
**THE INFLUENCE OF BRAND TRUST, BRAND IMAGE, AND CELEBRITY
ENDORSEMENT ON CONSUMER PURCHASE DECISION OF SCARLETT WHITENING
PRODUCT**

*PENGARUH KEPERCAYAAN MEREK, CITRA MEREK, DAN ENDORSEMENT SELEBRITI
TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PRODUK SCARLETT WHITENING*

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Abstract: The purpose of this study is to know the simultaneous and partial influence of brand trust, brand image, and celebrity endorsement on consumer purchase decision of Scarlett Whitening product in Manado. This research used multiple regression analysis with sample of 60 respondents. Brand trust, brand image, and celebrity endorsement have a simultaneous influence on consumer purchase decision of Scarlett Whitening product in Manado. The company should focus more on the things that can grow consumer's trust for the product like focusing on its benefits given to consumers, increase trust the products, maintaining a good image of the company, and should associate celebrities with high levels of attractiveness and popularity, and also has a good attitude.

Keywords: brand trust, brand image, celebrity endorsement, consumer purchase decision

Abstrak: Tujuan dari penelitian ini adalah untuk mengetahui pengaruh secara simultan dan parsial kepercayaan merek, citra merek, dan celebrity endorsement terhadap keputusan pembelian konsumen produk Scarlett Whitening di Manado. Penelitian ini menggunakan analisis regresi berganda dengan sampel sebanyak 40 responden. Kepercayaan merek, citra merek, dan dukungan selebriti mempunyai pengaruh secara simultan terhadap keputusan pembelian konsumen produk Scarlett Whitening di Manado. Perusahaan sebaiknya lebih fokus pada hal-hal yang dapat menumbuhkan kepercayaan konsumen terhadap produknya seperti fokus pada manfaat yang diberikan kepada konsumen, meningkatkan kepercayaan terhadap produk, menjaga citra baik perusahaan, dan sebaiknya mengasosiasikan selebriti dengan tingkat daya tarik dan popularitas yang tinggi, dan juga mempunyai sikap yang baik.

Kata Kunci: kepercayaan merek, citra merek, endorsement selebrity, keputusan pembelian konsumen

INTRODUCTION

Research Background

Skincare has now become a lifestyle for a lot of Indonesians. Being the largest economy in Southeast Asia, Indonesia has enjoyed healthy and steady economic growth over the years. Indonesia is now home to an increasingly more sophisticated group of consumers who are concerned about their looks and well-being (Wibowo, 2021). Skin care refers to the practice of enhancing the appearance and skin integrity with the use of a wide range of skin products such as face moisturizer, cleansing balm, and sunscreen. The products are formulated using a mixture of chemical compounds derived from natural sources or created synthetically. Although a lot of International skincare brands are used in Indonesia, local brands are still preferred by many Indonesians for a reasonable price and good quality. Overall, the skincare market in Indonesia continues to grow annually.

The competition between national and international skincare brands in Indonesia is still tight between one and another. Scarlett Whitening is one of the local brands that is on the rise these days that was founded in 2017

by Felicya Angelista. The founder said that currently Scarlett skincare products have undergone with many innovations following beauty trends. Therefore, the products by Scarlett are products that are safe because they are registered on National Agency of Drug and Food Control Republic of Indonesia. The latest research results from the ecommerce market insight dashboard company, Kompas.co.id, show that Scarlett Whitening is in the first position and beat global players. Scarlett Whitening dominates sales on the Shopee and Tokopedia platforms in the past month. Two Scarlett Whitening products were occupying the highest sales, which are Scarlett Whitening Brightly Ever After Serum (151,492 transactions) and Scarlett Whitening Acne Serum (80,106 transactions). The two products recorded a total sales value of at least 15.5 billion (IDR).

Understanding the consumer decision making process is important to any business. The consumer decision-making process is important for businesses because it helps them understand why and how customers make purchase decisions. Purchase decision is the stage when the buying behavior turns into action. The purchase decision of the consumer can increase the chances of making a sale. The consumer should reach a decision with regard to the place of purchasing, the desired brand, model, purchase quantity, time to buy, amount of money to be spent and the method of payment. These decisions can be influenced by marketers by providing information about their products or services that may inform consumer's assessment process (Hanaysha, 2017). Kotler and Armstrong (2014) describe purchase decision as a buyer's decision-making stage wherein an individual decides to actually buy the product being considered. Similarly, Djatmiko and Pradana (2015) stated that the purchase decision-making process is the stage wherein consumers actually buy the product.

Consumer purchase decision can be influenced by so many factors, include brand trust, brand image and celebrity endorsement. Chaudhuri and Holbrook (2001) define brand trust as "the willingness of the average consumer to rely on the ability of the brand to perform its stated function". Brand trust arises after consumers' evaluation of companies' offerings. If companies provide beliefs of safety, honesty and reliability about their brands to consumers, brand trust will be generated subsequently (Doney and Cannon, 1997). It can be interpreted that brand trust is created and developed by direct experiences of consumer via brand. In other word, brand trust reflects a consumer's expectation that a brand's product, service, or corporate behavior, matches the promises the company offers. Trust is important for producers so that the products sold can be absorbed by the market. When consumers believe that a product is suitable for themselves, it will be made a choice to meet their needs or desires.

Brand image is how a brand affects the perception, views of society or consumers of the company or its products. The better the brand image of a product or service offered, it will have an impact on consumer purchasing decisions. In making a purchase decision consumer also pay attention to the image of a brand. Brand image is an association or perception of consumers based on their memories of a product. Brand image is not contained in the features, technology or type of product itself, the image arises because of advertising, promotion, or users (Anita and Ardyansyah, 2019). According to Mowen and Minor (2002), brand image is a set of brand associations that are formed in the minds of consumers. The brand can be a differentiating tool and can be a criterion in the consumer purchasing decision-making process (Khasanah, 2013). Products that have a good brand image will attract consumers' attention. If consumers are interested in a product, this will increase purchasing decisions (Hermiyenti and Wardi, 2018).

Celebrity endorsement is considered the most effective tool that will do the job. This technique of involving celebrities with a brand is a winning formula to build the brand and enhance its value. The use of celebrity as a strategy in marketing communication is a common practice for companies. Celebrity endorsers are widely used by marketers because of their ability to instantly increase brand recognition and directly influence consumers' perception of a product's uniqueness and compared to traditional advertising methods that do not use celebrity endorsers. At the same time, the use of celebrity endorsers also carries risks such as the overshadowing of a celebrity's image over the product or brand, and the rise and fall of a celebrity's prestige or image that can impact the product or brand being advertised (Evan et al., 2021). Shimp (2003) states that celebrities have their own appeal in a variety of ways that are able to attract various targets to make purchasing decisions. According to Gauns et al (2018) celebrity endorsement has completely changed the nature of advertising in recent years and has become one of the most important advertising tools.

The researcher conducted this study to help businesses learn and identify the correlation between brand trust, brand image, celebrity endorsement and consumer purchase decision in Indonesia's skincare industry, in this research is Scarlett Whitening product. Based on the theories and explanation above, it's interesting and important for the researcher to conduct a research with title "The Influence of Brand Trust, Brand Image, and Celebrity Endorsement on Consumer Purchase Decision of Scarlett Whitening Product".

Research Objective

The research objectives used are as follows:

1. To identify the influence of brand trust, brand image, and celebrity endorsement on consumer purchase decision of Scarlett Whitening product in Manado.
2. To identify the partial influence of brand trust on consumer purchase decision of Scarlett Whitening product in Manado.
3. To identify the partial influence of celebrity endorsement on consumer purchase decision of Scarlett Whitening product in Manado.

THEORETICAL FRAMEWORK

Marketing

Marketing is about the various groups of activities that take place in a market. The American Marketing Association defines marketing as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.

Consumer Purchase Decision

Kotler and Armstrong (2014) describe purchase decision as a buyer's decision-making stage wherein an individual decides to actually buy the product being considered. Subsequently, the author explained that a purchase decision is the decision regarding a brand to be purchased. Buying decision is consumer action to choose product from several alternate products which will be used by the consumer. It means that purchase decision is series of choices made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy (Kotler and Keller, 2007).

Brand Trust

According to Cakmak (2016) brand trust is described as a secure feeling which consumer feels that brand in question will meet their personal expectations. Moreover, trust can reduce the consumer's uncertainty, because the consumer not only knows that brand can be worth trusting, but also thinks that dependable, safe and honest consumption scenario is the important link of the brand trust (Soong, Kao, and Juang, 2011).

Brand Image

According to Petrauskaite and Sudzina (2014), brand image is considered as a factor which influences a consumer to make purchase. And according to them, brand image is a powerful tool to entice new customers by influencing their behavior with various strategies that would make them loyal to one brand. Zhang (2015) explained that brand image is important because it influences a consumer's decision to purchase and his/her buying behavior.

Celebrity Endorsement

Celebrity endorsement is a technique adopted in an advertising campaign that is used to enhance and provide additional product advantages for a brand because when celebrity supporters appear in an advertising campaign, consumers tend to feel a sense of ownership of the brand (Okorie and Agbaleke, 2017).

Previous Research

Nurhasanah et al. (2020) analyzed the influence of electronic word of mouth (E-WOM), brand trust, and brand ambassador toward purchase decisions at the Tokopedia online shopping site. This study uses a quantitative approach by collecting data through the survey method. The population in this study were Tokopedia users from Mercu Buana University students. The data of 100 respondents were collected using an online questionnaire and were analyzed using Partial Least Square (PLS). This study shows that e-WOM has a positive and significant effect on purchase decisions. Brand trust has a positive and significant effect on purchase decisions, and brand ambassador has a positive and significant effect on purchase decisions.

Rahmawati and Nilowardono (2018) explored the decision to purchase Royal Residence Housing products in Surabaya. Exploration of Royal Residence Housing products is carried out using quantitative research methods. Data testing is done by questionnaires analyzed using statistical analysis such as validity and reliability tests and multiple linear regression analysis with the help of SPSS 21.0 for Windows. The results showed that the independent variable (product), product quality, brand trust, price and promotion simultaneously had an effect on

the dependent variable, namely the purchase decision to produce conclusions that is, accepted. There is a significant and not significant partial effect of the independent variable on the dependent variable.

Ikawati, Miltina, and Achad (2021) analyzed and explained the influence of celebrity endorsers and advertising attractiveness on product image and purchase decisions for Tokopedia application users in Samarinda. The sample selection technique used the Total Sampling Approach with a total sample of 119 people. The data collection technique used a closed questionnaire. The analysis was carried out using Partial Least Square (PLS) with the SmartPLS application version 3.8.9 and using SPSS Version 25 to test the validity and reliability of the respondents.

Conceptual Framework

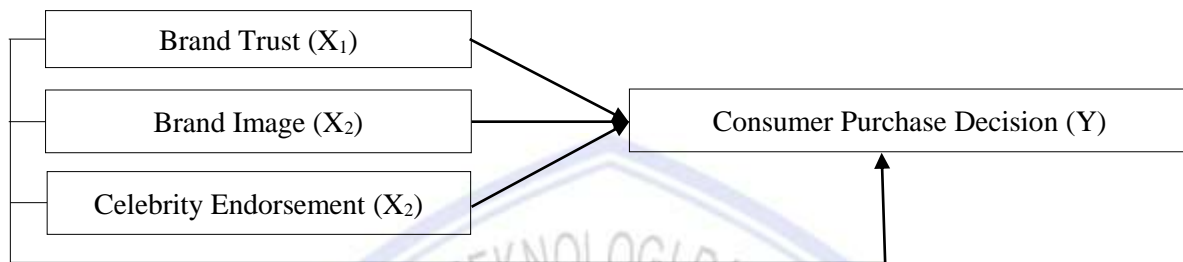


Figure 1. Conceptual Framework

Source: *Theoretical Framework, 2023*

RESEARCH METHOD

Research Approach

This research type is causal which uses quantitative type of research. This research used multiple linear regression analysis method and SPSS as analysis tool.

Population, Sample Size, and Sampling Technique

Population is the citizen of Manado City who has been purchased Scarlett Whitening product. Researcher choose purposive sampling due to the appropriate characteristic of the sample member to be the respondents which are people in Manado that have been used Scarlett Whitening product. According to point 3 (three), the calculation to determine the sample of this research is: 4 (total variables) x 10 = 40 respondents.

Data Collection Method

In order to generate more accurate data. In this research the primary data generated by the questionnaire distributed to consumer of Scarlett Whitening product. Questionnaires are administrated personally without any coercion by the researcher. There were two sections in the questioner. The first section asked about respondent's identities and the second asked about things that related with the variables.

Operational Definition of Research Variable

1. Brand Trust. Consumer's trust that Scarlett Whitening product can be relied upon, providing a guarantee of no harm and very valuable or very useful performance. (Indicators: brand predictability, brand preference, brand competence, brand reputation, trust in the company)
2. Brand Image. An impression obtained according to the level of knowledge and understanding of facts about Scarlett Whitening product. (Indicators: brand recognition, brand affinity, brand strength, brand favorability, brand uniqueness)
3. Celebrity Endorsement. Television star, film actor, athlete, or a famous people used to support Scarlett Whitening. (Indicators: trustworthy, expertise, physical attractiveness, respect, similarity)
4. Consumer Purchase Decision. Process of purchasing decisions that determines what decisions will be purchased Scarlett Whitening products or not. (Indicators: problem recognition, information search, evaluation of alternatives, purchase decision, post-purchase decision)

Data Analysis Method

Validity and Reliability Test

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. Validity is the level extent to which of precision and accuracy of a measuring instrument to perform the functions of measuring in this study is the questionnaire. An instrument has high validity if it can deliver results in accordance with the purpose of measuring the measurements itself which is valid at 0.01 level or higher. Reliability was measured by using Cronbach's Alpha coefficient, when the value of Cronbach's alpha increase the consistency also increases. If the coefficient value of Alpha less than 0.60 then the reliability is bad. Research instrument is acceptable if the test shows the alpha in the range of 0.7 and the reliability is good if above 0.80 (Sekaran and Bougie, 2010).

Multiple Regression Analysis Model

Multiple regressions is a descriptive tool used to develop a self-weighting estimating equation by which to predict values for a dependent variable from the values of independent variables, to control confounding variables to better evaluate the contribution of other variables to test and explain a causal theory. The formula of multiple regression models in this research is shown below:

$$y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

- Y : Consumer Purchase Decision
 a : Intercept
 β_1 - β_3 : Regression Coefficient of Each Variable
 X_1 : Brand Trust
 X_2 : Brand Image
 X_3 : Celebrity Endorsement
 e : Error

RESULT AND DISCUSSION

Result

Validity and Reliability Tests

Validity Test

This research use Pearson Correlation formula. The purpose of validity test is to know whether the instrument is valid or not. If the correlation coefficient between the value of one indicator and the total value of all indicators is positive and $\geq R_{table}$ (0.207) then the instrument is considered as valid (Sugiyono, 2006).

Table 1. Validity Test

Variabel	Item	R_{count}	R_{table}	Status
Brand Trust (X_1)	$X_{1.1}$	0.419	0.316	Valid
	$X_{1.2}$	0.866	0.316	Valid
	$X_{1.3}$	0.727	0.316	Valid
	$X_{1.4}$	0.831	0.316	Valid
	$X_{1.5}$	0.465	0.316	Valid
Brand Image (X_2)	$X_{2.1}$	0.762	0.316	Valid
	$X_{2.2}$	0.714	0.316	Valid
	$X_{2.3}$	0.794	0.316	Valid
	$X_{2.4}$	0.805	0.316	Valid
	$X_{2.5}$	0.835	0.316	Valid
Celebrity Endorsement (X_3)	$X_{3.1}$	0.573	0.316	Valid
	$X_{3.2}$	0.547	0.316	Valid
	$X_{3.3}$	0.800	0.316	Valid
	$X_{3.4}$	0.650	0.316	Valid
	$X_{3.5}$	0.728	0.316	Valid
Consumer Purchase Decision (Y)	Y_1	0.593	0.316	Valid
	Y_2	0.814	0.316	Valid
	Y_3	0.767	0.316	Valid
	Y_4	0.793	0.316	Valid

Source: Data Processed, 2023

All the total values for each indicator for independent variables (brand trust, brand image, celebrity endorsement) and dependent variables (consumer purchase decision) are above R_{table} (0.316). It means all the indicators are valid and can be used on this research.

Reliability Test

According to Sekaran (2003), the minimum value of Cronbach's alpha must be 0.6. It is better if the value is above 0.6.

Table 2. Reliability Test

Variables	Standard Deviation	Cronbach's Alpha
Brand Trust	0.6	0.717
Brand Image	0.6	0.822
Celebrity Endorsement	0.6	0.681
Consumer Purchase Decision	0.6	0.722

Source: Data Processed, 2023

Table 2 shows the Cronbach's Alpha values of all indicators are above 0.60, it means that all the variables (brand trust, brand image, celebrity endorsement and consumer purchase decision) in this research is considered reliable and can be used to retrieve data.

Classical Assumption Tests

Multicollinearity Test

Table 3. Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
Brand Trust	.498	2.009
Brand Image	.931	1.074
Celebrity Endorsement	.501	1.997

Source: Data Processed, 2023

Table 3 shows that the tolerance and VIF values. The tolerance value of brand trust, brand image, and celebrity endorsement are more than 0.1. The VIF value are less than 10. Since all the tolerance value is more than 0.1 and the VIF value is less than 10, so this research is free from multicollinearity.

Heteroscedasticity Test

A good regression model must not have heteroscedasticity. If there any ordered certain pattern (points), it means there is heteroscedasticity. If the pattern does order or spread, means there is no heteroscedasticity.

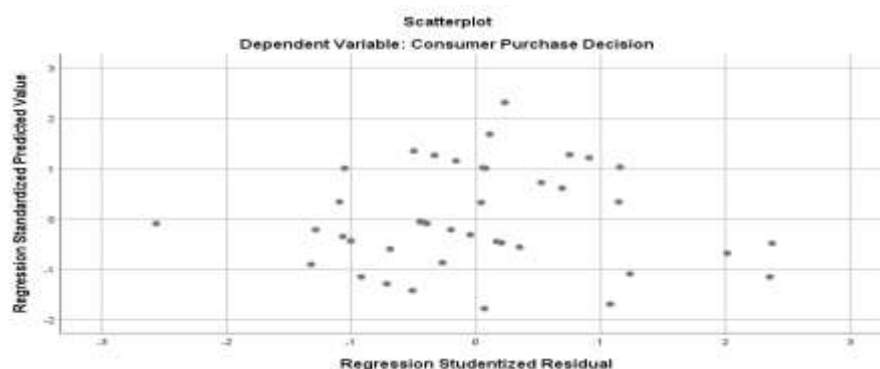


Figure 2. Heteroscedasticity Test

Source: Data Processed, 2023

Figure 2 shows that the dots is not created a specific pattern and also spread above and below 0 (zero). It proves that there is no heteroscedasticity in this regression model.

Normality Test

Figure 3 shows that the dots are speard in the direction of the diagonal lines, it shows that the distribution of the data in this research is normally distributed.

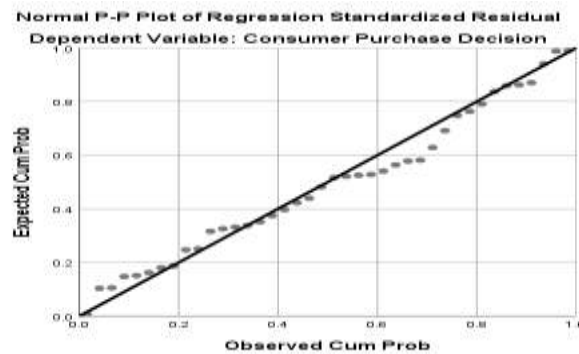


Figure 3. Normality Test
Source: Data Processed, 2023

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.274	.441		.622	.538		
Brand Trust	.405	.114	.452	3.561	.001	.498	2.009
Brand Image	.194	.072	.251	2.707	.010	.931	1.074
Celebrity Endorsement	.354	.127	.351	2.778	.009	.501	1.997

Source: Data Processed, 2023

The result in the Table 4 can be expressed in regression equation as:

$$Y = 0.274 + 0.405 X_1 + 0.194 X_2 + 0.354 X_3 + e$$

The interpretation of the equation is:

1. Constant value of 0.274 means that in a condition of ceteris paribus, if all independents variables equal to zero, then consumer purchase decision (Y) as dependent variable is 0.274.
2. Brand Trust coefficient value of 0.405 means that if there is one unit increase in brand trust (X_1) then the consumer purchase decision (Y) will improve and increase by 0.405.
3. Brand Image coefficient value of 0.194 means that if there is one unit increase in brand image (X_2) then the consumer purchase decision (Y) will improve and increase by 0.194.
4. Celebrity Endorsement coefficient value of 0.354 means that if there is one unit increase in celebrity endorsement (X_3) then the consumer purchase decision (Y) will improve and increase by 0.354.

R and R²

Table 5. R and R²

Model Summary^b

Model	R	Adjusted R Square
1	.844 ^a	.688

Source: Data Processed, 2023

R and R² or R Square are used to see the relationship between independent and dependent variables. Table 4.4 shows that the R² is 0.688 which mean the independent variable affecting the dependent variable with 68.8%.

Hypothesis Testing**Table 6. F-Test Output**

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.188	3	1.063	29.618	.000 ^b
	Residual	1.292	36	.036		
	Total	4.480	39			

Source: Data Processed, 2023

Table 6 shows that the value of F_{count} 29.618 with 0,000 significant. In this research F_{count} is higher than F_{table} , $F_{\text{count}} = 29.618 \geq F_{\text{table}} = 3.251$, H_1 is accepted. Independent variables brand trust, brand image, and celebrity endorsement are simultaneously influence consumer purchase decision as the dependent variable.

Table 7. T-Test Output

Variables	T_{count}	T_{table}	Description
Brand Trust (X_1)	3.561	2.026	Accepted
Brand Image (X_2)	2.707	2.026	Accepted
Celebrity Endorsement (X_3)	2.778	2.026	Accepted

Source: Data Processed, 2023

- Table 7 shows that that t_{count} is 3.561 and the level of significant is 5% (0.05) then the t_{table} is 2.026, the result is $t_{\text{count}} = 3.561 \geq t_{\text{table}} = 2.026$. Since the t_{count} is greater than t_{table} then H_2 is accepted. It means that brand trust is influencing consumer purchase decision.
- Table 7 shows that that t_{count} is 2.707 and the level of significant is 5% (0.05) then the t_{table} is 2.026, the result is $t_{\text{count}} = 2.707 \geq t_{\text{table}} = 2.026$. Since the t_{count} is greater than t_{table} H_3 is accepted. It means that variable brand image is influencing consumer purchase decision.
- Table 7 shows that that t_{count} is 2.778 and the level of significant is 5% (0.05) then the t_{table} is 2.026, the result is $t_{\text{count}} = 2.7078 \geq t_{\text{table}} = 2.026$. Since the t_{count} is greater than t_{table} H_3 is accepted. It means that variable celebrity endorsement is influencing consumer purchase decision.

Based on the result, all of the independent variable has an influence toward the dependent variable. Which mean, the hypotheses 1, 2, 3 and 4 are accepted because brand trust, brand image, and celebrity endorsement has simultaneously and partially influence consumer purchase decision of Scarlett Whitening product.

Discussion**Brand Trust and Consumer Purchase Decision**

The term of brand trust of this research is secure feeling which consumer feels that brand in question will meet their personal expectations. Trust is the most important factor in building long-term relationships between one the company and consumer. Brand trust is an important mediator factor on the customer behaviors before and after the purchase of the product; and it causes long term loyalty as well as strengthens the relations between two parties (Liu *et al.*, 2011). The indicator of brand trust on this research are brand predictability, brand preference, brand competence, brand reputation, and trust in the company. The previous research by Nurhasanah, Nugroho, and Putra (2021) that brand trust has a positive and significant effect on purchase decisions. The higher the trust in Tokopedia, the higher the people will decide to buy products at Tokopedia. This research different with Rahmawati and Nilowardono (2018), brand trust has no significant effect on purchasing decisions. It shows that brand trust has an influence on consumer purchase decision of Scarlett Whitening product in Manado. According to the consumer, Scarlett Whitening product has a good quality and meets their needs for skin care. Furthermore, the consumer think that the products are produced from the best ingredients and they will not disappoint with the result of the product. It is good for the company that according to the consumer, Scarlett Whitening has a good reputation. Based on the result, as the strongest variable that influence the consumer purchase decision, Scarlett Whitening company should increase brand trust from consumers by continuing to improve product quality and provide positive value for the consumers so that it is expected that a sense of security in consumers will arise when making a purchase. The company should focus more on the things that can grow consumer's trust for the product like focusing on its benefits given to consumers, increase trust the products. Consumer trust will arise

when they feel that the quality of the product and the brand image is good or same as their expectation. Then, the higher the level of consumer confidence in the brand, it will have an influence on the consumer purchase decision.

Brand Image and Consumer Purchase Decision

The term of brand image on this research is brand image is a unique set of associations in the minds of customers about what brands stand for. Brand image defined by Kotler and Keller (2007) is the perceptions and belief held by customers, as reflected in the associations held in consumer memory. This indicates that perceptions and beliefs held by the customer as the association is reflected in the memory of consumers. The previous research by Prastiwi and Rachmawati (2022), brand image has significantly influence the purchase decision of Laneige skincare in Indonesia. Its conclude that the overall brand image of Laneige skincare in the eyes of the respondents is in the good category Another previous research by Rahmatika and Indayani (2022), also shows that brand image has significantly influence consumer purchase decision of Beauty Glow skincare in Sidoarjo. It means that Beauty Glow skincare has good brand image thus influencing purchasing decisions. It shows that brand image has an influence on consumer purchase decision of Scarlett Whitening product in Manado, means that the better the product image felt by users is expected to attract the attention of consumers who wants to buy and use Scarlet Whitening product. According to the consumer, Scarlett Whitening is a well-known brand and give them a positive impression about the brand. The product packaging and brand logo, it is very attractive for the consumer. As an addition, Scarlett Whitening product has a characteristic in their every product. Based on the result, as product with a well-known brand, the company should enhance a positive brand image in the eyes of consumers, with always maintaining the quality and quantity of the products, so that people's purchasing decisions on the product are getting higher. Maintaining a good image of the company is a must because the relationship between brand image and purchasing decisions is closely related and cannot be separated because the better the brand image of a product, the more consumers who view Scarlett Whitening's products. Because the image of the brand plays an important role in consumer purchasing decisions, maintaining a good brand image is a good strategy. Because this research proves that the better the brand image, the higher the consumer purchase decision.

Celebrity Endorsement and Consumer Purchase Decisions

The term of celebrity endorsement on this research is celebrity endorsement is the using of celebrity/famous person as an advertising campaign technique that is used to enhance and provide additional product advantages for a brand in purpose to attract the consumer. Celebrity endorsements greatly affect customers and the product features themselves take an interest and consideration in deciding on consumer purchases (Akram et al., 2018). According to Kapse, Sonwalkar, and Pathak (2011), endorsement is a form of communication in which a celebrity acts as a spokesperson for a particular product or brand. A previous research by Ikawati, Militina, and Achmad (2021) that celebrity endorsement has a significant influence on consumer purchase decision at Tokopedia e-commerce. The research explained that where consumers can considered it's just getting better celebrity endorser which will promote improve products sold on Tokopedia e-commerce in determining their decision to buy. Another previous research by Ifeanyichukwu (2016), celebrity endorsement has a significant influence on consumer purchase decision. There are positive relationship between expertise, attractiveness, and respect accorded to the celebrity purchase decision of consumers show that consumers make the celebrities their role model. The result shows that celebrity endorsement has an influence on consumer purchase decision of Scarlett Whitening product in Manado. According to the consumer, the celebrity endorser of the company has an integrity and can be trusted as a supporter of the product. It came out that the endorser has strong allure so she/he can assure that the products has good quality. Lastly, the consumer think that the celebrity that used as the product endorser has a classy impression and has a good attitude, and also match with the consumer characteristic. Based on the result, the company should associate celebrities with high levels of attractiveness and popularity, and also has a good attitude. Consumers feel more sympathetic and excited towards a brand, if their products are promoted by a celebrity that they admire or relate to. The reason why the company should pay attention on this factor is because celebrity endorsement are one of the ways or strategies used to market a product in order to attract the attention of consumers in purchasing the product. The celebrity uses on the company can promoting the company's products, increase the brand awareness, trust and familiarity, which are important variables in the purchase decision-making process

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of analyzing and discussing, the conclusion are:

1. Brand trust, brand image, and celebrity endorsement have a simultaneous influence on consumer purchase decision of Scarlett Whitening product in Manado.
2. Brand trust has a partial influence on consumer purchase decision of Scarlett Whitening product in Manado.
3. Brand image has a partial influence on consumer purchase decision of Scarlett Whitening product in Manado.
4. Celebrity endorsement has a partial influence on consumer purchase decision of Scarlett Whitening product in Manado.

Recommendation

There are three recommendations on this research which are listed as follow:

1. Scarlett Whitening company should increase brand trust from consumers by continuing to improve product quality and provide positive value for the consumers so that it is expected that a sense of security in consumers will arise when making a purchase. The company should focus more on the things that can grow consumer's trust for the product like focusing on its benefits given to consumers, increase trust the products. Consumer trust will arise when they feel that the quality of the product and the brand image is good or same as their expectation. Then, the higher the level of consumer confidence in the brand, it will have an influence on the consumer purchase decision.
2. The company should enhance a positive brand image in the eyes of consumers, with always maintaining the quality and quantity of the products, so that people's purchasing decisions on the product are getting higher. Maintaining a good image of the company is a must because the relationship between brand image and purchasing decisions is closely related and cannot be separated because the better the brand image of a product, the more consumers who view Scarlett Whitening's products. Because the image of the brand plays an important role in consumer purchasing decisions, maintaining a good brand image is a good strategy. Because this research proves that the better the brand image, the higher the consumer's decision to make a purchase.
3. The company should associate celebrities with high levels of attractiveness and popularity, and also has a good attitude. Consumers feel more sympathetic and excited towards a brand, if their products are promoted by a celebrity that they admire or relate to. The reason why the company should pay attention on this factor is because celebrity endorsement are one of the ways or strategies used to market a product in order to attract the attention of consumers in purchasing the product. The celebrity uses on the company can promoting the company's products, increase the brand awareness, trust and familiarity, which are important variables in the purchase decision-making process.

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