

Does Endoser Credibility And Brand Image Influence Consumer Purchasing Decisions Oleh

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Abstract: Advertising is one form of presenting non-personal communication about ideas, goods and services offered by producers with the intention of influencing consumers to buy the products offered, also advertising can state the existence of a brand and persuade consumers to buy it. For this reason, advertisements must contain messages that are attractive and easily understood by buyers. Attractive advertisements are usually supported by Endoser, so that all messages conveyed can be understood by consumers. For that endoser selection is not an easy and cheap thing. Therefore, this study aims to determine how consumers respond to the credibility of the endoser used by Wardah cosmetics, and how consumers respond to the Wardah cosmetic brand image on consumer purchasing decisions. The method used in this research is a survey method, as well as descriptive and verification research methods. Data collection method, by distributing questionnaires directly to consumers who use Wardah cosmetics. The data analysis tool used is multiple regression. The results showed that the Endoser credibility variable could positively and significantly influence consumer purchasing decisions. Likewise, the brand image variable can also influence consumer purchasing decisions in Wardah cosmetics in a positive and significant way.

Keywords: Endorser Credibility, Brand Image, Purchase Decision

1. Preliminary

Business competition between companies in gaining market share is getting tighter and tighter, so each company makes efforts to attract consumers' attention to its products. One way to attract consumer attention is through advertising using the services of celebrity endoser and packaged creatively and attractively in order to generate brand awareness. Companies must be able to choose someone who is suitable as an endoser in offering their products. One of the criteria in selecting endoser is to pay attention to its credibility. Credibility is a condition or condition that can be trusted and can be accounted for, both attitudes or behavior and even the actions of the endoser as well as he said every day. So that this is able to generate the trust of an endoser figure in the eyes of the company, society, customers. Likewise for the Wardah cosmetic company, in maintaining product sales it also uses creative and attractive advertisers. But in this condition, the wardah cosmetic product company has actually experienced a decline of 40% in, since the enactment of Large-Scale Social Restrictions starting March 2020, this is due to the policy of staying at home, working at home which has decreased the sales of wardah cosmetic products (<https://kanal24.co.id/read/kiat-wardah-bertahan-di-saat-pandemi>). In order to save the company from operating and bouncing back, PT Paragon Technology, which is a Wardah cosmetics producer, is trying hard in its marketing, namely through advertising with qualified endosers, in order to create a brand image that can strengthen purchasing decisions. This refers to research (Hardjanti & Siswanto) and research by Laurencia Sintani (2016). The selection of the right endoser is expected to attract consumers and then increase sales. Therefore, this research was conducted with the aim of: 1) to find out how respondents respond to the credibility of the endoser used by Wardah cosmetic products on Consumer Purchasing Decisions, 2) to find out how consumers respond to brand images regarding consumer purchasing decisions and 3) whether endoser and Brand image can influence consumer purchasing decisions for Wardah cosmetic products?

2. Literature review

The beauty industry became one of the interesting topics when the pandemic hit Indonesia because of the speed with which these industry players developed strategies to survive. Although the impact of the pandemic on this industry is not as big as other industries, some beauty brands have still experienced a decline in sales. That is the reason why industry players are still trying to keep their business from declining amidst the pandemic. In order to maintain their business, many companies are competing to offer their products with accurate promotional strategies. One of the promotion strategies is through advertising that is packaged creatively, namely using celebrity endoser, of course celebrity endoser who has good credibility. Endoser credibility is the level of consumer confidence in the source in providing information to consumers, Goldsmith et al. (2000). This statement is reinforced by Shimp (2007) which states that the attractiveness of the endoser must be more easily remembered, seen and felt by consumers. The criteria for selecting endoser according to Ohanian (1990) explains that the source of an endoser's credibility in advertising can be assessed through three dimensions, namely trustworthiness, attractiveness and expertise. For this reason, Endoser's credibility is one thing that needs to be considered so that

consumers can trust the message conveyed. Research by Kussudyarsana (2004) states that the higher the receiver gets the advertisement, the higher the acceptance level of endorser's credibility. With the increasing acceptance of endosers, the message it conveys can create a brand image of the product being offered (Nuraini and Maftukhah, 2013; Muswaka, 2019). This means that the higher the use of endorser's credibility will result in a higher brand image of the product. A brand image is a consumer's perception of a brand as a reflection of the associations that exist in the minds of consumers (Kootler and Keller, 2016). Meanwhile, according to Schiffman and Kanuk (2007) "A brand image is a set of associations regarding a brand that is stored in the mind or memory of consumers". The factors forming a brand image according to Schiffman and Kanuk (2007) include; quality, reliability, usability, price and brand image itself. With the use of endosers that have credibility and a positive brand image for the products offered, it is hoped that they can increase consumer purchasing decisions. While the purchase decision is a consumer decision that is influenced by the financial economy, technology, politics, culture, product, price, location, promotion, physical evidence, people, process, so as to form an attitude for consumers to process all information and draw conclusions in the form of a response what products to buy appear "(Buchari Alma, 2014). Meanwhile, according to Fandy Tjiptono (2014), it is explained that purchasing decisions are consumer behavior where consumers recognize the problem, seek information about certain products or brands and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision. This can be described as follows:

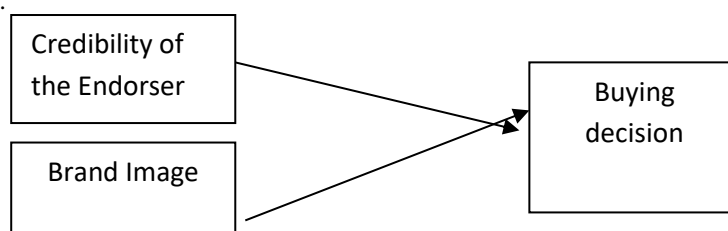


Image: Framework

Hypothesis

The description in the framework of thought above can be hypothesized: That endorser credibility and brand image are able to influence consumer purchasing decisions positively and significantly.

3. Research methods

The research method used is descriptive and verification methods. This study uses secondary data and primary data. While the population of this study were consumers of Wardah cosmetic product users. The data collection technique used is the side random technique with a total of 100 respondents. The tools used in data collection were questionnaires, interviews and observations. The formula for determining the number of respondents uses the one proposed by Ridwan and Akdon, (2013):

$$n = 0,25 \left(\frac{Z_{\alpha/2}}{e} \right)^2 \rightarrow$$

$$n = 0,25 \left(\frac{1,96}{1,96} \right)^2 = 96,04 \text{ rounded to } 100$$

Where :

n = Number of samples
 $Z_{\alpha/2}$ = Value obtained from normal table
 Top level of confidence
 e = Error rate in towing sample

Multiple regression

Multiple regression was used to analyze data from the variable endorser credibility, and brand image on consumer purchasing decisions for Wardah cosmetic products. The model of the Multiple Regression can be illustrated as follows:

$$Y = a + b^1x^1 + b^2x^2 + \dots + b^n x^n.$$

Where :

a = constant

Y = Variable Consumer purchase decision for Wardah Cosmetics products.

X1 = Endoser Credibility

X2 = Brand Image

b = coefficient

4. Results and discussion

The data obtained were processed using multiple regression and analyzed with the following results:

Table 1
Endoser Credibility, Brand Image on Purchasing Decisions.
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,808	,466		1,733	,006
Endoser Celebrity	,495	,083	,503	5,974	,000
Brand Image	,247	,095	,219	2,603	,001

Dependent Variable : Buying Desicions

The processed results above can be formulated as follows:

$$Y = 0.808 + 0.495 X_1 + 0.247 X_2$$

The regression results above can be explained that the credibility of Endoser (X1) is able to influence consumer purchasing decisions positively and significantly on wardah cosmetics purchasing decisions of 0.495. This means that if the credibility of the endoser is getting better in terms of consumer trust, endoser's attractiveness, endoser's expertise and creativity and endoser's expertise is increasing, it can increase consumer purchasing decisions and ultimately have an impact on increased sales as well. This is because consumers consider the Endoser that the company uses, because in the minds of consumers it is embedded that they want to be like the Endoser. Therefore, the selection criteria for Endoser must be careful, because wrong selection of Endoser will certainly have a negative impact on consumer purchasing decisions. While the results of the contribution of brand image to purchasing decisions have a positive and significant effect of 0.247 on consumer purchasing decisions, meaning that if the product being offered has a brand image that is able to influence the minds of consumers, consumer purchasing decisions will be strong or increase. If consumers have strong flexibility, sales will also increase.

5. Conclusions and suggestions

The discussion above, can conclude that consumer purchasing decisions for Wardah cosmetic products are influenced by the flexibility of the Endoser used by the company in offering its products, and are influenced by the image of the product brand in a positive and significant way. For this reason, it is recommended that companies offer and sell their cosmetic products using endoser services that have qualified credibility, and are able to lead to positive consumer perceptions of a cosmetic product brand. To obtain endosers who have a good track record of endosers, Wardah companies can propose the selection of a beautiful queen with character, or by hearing opinions with consumers, complaints and consumer requests.

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