
Wanita	21 - 22	Mahasiswa	> Rp 2.000.000
Wanita	19 - 20	Mahasiswa	< Rp 1.000.000
Pria	21 - 22	Mahasiswa	< Rp 1.000.000
Wanita	23 - 25	Wiraswasta	> Rp 2.000.000
Wanita	23 - 25	Pengawai Swasta	Rp 1.000.000 - 1.500.000
Pria	21 - 22	Mahasiswa	< Rp 1.000.000
Wanita	23 - 25	Mahasiswa	< Rp 1.000.000
Wanita	23 - 25	Mahasiswa	< Rp 1.000.000
Pria	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Pria	23 - 25	Pengawai Swasta	> Rp 2.000.000
Wanita	19 - 20	Mahasiswa	> Rp 2.000.000
Pria	23 - 25	Pengawai Swasta	> Rp 2.000.000
Wanita	23 - 25	Pengawai Swasta	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	< Rp 1.000.000
Wanita	21 - 22	Mahasiswa	< Rp 1.000.000
Pria	21 - 22	Mahasiswa	< Rp 1.000.000
Wanita	23 - 25	Pengawai Swasta	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	> Rp 2.000.000
Pria	21 - 22	Mahasiswa	< Rp 1.000.000
Pria	23 - 25	Mahasiswa	Rp 1.000.000 - 1.500.000
Wanita	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Wanita	21 - 22	Mahasiswa	> Rp 2.000.000
Wanita	19 - 20	Mahasiswa	Rp 1.000.000 - 1.500.000
Wanita	21 - 22	Lainnya	Rp 1.000.000 - 1.500.000
Wanita	21 - 22	Wiraswasta	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Wanita	19 - 20	Mahasiswa	> Rp 2.000.000
Pria	21 - 22	Mahasiswa	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	< Rp 1.000.000
Wanita	19 - 20	Mahasiswa	> Rp 2.000.000
Pria	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Wanita	21 - 22	Mahasiswa	< Rp 1.000.000
Wanita	21 - 22	Mahasiswa	> Rp 2.000.000
Wanita	23 - 25	Wiraswasta	> Rp 2.000.000
Wanita	21 - 22	Pengawai Swasta	> Rp 2.000.000
Wanita	23 - 25	Wiraswasta	> Rp 2.000.000

Wanita	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Wanita	21 - 22	Mahasiswa	> Rp 2.000.000
Pria	21 - 22	Mahasiswa	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	> Rp 2.000.000
Pria	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Wanita	17 - 18	Pelajar	Rp 1.000.000 - 1.500.000
Wanita	21 - 22	Mahasiswa	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Wanita	21 - 22	Mahasiswa	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Wanita	21 - 22	Mahasiswa	< Rp 1.000.000
Wanita	21 - 22	Wiraswasta	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	< Rp 1.000.000
Pria	21 - 22	Mahasiswa	> Rp 2.000.000
Pria	23 - 25	Wiraswasta	> Rp 2.000.000
Pria	21 - 22	Wiraswasta	> Rp 2.000.000
Pria	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Wanita	23 - 25	Pengawai Swasta	> Rp 2.000.000
Wanita	23 - 25	Wiraswasta	Rp 1.000.000 - 1.500.000
Wanita	23 - 25	Wiraswasta	Rp 1.000.000 - 1.500.000
Wanita	23 - 25	Pengawai Swasta	> Rp 2.000.000
Pria	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Pria	21 - 22	Mahasiswa	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	> Rp 2.000.000
Pria	21 - 22	Mahasiswa	> Rp 2.000.000
Wanita	19 - 20	Mahasiswa	Rp 1.000.000 - 1.500.000
Wanita	23 - 25	Pengawai Swasta	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Pria	23 - 25	Lainnya	> Rp 2.000.000
Pria	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Pria	21 - 22	Mahasiswa	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	> Rp 2.000.000
Wanita	19 - 20	Mahasiswa	< Rp 1.000.000
Pria	23 - 25	Pengawai Swasta	> Rp 2.000.000
Pria	21 - 22	Mahasiswa	> Rp 2.000.000
Pria	21 - 22	Mahasiswa	< Rp 1.000.000
Wanita	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Wanita	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Wanita	21 - 22	Mahasiswa	> Rp 2.000.000

Pria	23 - 25	Mahasiswa	> Rp 2.000.000
Wanita	21 - 22	Pengawai Swasta	Rp 1.000.000 - 1.500.000
Pria	21 - 22	Mahasiswa	> Rp 2.000.000
Wanita	23 - 25	Mahasiswa	< Rp 1.000.000
Wanita	21 - 22	Mahasiswa	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	> Rp 2.000.000
Pria	21 - 22	Mahasiswa	> Rp 2.000.000
Pria	23 - 25	Pegawai Negeri	> Rp 2.000.000
Wanita	23 - 25	Lainnya	Rp 1.000.000 - 1.500.000
Wanita	21 - 22	Lainnya	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	< Rp 1.000.000
Pria	21 - 22	Mahasiswa	< Rp 1.000.000
Wanita	21 - 22	Pengawai Swasta	> Rp 2.000.000
Pria	19 - 20	Mahasiswa	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	> Rp 2.000.000
Pria	21 - 22	Pelajar	Rp 1.000.000 - 1.500.000
Pria	21 - 22	Pelajar	> Rp 2.000.000
Pria	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Pria	23 - 25	Mahasiswa	> Rp 2.000.000
Wanita	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Wanita	21 - 22	Mahasiswa	< Rp 1.000.000
Wanita	17 - 18	Pelajar	< Rp 1.000.000
Wanita	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
Pria	21 - 22	Lainnya	< Rp 1.000.000
Pria	21 - 22	Lainnya	< Rp 1.000.000
Wanita	21 - 22	Pengawai Swasta	> Rp 2.000.000
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Wanita	21 - 22	Mahasiswa	< Rp 1.000.000
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Wanita	19 - 20	Mahasiswa	> Rp 2.000.000
Pria	21 - 22	Wiraswasta	> Rp 2.000.000
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Wanita	21 - 22	Mahasiswa	< Rp 1.000.000
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Wanita	21 - 22	Mahasiswa	Rp 1.000.000 - 1.500.000
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Pria	21 - 22	Mahasiswa	> Rp 2.000.000
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Wanita	21 - 22	Wiraswasta	< Rp 1.000.000
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Pria	21 - 22	Mahasiswa	> Rp 2.000.000
Wanita	19 - 20	Mahasiswa	> Rp 2.000.000
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Wanita	19 - 20	Mahasiswa	Rp 1.000.000 - 1.500.000
Wanita	21 - 22	Mahasiswa	< Rp 1.000.000
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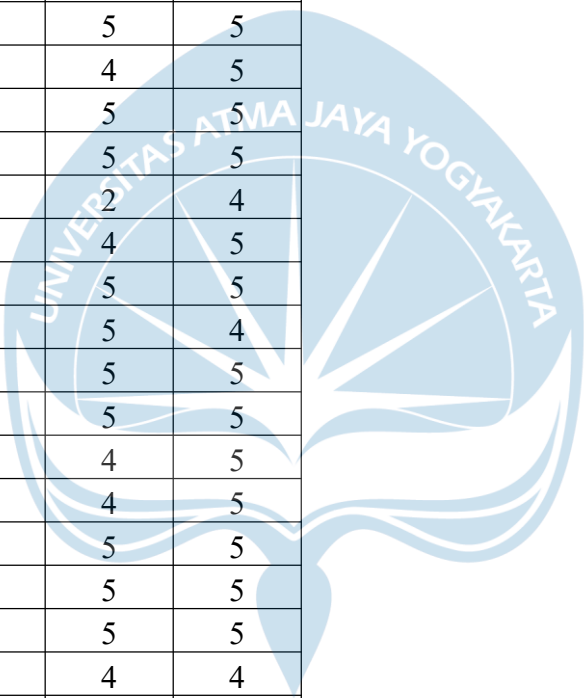


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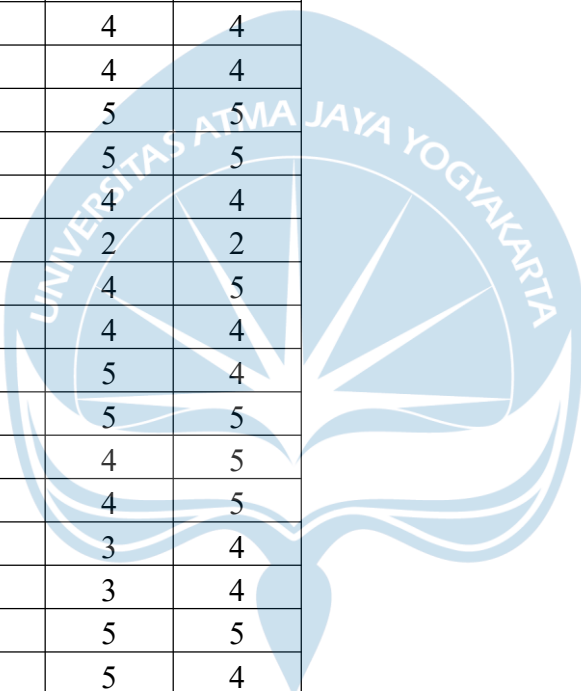
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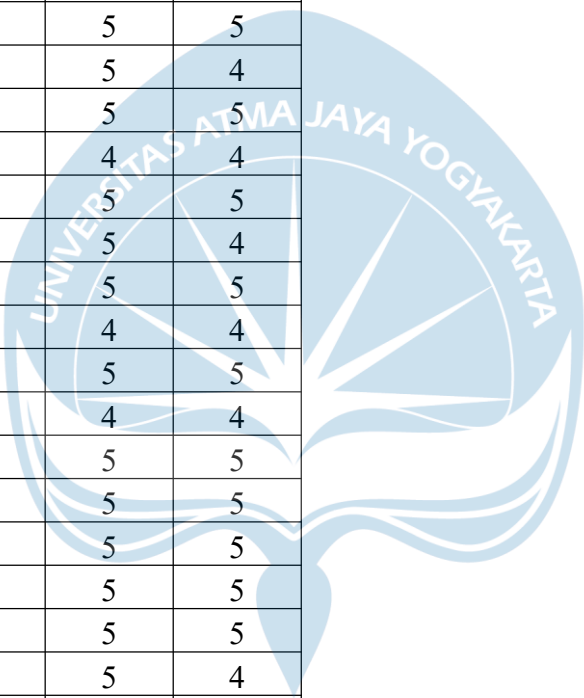
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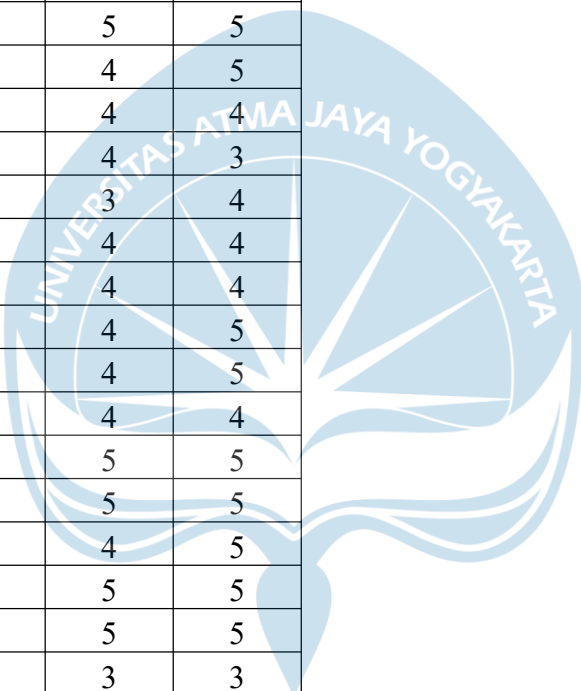
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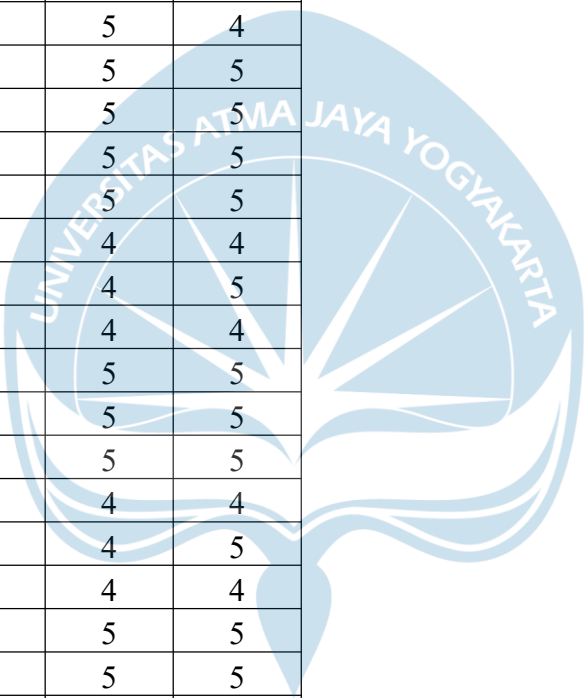
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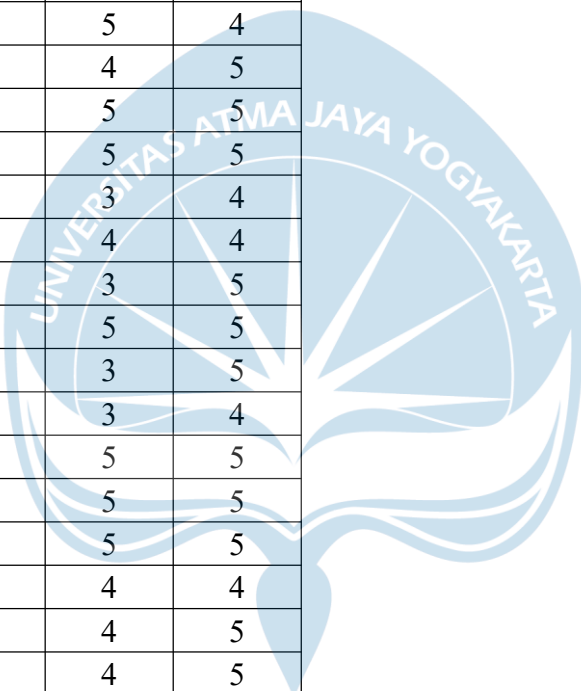
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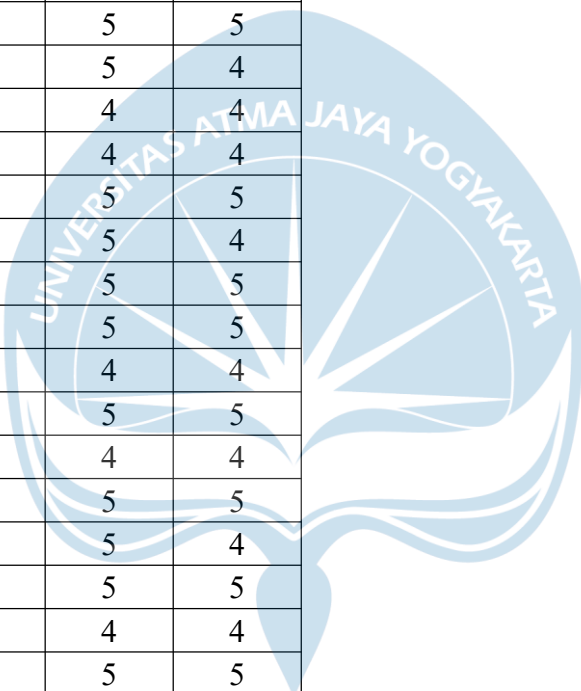
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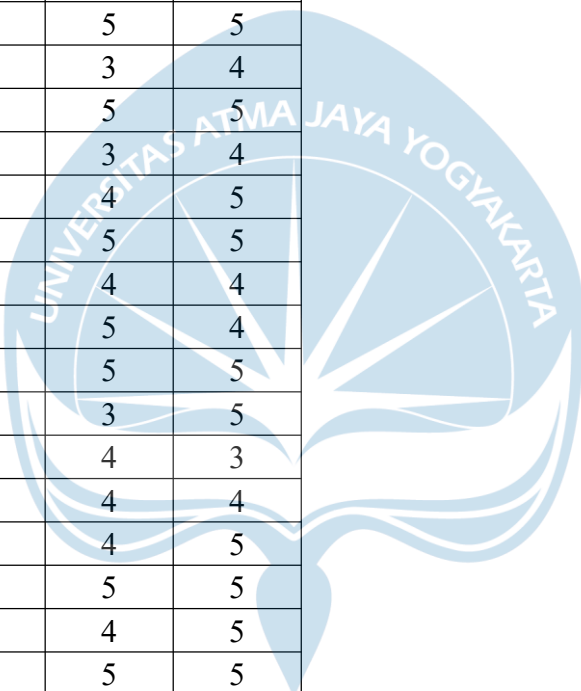
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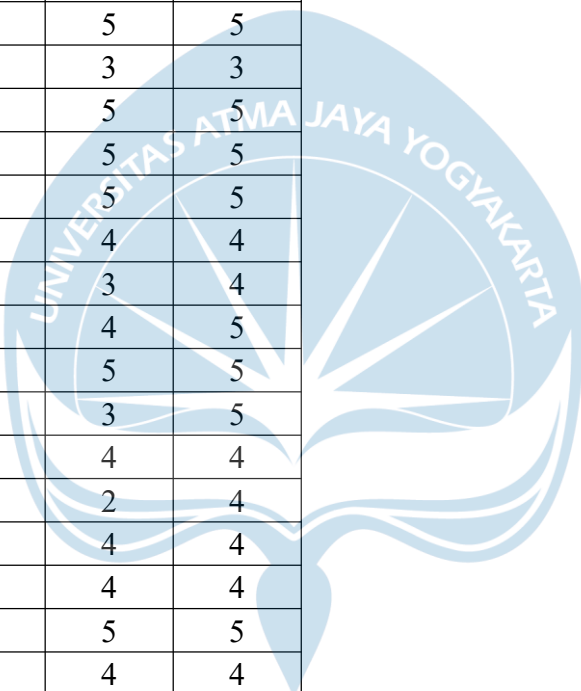
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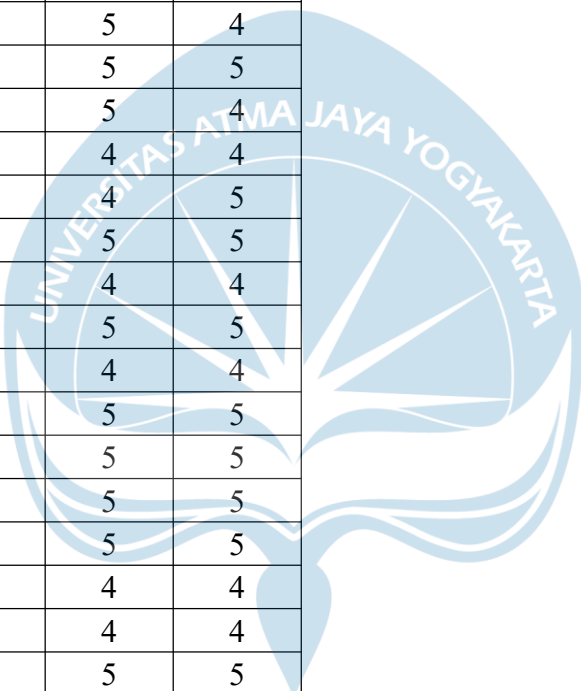
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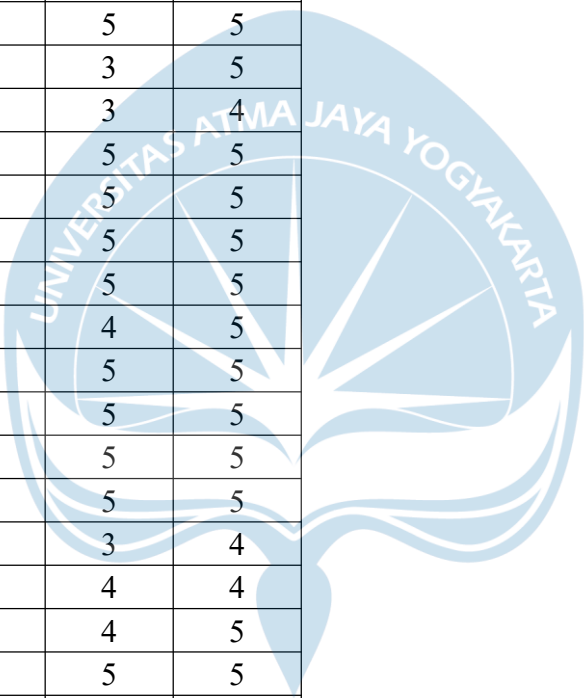
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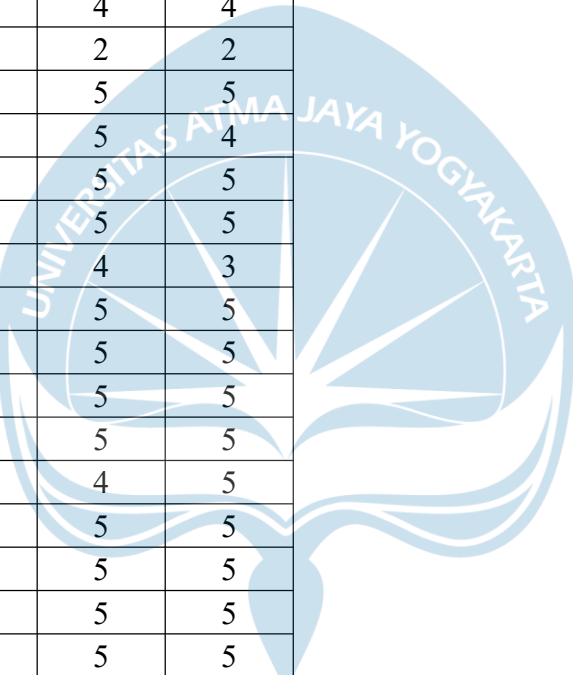


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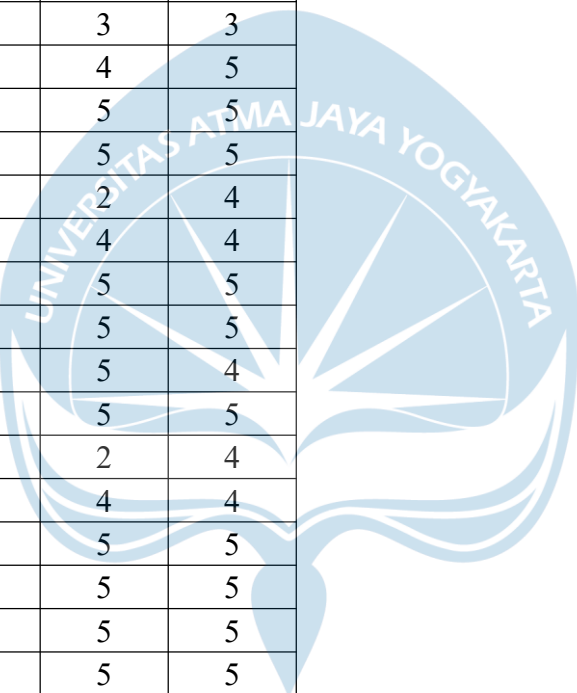


**Jawaban responden untuk variabel *product match***

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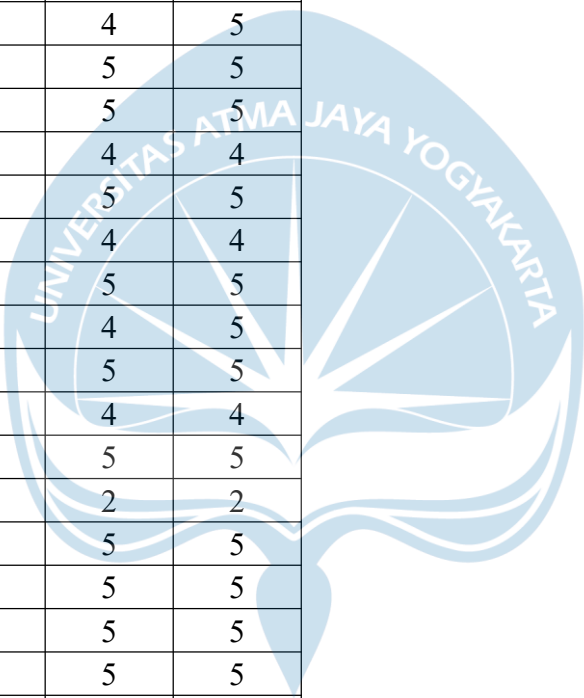


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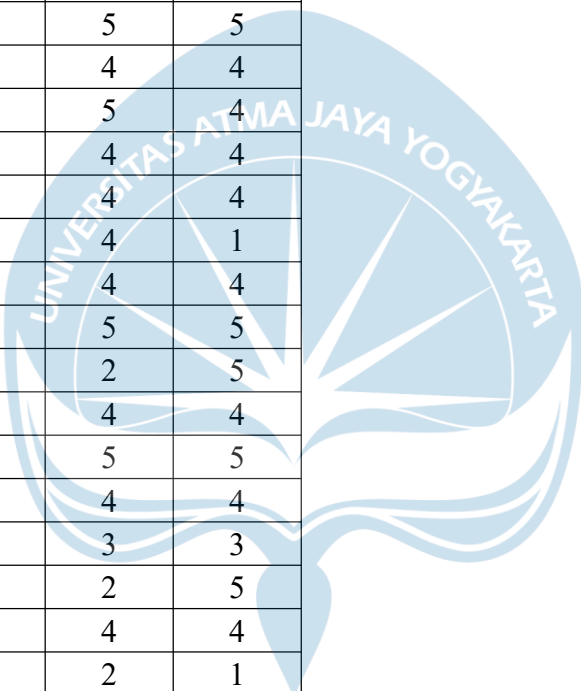




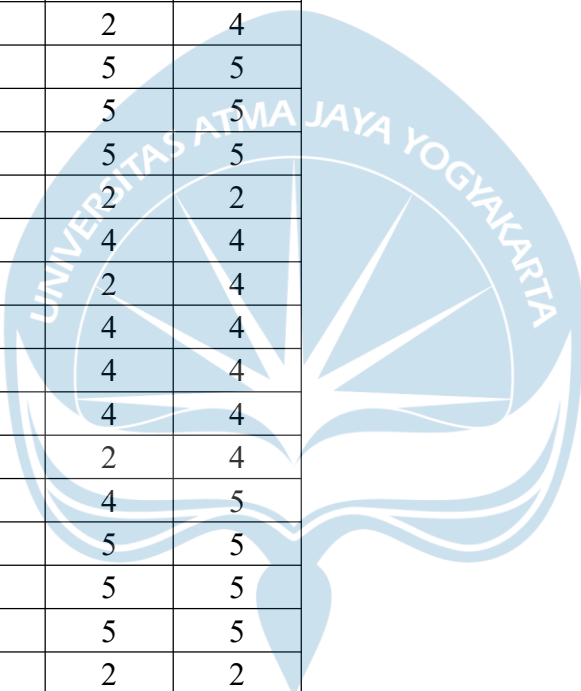
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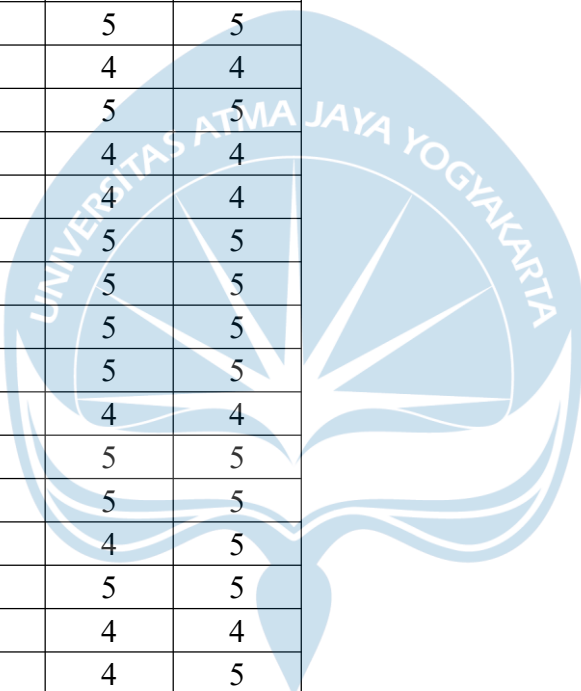
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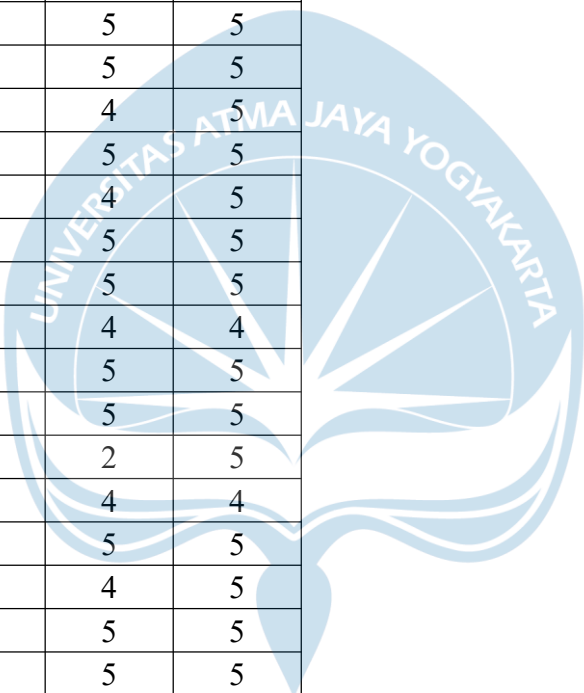


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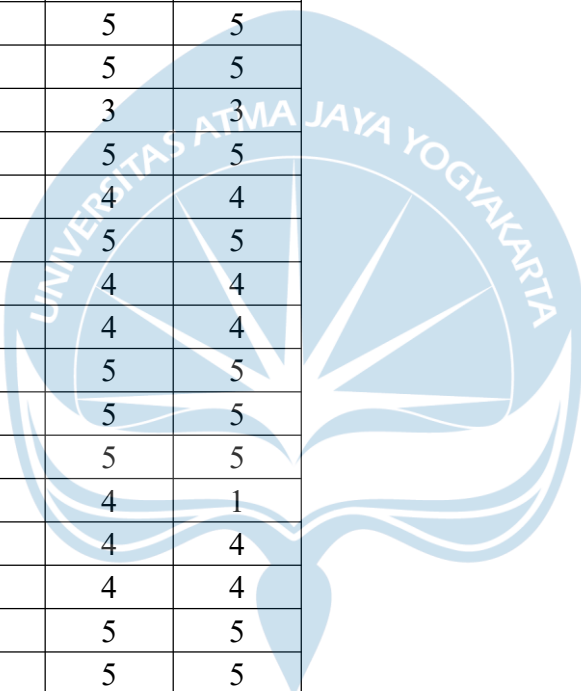
**Jawaban responden untuk variabel *perceived quality***

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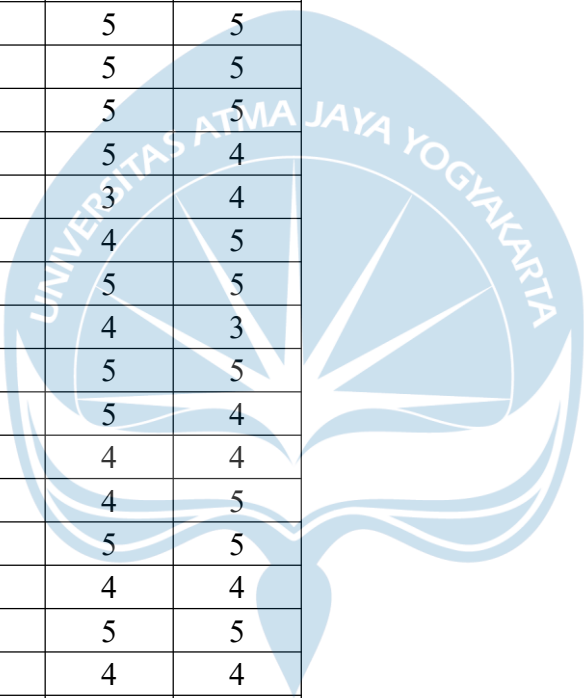
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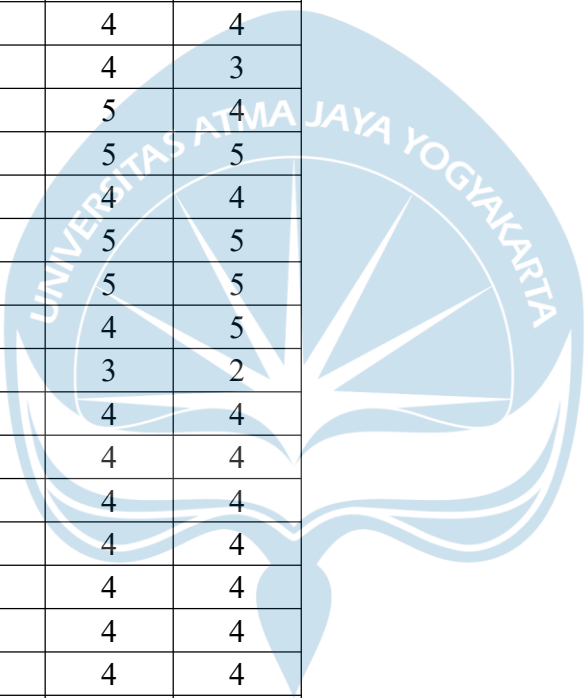


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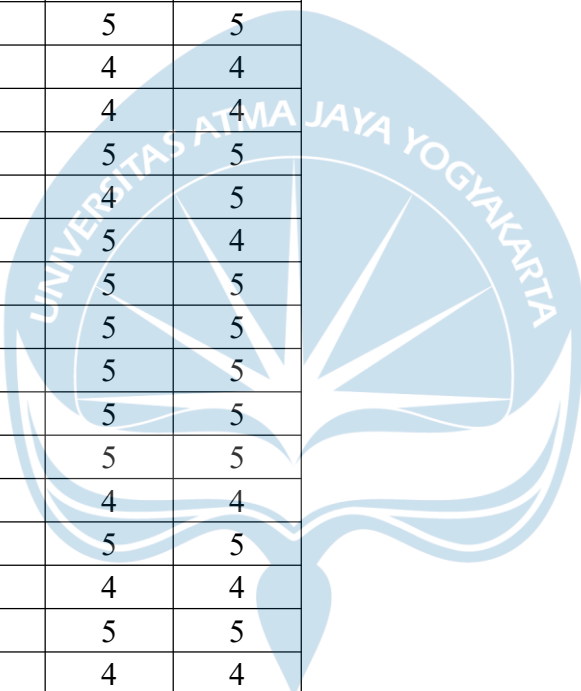




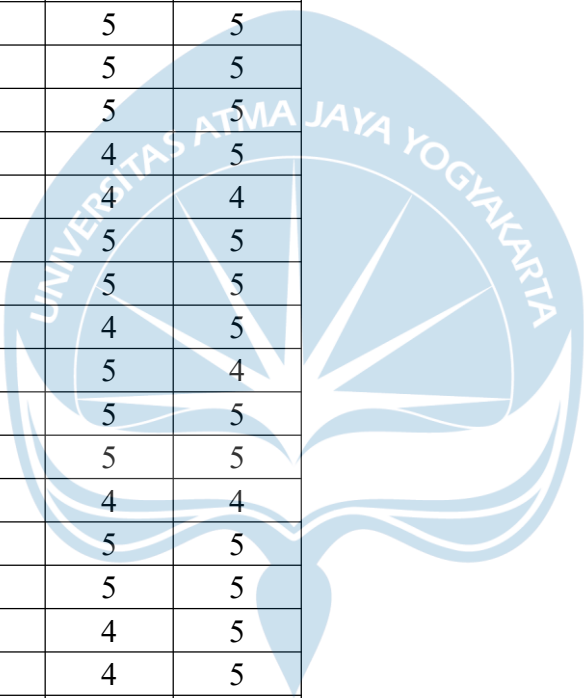
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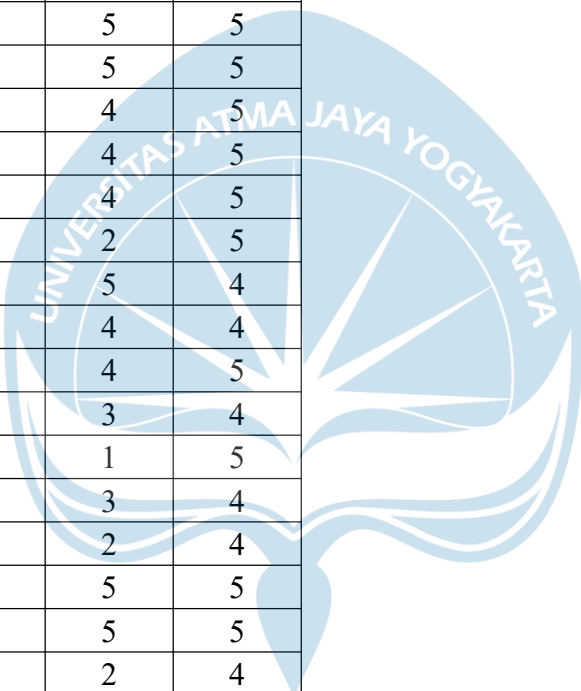


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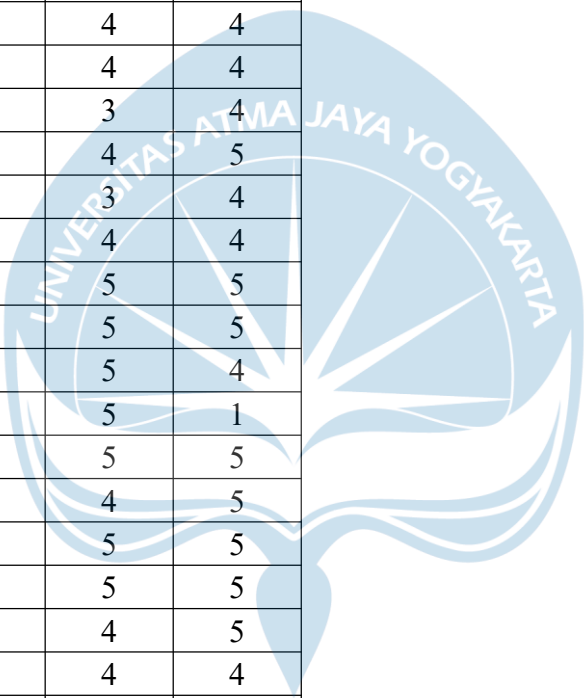
**Jawaban responden untuk variabel *brand loyalty***

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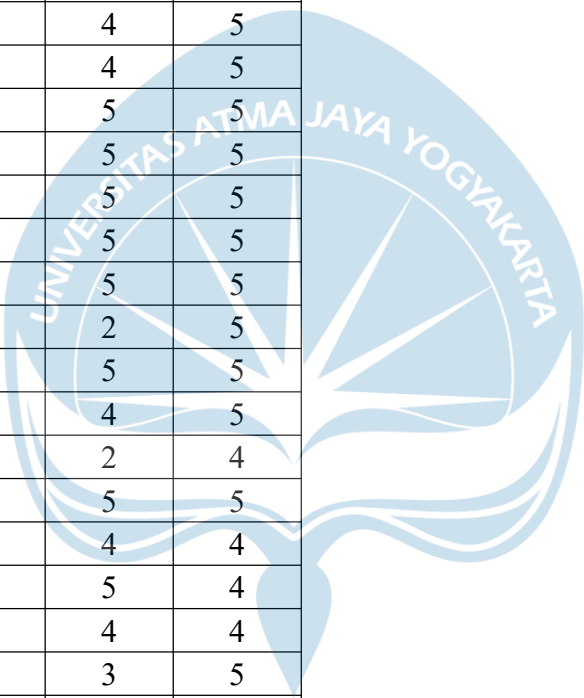
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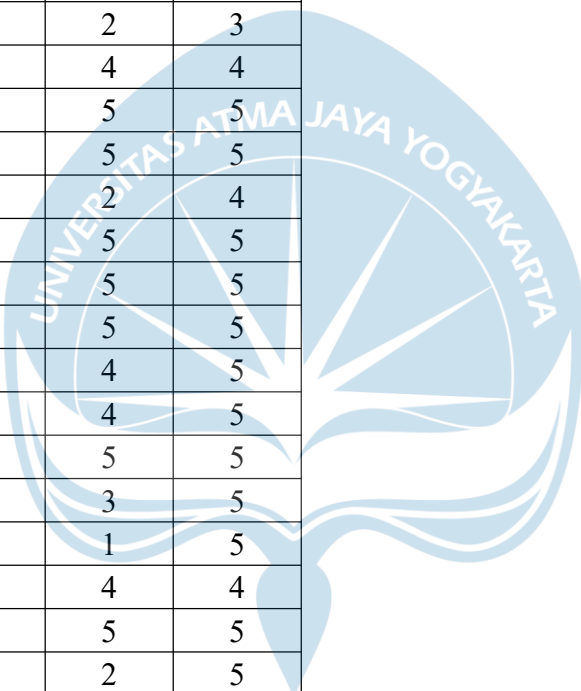
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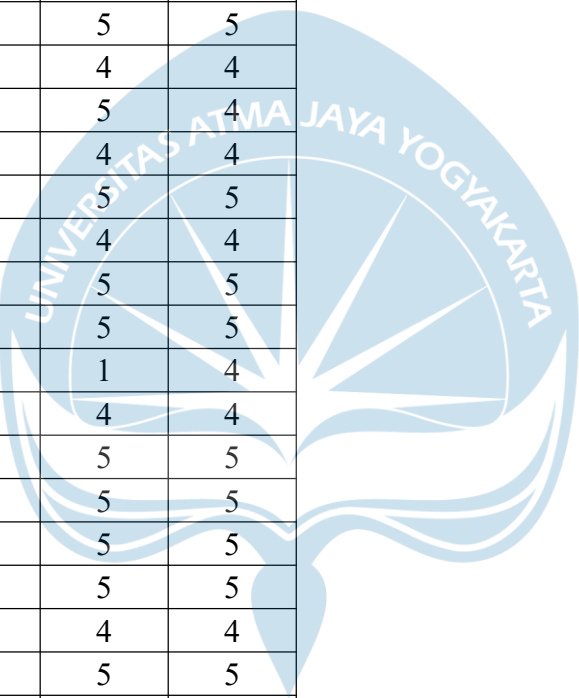


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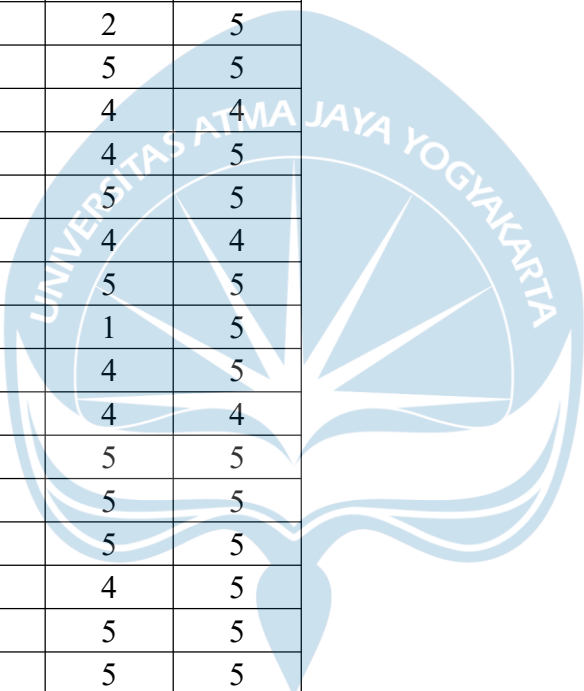




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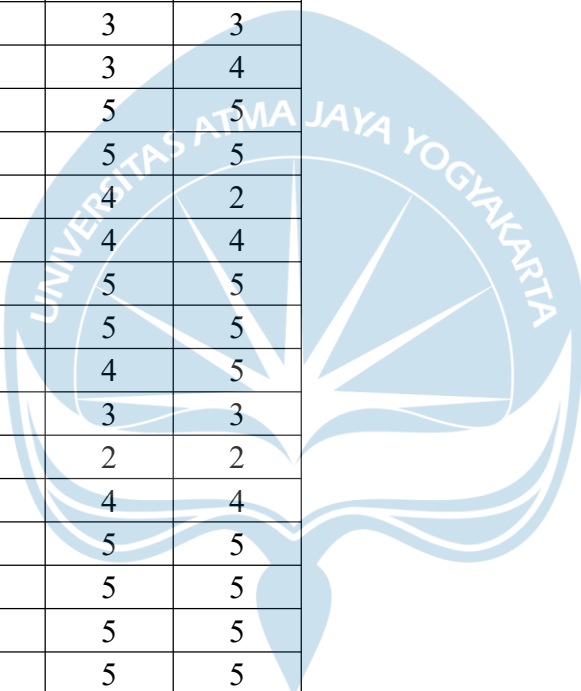
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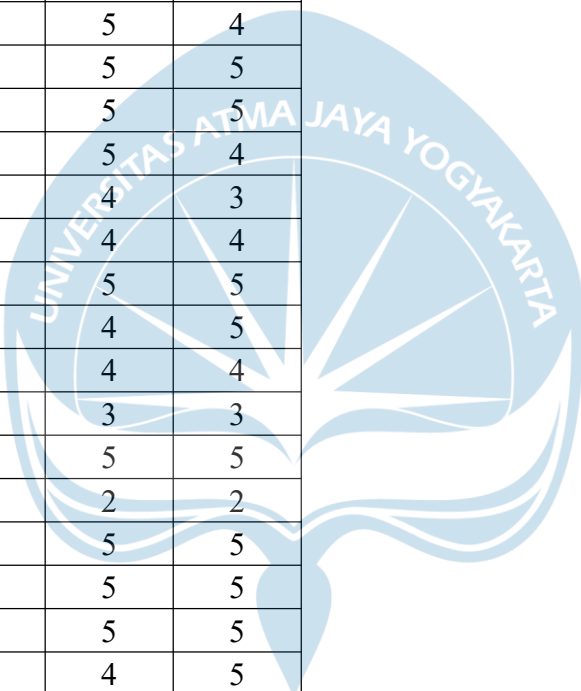
**Jawaban responden untuk variabel *purchase intention***

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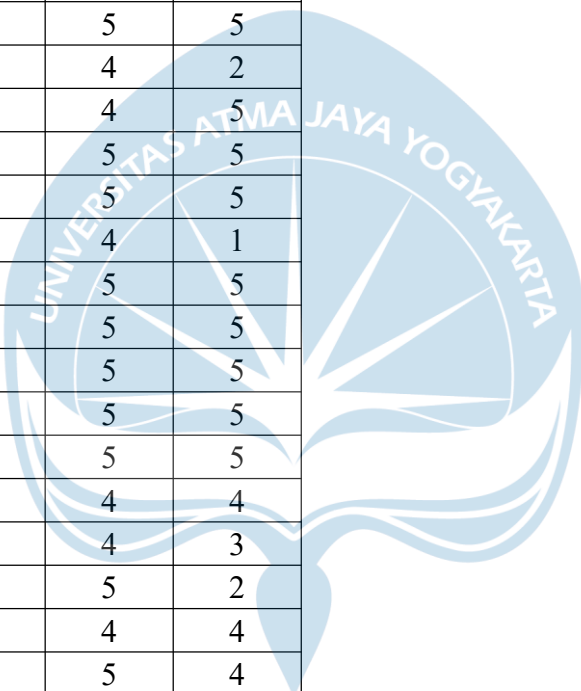
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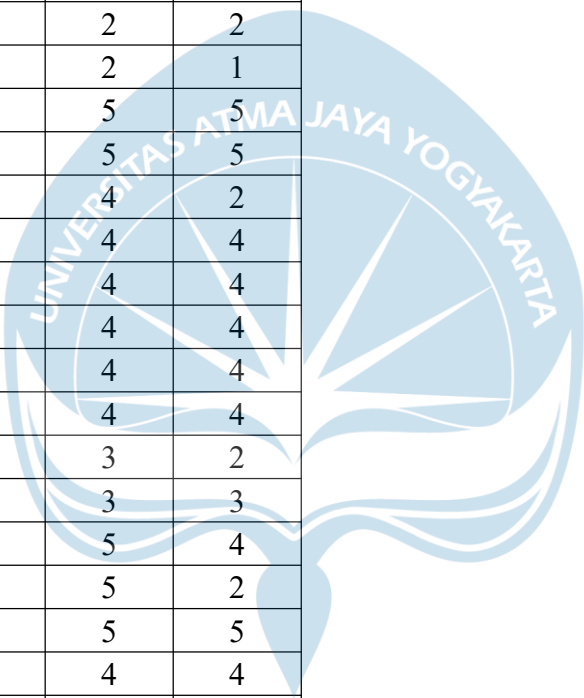
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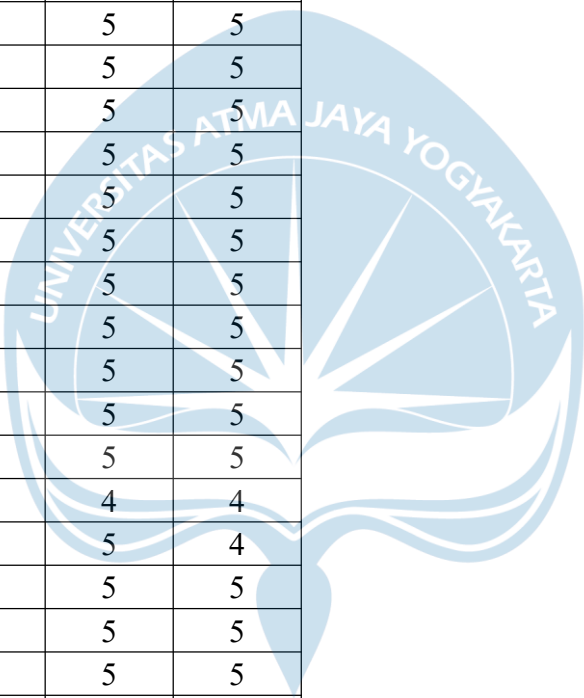
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5	5	5	5

### Lampiran III Hasil Analisis Deskriptif

	No.	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
a1	1.000	0.000	4.330	5.000	1.000	5.000	0.893	3.414	-1.745
a2	2.000	0.000	4.330	5.000	1.000	5.000	0.906	2.986	-1.704
a3	3.000	0.000	4.341	5.000	1.000	5.000	0.899	2.972	-1.690
a4	4.000	0.000	4.494	5.000	1.000	5.000	0.850	4.962	-2.138
c1	5.000	0.000	4.172	4.000	1.000	5.000	0.983	1.962	-1.422
c2	6.000	0.000	3.772	4.000	1.000	5.000	1.090	-0.938	-0.409
c3	7.000	0.000	4.120	4.000	1.000	5.000	0.936	0.567	-0.957
c4	8.000	0.000	4.360	5.000	1.000	5.000	0.851	2.629	-1.570
pm1	9.000	0.000	4.202	4.000	1.000	5.000	0.910	1.860	-1.371
pm2	10.000	0.000	4.330	4.000	1.000	5.000	0.814	3.469	-1.595

pm3	11.000	0.000	4.090	4.000	1.000	5.000	1.118	0.927	-1.310
pm4	12.000	0.000	4.217	4.000	1.000	5.000	1.038	2.356	-1.639
pq1	13.000	0.000	4.434	5.000	1.000	5.000	0.806	4.521	-1.898
pq2	14.000	0.000	4.416	5.000	1.000	5.000	0.771	4.024	-1.710
pq3	15.000	0.000	4.408	5.000	1.000	5.000	0.780	3.728	-1.667
pq4	16.000	0.000	4.476	5.000	1.000	5.000	0.795	4.830	-1.969
bl1	17.000	0.000	4.191	4.000	1.000	5.000	0.951	2.362	-1.496
bl2	18.000	0.000	4.004	4.000	1.000	5.000	1.143	0.441	-1.157
bl3	19.000	0.000	3.831	4.000	1.000	5.000	1.271	-0.348	-0.924
bl4	20.000	0.000	4.498	5.000	1.000	5.000	0.751	5.119	-1.965
pi1	21.000	0.000	4.442	5.000	1.000	5.000	0.830	4.682	-1.970
pi2	22.000	0.000	4.296	5.000	1.000	5.000	0.911	3.118	-1.667
pi3	23.000	0.000	4.243	4.000	1.000	5.000	0.946	2.035	-1.464
pi12	24.000	0.000	3.940	4.000	1.000	5.000	1.235	-0.004	-1.050

#### Lampiran IV Hasil Structural Equation Modelling

##### Outer Loading

	<b>A</b>	<b>BL</b>	<b>C</b>	<b>PI</b>	<b>PM</b>	<b>PQ</b>
<b>A1</b>	<b>0,926</b>					
<b>A2</b>	<b>0,922</b>					
<b>A3</b>	<b>0,924</b>					
<b>A4</b>	<b>0,919</b>					
<b>BL1</b>		<b>0,841</b>				
<b>BL2</b>		<b>0,861</b>				
<b>BL3</b>		<b>0,686</b>				
<b>BL4</b>		<b>0,792</b>				
<b>C1</b>			<b>0,868</b>			
<b>C2</b>			<b>0,747</b>			
<b>C3</b>			<b>0,836</b>			
<b>C4</b>			<b>0,848</b>			
<b>PI1</b>				<b>0,855</b>		
<b>PI2</b>				<b>0,832</b>		
<b>PI3</b>				<b>0,899</b>		
<b>PI4</b>				<b>0,913</b>		
<b>PM1</b>					<b>0,852</b>	
<b>PM2</b>					<b>0,832</b>	
<b>PM3</b>					<b>0,867</b>	
<b>PM4</b>					<b>0,880</b>	
<b>PQ1</b>						<b>0,889</b>
<b>PQ2</b>						<b>0,913</b>

PQ3						<b>0,929</b>
PQ4						<b>0,902</b>

### Cross Loading

	A	BL	C	PI	PM	PQ
A1	<b>0,926</b>	0,572	0,618	0,715	0,687	0,744
A2	<b>0,922</b>	0,610	0,613	0,698	0,661	0,746
A3	<b>0,924</b>	0,579	0,655	0,742	0,717	0,778
A4	<b>0,919</b>	0,574	0,629	0,721	0,650	0,776
BL1	0,521	<b>0,841</b>	0,646	0,682	0,660	0,647
BL2	0,555	<b>0,861</b>	0,574	0,680	0,584	0,584
BL3	0,335	<b>0,686</b>	0,538	0,532	0,462	0,419
BL4	0,583	<b>0,792</b>	0,469	0,545	0,529	0,634
C1	0,663	0,586	<b>0,868</b>	0,699	0,761	0,654
C2	0,353	0,566	<b>0,747</b>	0,534	0,543	0,416
C3	0,496	0,539	<b>0,836</b>	0,594	0,597	0,536
C4	0,687	0,614	<b>0,848</b>	0,721	0,723	0,756
PI1	0,712	0,665	0,661	<b>0,855</b>	0,684	0,785
PI2	0,541	0,708	0,661	<b>0,832</b>	0,692	0,622
PI3	0,789	0,620	0,687	<b>0,899</b>	0,725	0,757
PI4	0,677	0,702	0,719	<b>0,913</b>	0,745	0,743
PM1	0,662	0,559	0,754	0,699	<b>0,852</b>	0,671
PM2	0,658	0,623	0,693	0,653	<b>0,832</b>	0,726
PM3	0,587	0,615	0,641	0,707	<b>0,867</b>	0,624
PM4	0,623	0,627	0,672	0,728	<b>0,880</b>	0,724
PQ1	0,750	0,638	0,641	0,742	0,702	<b>0,889</b>
PQ2	0,742	0,648	0,709	0,752	0,717	<b>0,913</b>
PQ3	0,779	0,693	0,700	0,793	0,773	<b>0,929</b>
PQ4	0,724	0,647	0,600	0,735	0,709	<b>0,902</b>

### Construct Reliability dan Validity

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>A</b>	0.942	0,942	0.958	0,852
<b>BL</b>	0.808	0,823	0.875	0,637
<b>C</b>	0.845	0,857	0.895	0,682
<b>PI</b>	0.898	0,900	0.929	0,766
<b>PM</b>	0.880	0,882	0.918	0,736
<b>PQ</b>	0.929	0,93	0.950	0,825

### R Square

	<b>R-Square</b>	<b>R-Square Adjusted</b>
<b>BL</b>	0.523	0.521
<b>PI</b>	0.803	0.799

### Path Coefficients

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>A -&gt; PI</b>	0,180	0,180	0,081	2,212	<b>0,027</b>
<b>BL -&gt; PI</b>	0,226	0,242	0,080	2,833	<b>0,005</b>
<b>C -&gt; PI</b>	0,164	0,155	0,075	2,180	<b>0,030</b>
<b>PM -&gt; PI</b>	0,192	0,189	0,079	2,440	<b>0,015</b>
<b>PQ -&gt; BL</b>	0,723	0,727	0,038	18,847	<b>0,000</b>
<b>PQ -&gt; PI</b>	0,248	0,243	0,084	2,947	<b>0,003</b>

### Indirect Effect

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>PQ -&gt; BL -&gt; PI</b>	0,163	0,176	0,059	2,760	<b>0,006</b>



### Attractiveness

Saya merasa Tasya Farasya sebagai endoser produk Somethinc terlihat menarik \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Saya merasa Tasya Farasya sebagai endoser produk Somethinc terlihat berkelas \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Saya merasa Tasya Farasya sebagai endoser produk Somethinc terlihat elegan \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Saya merasa Tasya Farasya sebagai endoser produk Somethinc terlihat berpenampilan menarik \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Kembali Berikutnya Kosongkan formulir

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### Credibility

Saya membeli produk Somethinc karena dukungan Tasya Farasya yang tepercaya \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Saya tidak akan membeli produk Somethinc apabila Tasya Farasya terlibat dalam skandal \*

1 2 3 4 5

Sangat tidak setuju      Sangat Setuju

Tasya Farasya dapat membuat produk Somethinc terlihat lebih menarik \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Tasya Farasya memiliki pengalaman yang baik saat menggunakan produk Somethinc sehingga saya memutuskan untuk membeli produk. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

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### Product Match

Kecocokan antara Tasya Farasya dengan produk Somethinc mempengaruhi keputusan pembelian saya \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Saya percaya produk Somethinc yang Tasya Farasya promosikan adalah produk yang ia pakai \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Kecantikan Tasya Farasya mempengaruhi saya untuk membeli produk \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Keselarasn antara karakter Tasya Farasya dengan produk mempengaruhi saya untuk membeli produk. \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Kembali Berikutnya Kosongkan formulir

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### Perceived Quality

Somethinc di endorse oleh Selebriti yang berkualitas yaitu Tasya farasya \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Produk Somethinc yang didukung selebriti Tasya Farasya memiliki kualitas yang konsisten \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Produk Somethinc yang didukung oleh selebriti Tasya Farasya menawarkan fitur yang sangat baik \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Somethinc yang didukung oleh Tasya Farasya dapat dipercaya \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Kembali Berikutnya Kosongkan formulir

Konten ini tidak dibuat atau didukung oleh Google. Laporan Penyalahgunaan · Persyaratan Layanan · Kebijakan Privasi

**Brand Loyalty**

Saya setia pada produk Somethinc yang saya gunakan \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Saya akan merasa gelisah ketika produk Somethinc yang saya gunakan tidak tersedia \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Apabila produk Somethinc yang saya gunakan tidak tersedia saya tidak akan membeli merek lainnya \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Saya akan merekomendasikan produk Somethinc yang saya sukai kepada orang lain \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Kembali Berikutnya Kosongkan formulir

**Purchase Intention**

Produk Somethinc yang didukung oleh Tasya Farasya menarik perhatian saya \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Produk Somethinc yang didukung oleh Tasya Farasya mempengaruhi keputusan pembelian saya \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Apabila Tasya Farasya yang saya sukai mendukung Somethinc saya akan membelinya \*

1 2 3 4 5

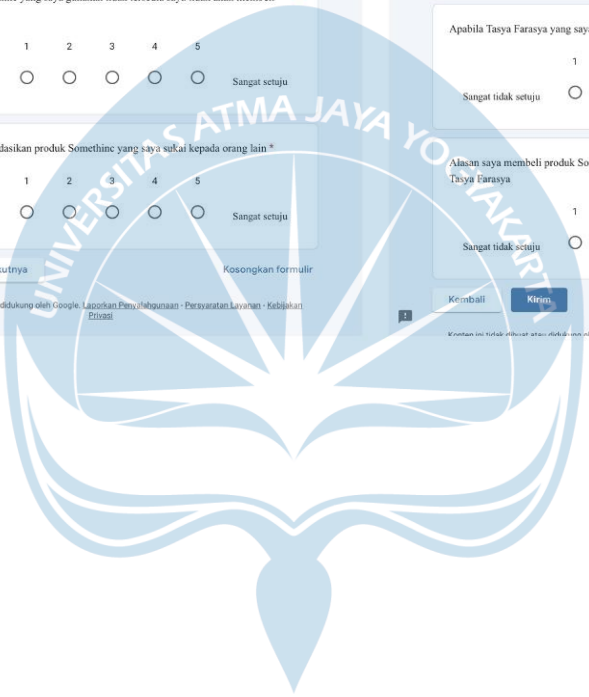
Sangat tidak setuju      Sangat setuju

Alasan saya membeli produk Somethinc adalah karena saya menyukai kepribadian dari Tasya Farasya \*

1 2 3 4 5

Sangat tidak setuju      Sangat setuju

Kembali Kirim Kosongkan formulir





**THE EFFECT OF CELEBRITY ENDORSEMENT, PERCEIVED QUALITY, AND  
BRAND LOYALTY ON PURCHASE INTENTION  
(CASE STUDY: SULWHASOO COSMETIC PRODUCTS)**

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ARTICLE INFO

**Keywords:** *Celebrity  
Endorsement, Perceived Quality,  
Brand Loyalty, Purchase Intention*

**Kata Kunci:** Dukungan  
Selebriti, Kualitas Persepsi,  
Loyalitas Merek, Niat Membeli

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**Abstract.** This study aims to examine how the influence of celebrity endorsement, perceived quality, and brand loyalty on purchase intention. Along with the times, many companies are implementing sales strategies by using celebrities in advertising their products. Celebrities are believed to be able to increase sales figures because people in increasingly sophisticated technological developments are more likely to use the internet as access using social media as entertainment to view various kinds of films, content, and the like to see the lives of celebrities to be used as models as part of their lifestyle. . The use of celebrities in advertising greatly affects sales figures. Likewise, perceived quality and brand loyalty are influential in sales. Perceived quality is the quality of a product where users of the product have felt the benefits so that they continue to buy the product, while brand loyalty is loyalty to a brand that is believed to have good quality because the brand has been recognized. In this study, we examine the effect of these three variables on the purchase intention of Sulwashoo cosmetic products from Korea, which for the past four years have gone viral on social media endorsed by a celebrity, namely Song Hye Kyo. Celebrity endorsement, and perceived quality, have a positive effect on purchase intention and brand loyalty too.

**Abstrak.** Penelitian ini bertujuan untuk menguji bagaimana pengaruh celebrity endorsement, perceived quality, dan brand loyalty terhadap purchase intention. Seiring dengan perkembangan zaman, banyak perusahaan yang menerapkan strategi penjualan dengan memanfaatkan selebritis dalam mengiklankan produknya. Selebriti diyakini mampu meningkatkan angka penjualan karena masyarakat dalam perkembangan teknologi yang semakin canggih lebih cenderung menggunakan internet sebagai akses menggunakan media sosial sebagai hiburan untuk melihat berbagai macam film, konten, dan sejenisnya untuk melihat kehidupan selebriti hingga dijadikan model sebagai bagian dari gaya hidup mereka. . Penggunaan selebriti dalam iklan sangat mempengaruhi angka penjualan. Demikian juga, persepsi kualitas dan loyalitas merek berpengaruh dalam penjualan. Perceived quality adalah kualitas suatu produk dimana pengguna produk tersebut telah merasakan manfaatnya sehingga mereka terus membeli produk tersebut, sedangkan brand loyalty adalah loyalitas terhadap suatu merek yang diyakini memiliki kualitas yang baik karena merek tersebut telah diakui. Dalam penelitian ini, kami menguji pengaruh ketiga variabel tersebut terhadap niat beli produk kosmetik Sulwashoo asal Korea yang selama empat tahun terakhir viral di media sosial yang di-endorse oleh seorang selebriti, yaitu Song Hye Kyo. Dukungan selebriti, dan kualitas yang dirasakan, memiliki efek positif pada niat beli dan loyalitas merek juga.



## INTRODUCTION

Based on data from the Indonesian business, the cosmetic industry is projected to continue to grow well in line with the improvement in the Indonesian economy, in 2020 the sales value of the cosmetics industry will be at US\$ 6.95 million, although it does not experience a significant increase compared to 2019 this is due to the Covid-19 pandemic but is expected to continue to grow to reach US\$ 7.45 million by the end of 2021. This is an opportunity for cosmetic products to continue to develop their products. The rapid growth of the beauty industry in the cosmetic sector at this time has resulted in consumers having strong *bargaining power* because there are many alternative product choices in making purchases. Advertisements that are unique and have their charm can steal the attention of customers or potential customers. Advertisements that are made unique and attractive can product users trust. One of the popular marketing strategies through advertisements that use is *celebrity*

Therefore, companies need to create a strong brand image, one of which is through *celebrity endorsements* that are attractive, have good credibility, and *match products* or according to the character of the products being sold so that consumers decide to choose the products offered by the company compared to other companies. One of the important role holders in a business is the brand of a product. This is because the number of competitors is increasing and the competition is getting tougher. Celebrity attractiveness is described as a person who has an attractive, elegant, and cute look to the audience (Fern et al., 2015). The definition of Credibility is honesty and having expertise. Credibility will form a characteristic or image or a positive one (Keller et al., 2011). *Product match* shows that the celebrity's personality and attributes must match the endorsed brand (Khan et al, 2018). Celebrities and endorsed brands need to have the same characteristics. This causes high trust from endorsers (Fern, et al., 2015). Match in endorsement refers to the synergy between the celebrity's personality and the brand attributes it represents. Congruence between the message conveyed and the brand represented helps in generating consumer responses. This consumer response leads to a positive image of the brand and increases buying interest. The consumer's compatibility with the brand creates a positive attitude toward buying interest (Anwar and Jalees, 2017).

## LITERATURE REVIEW

### Celebrity Endorsement

The development of the business industry today makes companies use various strategies to attract consumer interest in their products. Celebrity endorsement is an option in a promotional strategy to introduce products or services to be marketed. According to Kotler (2008), *celebrity endorsement* is a communication channel used by a celebrity to express a message wants to convey in a brand the or personality have Celebrity is the most strategy for the company this time. When choosing a celebrity endorser, the company needs to pay attention to several things. According to Belch & Belch (2009), there are eight things that companies must pay attention to, namely the compatibility of celebrities with their audiences, compatibility of celebrities with brands, celebrity credibility, celebrity attractiveness, cost considerations, ease and difficulty factors in working, saturation factors, and problem factors. When choosing an endorser, the company must pay attention to the credibility of the celebrity appointed to market its product.

### Attractiveness

Celebrity attractiveness is described as a person who has an attractive, elegant, and cute look to the audience (Fern et al., 2015). A person's first impression of another person is determined by the

attractiveness of physical characteristics, which include height, physical beauty, elegance, attitude, and ethics (Amos et al., 2008; Lord and Putrevu, 2009; Magnini et al., 2010; Han and Ki), (2010). Attractive endorsers can better reflect the advertised brand (Mowen and Mowen, 2002). Physical attractiveness leads to the formation of the perception of credibility which is defined as the extent to which the endorser can represent the consumer's definition of beauty, elegance, and other physical attractiveness (Ohanian, 1990). The effectiveness of advertisements with endorsers who are felt to have many similarities with consumer perceptions of "source attractiveness" will be higher compared to advertisements with less attractive endorsers (Suki, 2016; Tillidan Busler, 2000). Furthermore, if the endorser's physical attractiveness is congruent with the type of product being endorsed, the consumer's attitude towards advertising and products will be higher (Kim and Na, 2007; McCormick, 2016).

### **Credibility**

Erdem and Swait (2004) define brand credibility as trust in the product and the information contained in the brand that consumers need to understand the capabilities and quality that have been promised. Credibility in general has two main components, namely expertise and trustworthiness (Erdem and Swait, 2004). Credibility also includes aspects of the company's reputation that are considered important for the company's success (Newell et al., 2008). Corporate reputation is also defined as a perceptual representation of the combined past performance and prospects of the company. Understanding brand credibility is inseparable from brand equity. Su and Tong (2015) state that when brand equity is associated with quality levels, it will be an indication of the credibility of the relationship between quality and product attributes. So a company or manufacturer needs to communicate to consumers that they commit to maintaining the credibility of their brand by consistently meeting expectations and the promised quality. Keller et al., (2011) also stated that the important elements in credibility are expertise and honesty. Credibility forms part of a positive image or reputation. Corporate image is the impression made by the company in the minds of consumers which is indicated by the name or brand of the product, one of which is building Credibility through Celebrity endorsers. Consumer attitudes towards advertising depend on the credibility of the endorser in the advertisement. A study of celebrity-supported advertising found that endorser credibility, trustworthiness, and expertise increased message attention, and recall, and stimulated positive message attitudes toward brands Khan, et al (2019). Emotional attachment is determined by the credibility of an endorser who can stimulate and build a sustainable consumer-brand relationship.

### **Product Match**

Celebrity matching up congruence with the brand (match between celebrities and brands), shows that the personality and attributes of celebrities must match the brand they support (Khan, 2018). Celebrities and endorsed brands need to have the same characteristics. This causes high trust from endorsers (Fern, et al., 2015). Match in endorsement refers to the synergy between the celebrity's personality and the brand attributes it represents. Congruence between the message conveyed and the brand represented helps in generating consumer responses. This consumer response leads to a positive image of the brand and increases buying interest. Consumer compatibility with the brand creates a positive attitude toward buying interest (Anwar and Jalees, 2017).

### **Perceived Quality**

Perceived Quality is an important issue for marketers and retail owners because perceived quality can lead to the possibility of differentiation with other products or brands. Perceived quality is the consumer's perception of the superior quality and superiority of a product (Konuk, 2018).



According to cue utilization theory, there are intrinsic and extrinsic factors that are indicators of perceived quality (Collins-Dodd & Lindley, 2003).

#### **Brand loyalty**

Kotler and Keller (2016) define consumer loyalty as "Aideeply held commitment to rebuy orirepatronize preferred production services in their future despite situational influences and marketing efforts having the potential to cause switching behavior". According to Griffin (quoted in Priansa 2017), loyalty is a buying behavior that is carried out regularly and carried out over a long period. Loyal customers are people who make regular purchases, buy various products and services, refer to others who are not familiar with the product and are not interested in other brands from competitors. On the other hand, according to Fandy Tjiptono and Gregorius Candra (2017), customer loyalty is a customer's commitment to a brand, store, or supplier as well as repeat purchases made by these customers regularly. From these various definitions, it can be seen that the loyalty given by the customer is obtained because of the positive performance of the company towards the product or service provided to the customer so that the customer gives a positive response to a company in the form of loyalty.

#### **Purchase intention**

Buying interest is one part of consumer behavior. Consumer behavior is a process that occurs when prospective buyers choose, buy and then use or discard products, services, ideas/experiences to fulfill their needs and desires (Solomon, et al., 2006). Consumer behavior undergoes five stages, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior (Kotler & Keller, 2016).

#### **H1: Attractiveness has a positive effect on Purchase Intention on Sulwhasoo cosmetic products.**

Research conducted by Khan, et al (2019), this study was conducted on 560 customers of cosmetic products, the results showed that attractiveness had the most dominant effect on Purchase Intention compared to other variables in this research model (P-value = 0.000, = 0.425). Hikmawati's (2019), research on 100 customers of Body Shop New Hair Care Fuji Green Tea, the results show that Endorser Attractiveness has a positive effect on purchase intention. Research by Evan A et al (2021), research was conducted on 300 respondents in Jakarta, the results showed that attractiveness had a positive effect on purchase intention.

#### **H2: Credibility has a positive effect on Purchase Intention on Sulwhasoo cosmetic products**

Research conducted by Khan, et al (2019), was applied to 560 customers of cosmetic products, which showed that Credibility had a positive effect on Purchase Intention (P-value = 0.004, = 0.152). Chekima et al (2019), the results the study show that the credibility of celebrity endorsers has a positive effect on purchase intention. Hikmawati's (2019), research on 100 customers of Body Shop New Hair Care Fuji Green Tea, the results show that Endorser Credibility has a positive effect on purchase interns.

#### **H3: Product Match has a positive effect on Purchase Intention on Sulwhasoo cosmetic products**

Research conducted by Khan, et al (2019), this study was conducted on 560 customers of cosmetic products, and the results showed that Product Match had a positive effect on Purchase Intention (P-value = 0.000, = 0.333). Rosara et al (2020), research conducted in Indonesia on 210 female respondents who have subscribed to the youtube channel "Indonesian beauty influencer", the

results show that Social Media influencers consisting of 3 indicators (Product match, Credibility, Attractiveness) have a positive effect on purchase intentions.

**H4: Brand Loyalty has a positive effect on Purchase Intention on Sulwhasoo cosmetic products**

Research conducted by Ling Goh, et al (2019), research was conducted on 150 Malaysian Melaka university students. The results of the study show that brand loyalty, brand awareness, brand associations, and perceived quality have a positive effect on purchase intention in skincare products. Enjelina et al (2021), researched 100 respondents of consumers of Emina cosmetics in Bandung. The results of the study show that brand loyalty has a positive effect on purchase intention. Jia En Lee, et al (2018), research was conducted on 150 students using skin care products in Malaysia, the results showed that there was a positive influence between Brand Loyalty and Purchases Intention

**H5: Perceived Quality has a positive effect on Purchase Intention on Sulwhasoo cosmetic products**

Research conducted by Khan, et al (2019), this study was conducted on 560 customers of cosmetic products, and the results showed that Perceived Quality had a positive effect on Purchase Intention (P-value = 0.000, = 0.189). Rosara et al (2020), research conducted in Indonesia on 210 female respondents who have subscribed to the youtube channel "Indonesian beauty influencer", the results show that perceived quality and social media influencers have a positive effect on purchase intention. Research conducted by Ling Goh, et al (2019), research was conducted on 150 Malaysian Melaka university students. The results of the study show that perceived quality has a positive effect on purchase intention in skincare products.

**H6: Perceived Quality has a positive effect on Brand Loyalty on Sulwhasoo cosmetic products**

Research conducted by Khan, et al (2019), this study was conducted on 560 customers of cosmetic products, and the results showed that Perceived Quality had a positive effect on Brand Loyalty (P-value = 0.000, = 0.641). Wirasti et al (2019), the study was conducted on 400 female respondents who are users of XYZ brand cosmetic products in Indonesia. The results of the study indicate that Perceived Quality has a positive effect on Brand Loyalty.

**Conceptual Framework**

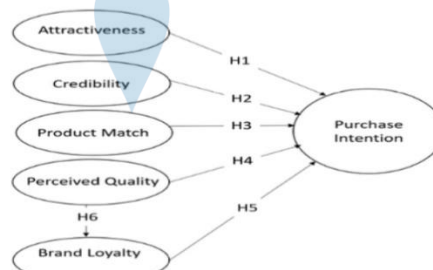


Figure: Conceptual Framework

## RESEARCH METHOD

The data collection method used in this research is in the form of an online questionnaire through the iGoogle Form. The measurement scale used in this questionnaire is the Ordinal Scale. Sekaran and Bougie (2016) state that the ordinal scale is a type of scale used to measure respondents' preferences for research variables. The Likert scale is a measurement method designed to describe the level of respondents' answers to existing statements based on five (5) measurement values. This research was conducted in July-August 2021. This study was to see the effect of analyzing the influence of Celebrity Endorsement, Perceived Quality, and Brand Loyalty on Purchase Intention of Sulwhasoo cosmetic products.

### Outer Model (Validity Test and Reliability Test)

Based on the data in table 1 below, it is known that the indicators in each dimension have an outer loading value  $> 0.7$ , which means that all indicators are declared feasible or valid for research use and can be analyzed further.

Table 1. Evaluation of the Measurement Model

Construct items	Outer Loading
<b>Endorser Attractiveness (CR=0.947, AVE=0.817)</b>	
EA1 In my opinion the endorser is interesting	0.934
EA2 In my opinion the endorser is classy	0.820
EA3 In my opinion the endorser is elegant	0.917
EA4 In my opinion the endorser is beautiful	0.941
<b>Credibility (CR=0.923, AVE=0.706)</b>	
C1 I bought the product because it is endorsed by a trusted celebrity	0.848
C2 I will stop buying the product if it is endorsed by the celebrity involved have the scandal	0.810
C3 Celebrities who specialize in making products more attractive.	0.893
C4 I bought the product because the celebrity had a pleasant experience with it	0.882
<b>Product Match-up (CR=0.908, AVE=0.664)</b>	
PM1 The compatibility of the products used by celebrities influences my purchasing decisions.	0.868
PM2 I believe celebrities use the products they endorse	0.804
PM3 Song Hye Kyo's beauty inspired me to try this product	0.687
PM4 The harmony between Song Hye Kyo's character and this product inspired me to buy the product	0.875
<b>Perceived Quality (CR=0.926, AVE=0.758)</b>	
PQ1 Brand endorsed by high quality celebrities.	0.883
PQ2 Celebrity endorsed brands are of consistent quality.	0.850
PQ3 The celebrity endorsed brand offers excellent features.	0.884
PQ4 A trusted celebrity endorsed brand.	0.864
<b>Purchase Intentions (CR=0.943, AVE=0.734)</b>	
PI1 The celebrity-endorsed brand caught my eye.	0.870
PI2 Celebrity-endorsed brands influence my buying decisions.	0.718
PI3 My favorite celebrity endorses a brand and I buy it.	0.854
PI4 I buy a brand because I like the personality of my the celebrity endorser	0.880
<b>Brand Loyalty (CR=0.916, AVE=0.731)</b>	
BL1 I am loyal to the brand I use	0.902
BL2 The brand I use is not available, I will be depressed	0.804
BL3 I will not buy another brand if my favorite brand is not available	0.805
BL4 I will recommend my favorite brand to others	0.861

Information: CR= composite reliability; AVE= average variance extracted; \*=significant (one-tailed test,  $p < 0.05$ ).

Source: Primary data processing results using SmartPLS 3.0 (2021)



In Table 2. All HTMT values in the matrix below have met the requirements because all variables have HTMT values <0.9, so all variables pass the validity test.

Table 2. Discriminant Validity Test Results  
Threshold value<0.9 (Hair et al. (2018))

### Inner Model

The value of the coefficient determination (R-square) is never negative and ranges from 0 to 1 (0 R2 1), the better if the R-square value is closer to the value of 1 (Ghozali, 2014). Based on the data processing that has been carried out using the smart PLS 3.0 program, the R-Square values are obtained as follows.

Table 3 Coefficient of Determination

Variable Dependent	R Square Adjusted
Brand Loyalty	0.647
Purchase Intentions	0.764

Hypothesis testing is done by looking at the direction of influence between the two variables. So that the conclusion is only based on the direction (sign) of the standardized path coefficient. If the independent and dependent variables have a standardized path coefficient by the hypothesis, the hypothesis is supported. The value of testing the hypothesis of this research can be shown in Table 4.

Table 4 Significance of path coefficient

	Brand Loyalty	Consumer Perception of Quality	Credibility	Endorser Attractiveness	Product Match-Up
<b>Brand Loyalty</b>					
<b>Perceived Quality</b>	0.900				
<b>Credibility</b>	0.873	0.851			
<b>Endorser Attractiveness</b>	0.781	0.789	0.890		
<b>Product Match-Up</b>	0.867	0.890	0.801	0.749	
<b>Purchase Intentions</b>	0.875	0.891	0.882	0.860	0.862

No	Hypothesis	Path Coefficient	T Statistics	P Values	Results
1	H1: Endorser Attractiveness to Purchase Intentions	0.219	2,936	0.002	Supported
2	H2: Credibility to Purchase Intentions	0.203	2,504	0.006	Supported
3	H3: Product Match-up to Purchase Intentions	0.213	2,776	0.003	Supported
4	H4: Brand Loyalty to Purchase Intentions	0.155	2,615	0.005	Supported
5	H5: Perceived Quality to Purchase Intentions	0.207	2,205	0.014	Supported
6	H6: Perception Quality to Brand Loyalty	0.806	17,707	0.000	Supported

## RESULTS AND DISCUSSION

1. The Influence of Attractiveness on Purchase Intention  
The attractiveness variable has a t count of 2,936 and has a significant level of 0.002 with a regression coefficient of +0.219. With the significance value of 0.002 < 0.05, it can be concluded that the Attractiveness variable has a positive and significant impact on Purchase Intention. Thus hypothesis H1 is supported.
2. The influence of Credibility on Purchase Intention  
The calculated t value for the Credibility variable is 2.504 at a significance level of 0.006 with a regression coefficient of +0.203. Because the significance value is 0.006 < 0.05, it can be said that the Credibility variable has a positive and significant effect on Purchase Intention. Thus hypothesis H2 is supported.
3. Effect of Product Match on Purchase Intention  
The calculated t value for the Product Match variable is 2.766 at a significance level of 0.003 with a regression coefficient of +0.213. Because the significance value is 0.003 < 0.05, it can be concluded that the Product Match variable has a positive and significant effect on Purchase Intention. Thus hypothesis H3 is supported.
4. The Influence of Perceived Quality on Purchase Intention  
For the calculated t value for the Perceived Quality variable, it is 2.205 at a significance level of 0.014 with a regression coefficient of +0.207. Because the significance value is 0.014 < 0.05, it can be concluded that the Perceived Quality variable has a positive and significant effect on Purchase Intention. Thus hypothesis H4 is supported.
5. Effect of Brand Loyalty on Purchase Intention  
The calculated t value for the Brand Loyalty variable is 2.615 at a significance level of 0.005 with a regression coefficient of +0.155. Because the significance value is 0.005 < 0.05, it can be concluded that the Brand Loyalty variable has a positive and significant effect on Purchase Intention. Thus hypothesis H5 is supported.
6. The Influence of Perceived Quality on Brand Loyalty  
The calculated t value for the Perceived Quality variable is 17,707 at a significance level of 0.000 with a regression coefficient of +0.806. Because the significance value is 0.000 < 0.05, it can be concluded that the Perceived Quality variable has a positive and significant effect on Brand Loyalty. Thus hypothesis H6 is the supports effect of Attractiveness on Purchase Intention.

### Conclusion

This research was conducted to answer the problems that have been stated in chapter one. After distributing questionnaires to 160 consumers of Sulwhasoo brand cosmetic products and analyzing the data obtained using PLS-SEM, this study can be concluded as follows:

1. Attractiveness has a positive effect on Purchase Intention on Sulwhasoo cosmetic products
2. Credibility has a positive effect on Purchase Intention on Sulwhasoo cosmetic products
3. Product Match has a positive effect on Purchase Intention on Sulwhasoo cosmetic products
4. Perceived Quality has a positive effect on Purchase Intention on Sulwhasoo cosmetic products

5. Brand Loyalty has a positive effect on purchase intention on Sulwhasoo cosmetic products
6. Perceived quality has a positive effect on Brand loyalty to Sulwhasoo cosmetic products

#### **Managerial Implications**

Based on the research results obtained, it is hoped that the management of Sulwashoo brand cosmetic products will pay more attention to Endorser Attractiveness so that for future promotion strategies choose celebrities who are more attractive, famous, and classy to get sales results that increase significantly and maximally because the most dominant influence to the Purchase Intention variable is Endorser Attractiveness.

#### **Research Limitations**

This research was conducted with some limitations of the study these limitations can affect the results of the study. The limitations that exist in this study are as follows:

1. Due to pandemic Covid-19, the method used in collecting data in this study used an online questionnaire, so researchers could not see the direct reactions of respondents when providing information through questionnaires.
2. In this study, the sample used only focused on customers purchasing Sulwhasoo brand cosmetic products in the Jabodetabek area.

#### **Suggestion**

For Management

Based on the research results obtained, it is hoped that Sulwhasoo's management can find out the effect of Endorser Attractiveness, Credibility, Product Match-up, Perceived Quality, and BrandLoyalty on Purchase Intention. The results of this study are expected to be a consideration for better changes to product quality in the future.

For Further Researchers

1. Due to the Covid-19 pandemic, data collection in this study used an online questionnaire so that researchers could not see the direct reactions of respondents. Then it is necessary to add qualitative methods such as FGD (Focus Group Discussion) or In-depth Interviews for deeper insight into the influence of celebrity endorsements. So that they can provide input to management for the latest innovations so that they can attract more consumer interest.
2. The sample in this study only focuses on Sulwhasoo consumers in the Jabodetabek area, for better results the next research needs to be sampled in several big cities in Indonesia so that the interpretation of the results can be better because the sample is larger and there is geographical representation in several big cities
3. For further research, it is recommended to add other variables that theoretically affect purchase intention such, as brand image, promotion, price, and other variables that are suspected to influence purchase intention.



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