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

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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 (Kottler & 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

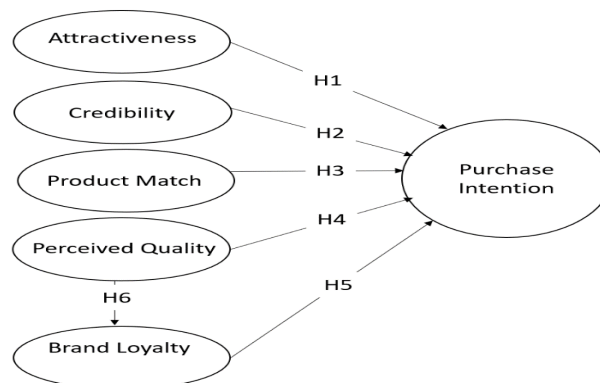


Figure: Conceptual Framework

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
Endorser Attractiveness (CR=0.947, AVE=0.817)	
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
Credibility (CR=0.923, AVE=0.706)	
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
Product Match-up (CR=0.908, AVE=0.664)	
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
Perceived Quality (CR=0.926, AVE=0.758)	
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
Purchase Intentions (CR=0.943, AVE=0.734)	
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
Brand Loyalty (CR=0.916, AVE=0.731)	
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
Brand Loyalty					
Perceived Quality	0.900				
Credibility	0.873	0.851			
Endorser Attractiveness	0.781	0.789	0.890		
Product Match-Up	0.867	0.890	0.801	0.749	
Purchase Intentions	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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