
THE INFLUENCE OF BRAND IMAGE AND CELEBRITY ENDORSERS ON WARDAH PRODUCT PURCHASE DECISIONS WITH PURCHASE INTEREST AS AN INTERVENING VARIABLE

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ABSTRACT

This study is entitled "The Influence of Brand Image and Celebrity Endorser Against Wardah Product Purchasing Decisions with Buying Interest as an Intervening Variable for Studying Students in the City of Semarang". This study aims to analyze the effect of brand image, celebrity endorser to purchase decisions with buying interest as an intervening variable. The population in this study are students in the city of Semarang. The total sample used in this study was 100 respondents who were determined by the technique non-probability sampling that is accidental sampling. The data collection method used a questionnaire which was analyzed using a structural equation modeling (SEM) analysis model, component-based or variance that is Partial Least Square (PLS). The results of the analysis of this study indicate that the brand image variable has a positive and significant influence on purchase intention, celebrity endorser has a positive and significant effect on purchase intention, purchase intention has a positive and significant effect on purchase decisions, brand image has a positive and significant effect on purchasing decisions mediated by purchase intention, and celebrity endorser has a positive and significant effect on purchasing decisions mediated by purchasing interest.

Keywords: Brand Image, Celebrity Endorser, Purchase Decision, Purchase Intention.

ABSTRAK

Penelitian ini berjudul "Pengaruh Brand Image dan Celebrity Endorser Terhadap Keputusan Pembelian Produk Wardah Dengan Minat Beli Sebagai Variabel Intervening Pada Pelajar Belajar Di Kota Semarang". Penelitian ini bertujuan untuk menganalisis pengaruh brand image, celebrity endorser terhadap pembelian. keputusan dengan minat beli sebagai variabel intervening. Populasi dalam penelitian ini adalah pelajar di kota semarang. Total sampel yang digunakan dalam penelitian ini adalah 100 responden yang ditentukan dengan teknik non-probability sampling yaitu Accidental Sampling. Metode pengumpulan data menggunakan kuesioner yang dianalisis menggunakan model analisis struktural Equation Modeling (SEM), berbasis komponen atau variance yaitu Partial Least Square (PLS). Hasil analisis penelitian ini menunjukkan bahwa variabel citra merek berpengaruh positif dan signifikan terhadap niat beli, celebrity endorser berpengaruh positif dan signifikan terhadap niat beli, niat beli berpengaruh positif dan signifikan terhadap keputusan pembelian, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian yang dimediasi oleh niat membeli, dan celebrity endorser berpengaruh positif dan signifikan terhadap keputusan pembelian yang dimediasi oleh minat beli.

Kata Kunci: Citra Merek, Celebrity Endorser, Keputusan Pembelian, Niat Membeli.

INTRODUCTION

Recently, the cosmetics industry has become a magnet for entrepreneurs because of its great potential. Strong competition in the economic sector requires companies to know the needs of customers, how to improve the quality and quality of cosmetic products. This is shown by the current circulation of various cosmetics, both domestically and abroad. Beauty has now become important for women to beautify their appearance in carrying out daily activities to appear beautiful and confident.

The growth of the beauty or cosmetics industry in Indonesia continues to increase. In 2017 the local cosmetics industry saw an increase of 20% (Ministry of Industry, 2018). Responding to these conditions, companies must create innovations to maintain consumer and public interest so that companies can compete with competitors (Asnawati and Anggraeni, 2017). Based on Government Regulation no. 14 of 2015 concerning the National Industrial Development Master Plan (RIPIN) 2015-2035, the cosmetics or beauty industry is the primary driver (main driver) of the Indonesian economy in the future. The availability of a wide market is also an opportunity that companies can take advantage of in the beauty or cosmetics sector.

The General Chairperson of the Indonesian Cosmetics Companies Association (Perkosmi) said that the pace of development of the beauty market was increasing due to increased consumption (Ministry of Industry, 2013). Indonesia is a market that has great opportunities for cosmetic products considering that Indonesia's population is 267 million people with 130 million women.

Top Brand Index in the Facial Moisturizer Category

Brand	2020	2021	2022
Pond's	21.4%	20.8%	18.6%
Wardah	19.6%	21.4%	15.0%
Image	11.0%	10.2%	7.2%
Garnier	9.8%	10.8%	18.0%

Source: Top Brand Award

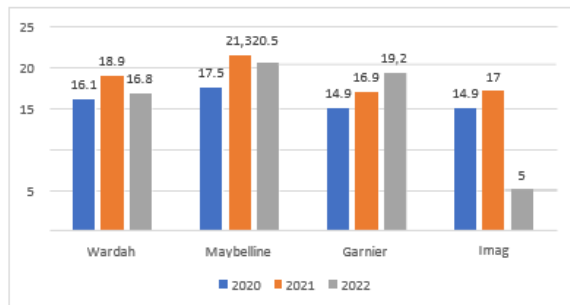
Top Brand Index Mascara Category

Brand	2020	2021	2022
Wardah	12.3%	12.6%	12.5%
Maybelline	33.5%	38.0%	43.8%
La Tulipe	11.0%	11.7%	10.6%
Oriflame	7.8%	7.8%	6.4%
Mirabela	7.3%	6.7%	5.0%

Source: Top Brand Award

Based on data obtained from the Top Brand Index (TBI) percentage can be seen in the table above. For 2020, Wardah products in the facial moisturizer category have a market share of 19.6%. In 2021 there will be an increase of 1.8% from 19.6% to 21.4%. However, in 2022 Wardah products in the facial moisturizer category will experience a decrease of 6.4% from 21.4% to 15.0%. Based on this data, it can be seen that the marketing of Wardah products in the facial moisturizer category is in a state of fluctuation (experiencing increases and decreases) from 2020 to 2022. Not only Wardah products in the facial moisturizer category have experienced increases and decreases, Wardah products in the mascara category have also experienced an increase and a decline from 2020 to 2022. The following is data on cosmetic sales in Indonesia for the last 3 years:

Cosmetics Sales Data 2019 - 2022



Source: Processed, 2022

Based on data sources obtained from sales, it can be seen that sales of cosmetic products experienced many increases and decreases in sales during 2020 - 2022. Wardah Cosmetic Products also experienced a decrease in sales from 2021 to 2022.

Cosmetics companies must have tactics that can attract consumer attention and purchasing decisions. The stages that consumers go through before making a purchase are called purchasing decisions (Keller and Kotler, 2007). Purchasing decisions have several phases, namely: socializing needs, searching for issues, assessing alternatives, purchasing decisions, and also when to buy. High purchasing decisions from customers can create high selling prices, so that profits from the business will increase and can have a positive effect on the company.

At the stage of the purchasing decision process where consumers decide to buy a product, this is said to be the purchasing decision process (Kotler & Armstrong, 2012). Freedom in choosing products for consumers is based on their needs, decisions about where to buy, how to buy, quantity to buy, time to buy, and reasons for buying the chosen product. Consumers choose a product not only in terms of its function, but because of its social and emotional value.

Wardah is a local cosmetic brand which claims its brand image as cosmetics that are

halal certified in the products they produce. Brand image is something that becomes a reference for buyers' confidence when deciding on a product. Brands represent customers' responses and feelings towards products and capabilities regarding the meaning of a product and service (Amstrong, 2008). Brand image indicates the level of exclusive quality of a product, as a result of which buyers who are satisfied can choose the product again easily (Keller & Kotler, 2009). Consumers have an incentive to purchase goods if the brand image produced by a product is also good. Wardah forms an image of its products that is different from other products by promoting a halal cosmetics brand, therefore Wardah will have a good impression in the eyes of consumers and make consumers trust Wardah products and continue to make purchasing decisions.

Celebrities play an important role in purchasing products and services and choosing brands in customer purchasing decisions. Celebrities can be a product marketing strategy which is one of the company's main tactics. Celebrities also have a unique charm and many followers that other people usually don't have. Celebrities have inner beauty, charm and self-confidence (Sumawarman, 2004).

In accordance with previous research, differences were found in the research results. There is research which suggests that celebrity endorsers have a large and essential position in consumer purchasing decisions (Widyaningrum, 2016). Celebrity endorsement itself is the use of celebrities as brand ambassadors in advertising and media, such as print advertisements, social media and television. On the other hand, a celebrity has beauty, courage, talent, elegance, strength, and physical charm which often reflects the interest expected from the brand

being promoted. Celebrity endorser support can be applied to support the goods being promoted so that they can attract consumer attitudes and behavior towards the product being promoted so that they are interested in buying (Shimp, 2003). Meanwhile, research by (Khairun Nisa, 2020) states that celebrity endorser support has a positive impact but has less influence on purchasing decisions. Thus, this research aims to be able to see whether celebrity endorsers have a significant impact on purchasing decisions or not, apart from that it was also tested on other different subjects.

Purchasing decisions are based on customer purchasing preferences or what is often called purchasing interest. Purchase intention itself is behavior that appears as a form of feedback which is a sign that the buyer has a desire to buy (Keller and Kotler, 2009). When consumers have the desire to buy, the next step that must be arranged within the buyer is what they expect. If the customer is confident with the product, then the customer will decide to buy. However, if incentives are not enough to build consumer trust, this will result in consumers thinking again and making other choices before deciding to buy something. This statement is relevant to research by (Wicaksono, 2016) which states that buying interest has a positive impact on purchasing decisions. In this case, the author utilizes the purchase interest variable as an intervening variable that will be involved in conducting the research.

The subjects in the research were students who had never purchased or used Wardah products in the city of Semarang. The researcher determined this subject with the consideration that Wardah is a product that is currently known to students, both in the Semarang area and outside the Semarang

area. Researchers combine the variables of brand image, celebrity endorser, purchase interest, and purchase decision, which are variables from previous research. Where purchasing decisions are set as the dependent variable.

This research was conducted with the aim of seeing the consistency of purchasing Wardah products in Semarang City based on factors that influence purchasing decisions including brand image, celebrity endorsers, and purchase interest. Due to the differences between the results of previous research, it was re-examined with the aim of obtaining clear information regarding the influence of brand image, celebrity endorsers, purchase interest on purchasing decisions for Wardah products.

Based on the explanation above, the problem formulation that we want to examine in this research is:

1. Does brand image influence purchasing interest in Wardah products in Semarang City?
2. Do celebrity endorsers influence purchasing interest in Wardah products in Semarang City?
3. Does purchasing interest influence purchasing decisions for Wardah products in Semarang City?
4. Does purchase interest mediate the relationship between brand image and purchasing decisions for Wardah products in Semarang City?
5. Does purchase interest mediate the relationship between celebrity endorsers and purchasing decisions for Wardah products in Semarang City?

THEORITICAL REVIEW

Theory of Competitive Advantage (Competitive Advantage)

Competitive advantage(competitive advantage) is an advantage tactic which

originates from companies carrying out associations to create more effective competitive advantages in their marketing (Porter, 1990). In other words, competitive advantage is an important marketing performance in facing competition. Competitive advantage strategies are formed to realize success so that the company can dominate, either in its market or in new markets. Competitive advantage develops through the value that the company creates for its customers, with the aim that customers choose products that have superior value than expected.

According to Styagraha (1994) competitive advantage is the ability of a business to give its products an advantage over its competitors, this advantage is beneficial for customers. The indicators used to measure competitive advantage are unique, rare/hard to find, difficult to imitate, difficult to substitute, and competitive price. Competitive tactics can be improved by developing a general strategy regarding how businesses compete. Determining the expected targets and strategies can be an effort to achieve the predetermined targets (Porter, 1993). Competitive strategy is a combination of the company's highest goals and the strategies to be achieved (Kusumawati, 2010). The relationship between competitive advantage and brand image is in the dimensions of competitive advantage according to Droge and Vickery (1994), one of which is product uniqueness. The uniqueness of a product is a characteristic inherent in a product created by a company that has a striking difference from competitors' products and products in general on the market. Where product characteristics are included in the brand image aspect. The relationship between competitive advantage and a celebrity endorser is when a celebrity is able to be trusted and has a positive impact on the sales of a product, by using several

supporting aspects of the celebrity endorser such as attractiveness, self-confidence and skills (Ohanian, 1990).

In other words, competitive advantage is said to have a relationship with celebrity endorsers. The relationship between competitive advantage and buying interest is when industry players continue to compete by creating a competitive advantage so that customers' buying interest increases. In this way, competitive advantage will continue to improve strategies which are expected to maximize customer buying interest. The relationship between competitive advantage and purchasing decisions is that when purchasing decisions are high, the company will continue to make various efforts so that consumers continue to buy its products. With the existence of competitive advantages within the company, this will influence the increase in purchasing decisions by customers.

Buying Decision

Buyer behavior is essentially the process of determining, purchasing and using products to satisfy needs. Entrepreneurs must always observe changes in consumer behavior in order to be able to predict changes in consumer behavior. This is done to improve marketing tactics, because the concept of target marketing is to understand customer characteristics well so that they are able to sell the goods offered. Customer behavior determines the emergence of purchasing decisions, where the stages begin with identifying a problem in the form of a desire which gives rise to activities so that needs can be met.

Purchasing decisions are problem-solving procedures that require gathering information, analyzing or identifying needs and desires, evaluating alternative sources, and other steps (Keller and Kotler, 2007). Similar to when purchasing cosmetics or

other beauty items, a number of factors can influence a consumer's decision to purchase a product. According to Kanuk and Schiffman (2000), in order for someone to make a decision regarding a purchase, they must have access to two or more options before making a decision.

According to Kotler and Armstrong (2012), the purchasing decision process is a phase of the decisionmaking stage when the customer actually carries out a purchasing transaction. Customers are free to choose the items they want based on their needs, as well as where, how, when and why to make a purchase. In addition to their utilitarian value, consumers buy and consume goods for social and emotional reasons.

Indicators in Purchasing Decisions

According to Ponbamrungwong & Chandsawang (2009), there are purchasing decision indicators as follows:

- a. *Information research* (information search)
Consumers will look for information about price, quality, country of origin, brand and other related matters according to their motivation.
- b. *Evaluation of alternatives* (alternative evaluation)
Consumers have many items to choose from
- c. *Purchase decisions* (buying decision)
An actual selection process that originates from a particular product.

Definition of Brand Image

Brands have essential involvement in marketing. A brand that has its own characteristics compared to other brands is the brand that customers will later buy, so that the brand will be misperceived by customers in choosing a product (Ali Hasan, 2008).

Brand image is a collection of brand connections that have been created in the minds of buyers. There is a tendency to

continue using a brand if consumers are used to using it (Rangkuti, 2009).

Brand image is a company perception that is reflected through brand connections embedded in customer memory (brand image). There are two components that form a brand image, namely: customer knowledge of the brand and beliefs about the brand itself (Lee Hsiang Ming, 2001).

Brand Image Indicators

According to Keller (2008), there are several indicators of brand image, namely:

- a. *Strength*
If someone considers product information in depth and relates it to the knowledge they have about the brand, the brand bond formed will be stronger. Factors that influence this process include marketing communication programs that are able to create a personally relevant brand image in people's minds (personal relevance), as well as marketing communication programs that are consistent both at a certain time and over a longer period of time.
- b. *Favorability*
The term "favorable" refers to a brand's ability to be easily remembered by consumers. "Favorability" is the association that the target audience expects of the brand (expected) and successfully conveyed (captured) effectively by the product through marketing communication programs that support the product brand.
- c. *Unique*
The essence of this association concept is that the brand must maintain a sustainable advantage or have a unique selling proposition, to give consumers reasons why they should choose it.

Definition of Celebrity Endorser

Frans M. Royan (2005) defines a celebrity as someone with a significant profile, universal appeal, and regular media influence. Celebrities can be used as a representation tool for target markets. In order for the general public to easily recognize them in some industries, celebrities usually demonstrate considerable popular appeal. According to Keller and Kotler (2009) claim that celebrity endorsers are a powerful tool for increasing brand perception among consumers because they are attractive and liked.

Celebrity endorser employ celebrities as the face of their advertising across all forms of media, including television, social media, and print media. They are also hired for their well-known traits, such as charm, courage, talent, grace, strength, and sexual allure, which often reflect the desired desires of the companies they promote (Shimp, 2003).

When celebrities are hired by advertising to promote goods and services, it is a powerful technique. Kanuk and Schiffman (2008) categorize celebrity marketing appeal into four categories:

- a. Statement: based on their own experiences, celebrities can prove the value of goods and services.
- b. Endorsement : a celebrity provides a name and performs on behalf of a good or service, regardless of whether the celebrity can be considered an authority or not.
- c. Actor: a celebrity promotes goods or services as part of personality endorsement.
- d. Spokesperson: A celebrity for a certain period of time serves as the face of a business or brand. Businesses may select celebrities based on attractiveness or use celebrity endorsements to market their goods and services.

Celebrity Endorser Indicator

According to Spry et al., (2011) there are several indicators of celebrity endorsers, namely as follows:

- a. Attractiveness
The public feels attracted to celebrities because they have a special charm that can increase their persuasive abilities towards potential consumers.
- b. Trustworthiness
Trustworthiness refers to a celebrity's honesty, integrity, and credibility based on the perceptions of the target audience, which shows that the brand can meet consumer expectations.
- c. Familiarity
Familiarity is the level of knowledge about the source through recognition of the celebrity's physical appearance.

Purchase Interest

When a consumer sees something that suggests they want to buy something, they develop a behavior known as “purchasing interest” (Kotler & Keller, 2009). Meanwhile, individual behavior is strongly influenced by interests. Interest in behavior is so influenced by attitudes and arbitrary standards of behavior. Attitudes and subjective norms are significantly influenced by beliefs about the effects of actions. Individual attitudes are created through a combination of consumer beliefs

and evaluations of those beliefs, while subjective norms are formed by consumer motives and beliefs.

Buying Interest Indicator

According to Durianto (2013), buying interest is a feeling of wanting a product, the emergence of buyer interest, namely when a buyer has been influenced by the quality and quality of the product, as well as information about the product, including: price, method of purchase and the weaknesses and advantages of the product compared to competitors of other brands. According to the expert explanation that has been summarized, it is said that consumer purchasing intentions are influenced by product level.

In this research, interest in purchasing is measured using indicators based on research by Liu & Brock (2011), namely:

- 1) The product brand suggested by the endorser easily caught my attention.
- 2) I buy a product because I like the endorser who recommends it.
- 3) I feel interested in buying products recommended by my favorite endorsers.
- 4) Product brands recommended by endorsers easily come to mind every time I want to make a purchase.

RESEARCH METHODS

This research analysis method uses quantitative data, namely the type of data used in this research. In this research, measurement was carried out using a Likert scale.

The population that will be used in this research are students from universities in Semarang who have never purchased Wardah products. In this research, sampling was

carried out using the Non-Probability Sampling technique, namely accidental sampling. Apart from accidental sampling, this research also used a purposive sampling method. Purposive sampling technique is a sampling approach that considers certain factors, especially people who are suitable to be data sources according to the sample criteria being investigated.

Respondents included in this research must meet the following requirements:

1. Students from universities in Semarang.
2. Students who have never purchased Wardah products.

This research applies data analysis techniques that include SEM (Structural Equation Modeling) based on components or variance, which is better known as Partial Least Square (PLS).

RESEARCH RESULT

Indicator Validity Test

- a. *Convergent validity (average variance extracted-AVE)*

Convergent Validity Table

Variable	Average Variance Extracted (AVE)
Brand Image (X1)	0.609
Celebrity Endorser(X2)	0.674
Purchase Decision (Y)	0.623
Purchase Interest (Z)	0.689

Source: Processed Primary Data, 2023

Based on the table, the Average Variance Extracted (AVE) values obtained in this research are brand image, celebrity endorser, purchasing decisions, and purchasing interest are valid.

- b. *Discriminant Validity*

Cros Loading Table

	Celebrity Endorser (X2)	Brand Image (X1)	Buying decision (Y)	Purch ase Inter est (Z)
CE1	0.837	0.639	0.607	0.486
CE2	0.822	0.480	0.546	0.550
CE3	0.774	0.614	0.532	0.460
CE4	0.849	0.638	0.596	0.623
CM1	0.585	0.860	0.664	0.630
CM2	0.549	0.701	0.538	0.435
CM3	0.559	0.773	0.565	0.500
KP1	0.458	0.589	0.747	0.579
KP2	0.641	0.614	0.848	0.631
KP3	0.516	0.590	0.794	0.603
KP4	0.579	0.606	0.765	0.513
MB1	0.530	0.560	0.578	0.790
MB2	0.516	0.541	0.579	0.886
MB3	0.570	0.542	0.558	0.891
MB4	0.540	0.590	0.711	0.745

Source: Processed Primary Data, 2023

Based on the table, it can be observed that each indicator has the most significant cross loading value on the variable on which it is based rather than the cross loading value on other variables.

Indicator Reliability Test

Reliability Indicator Table

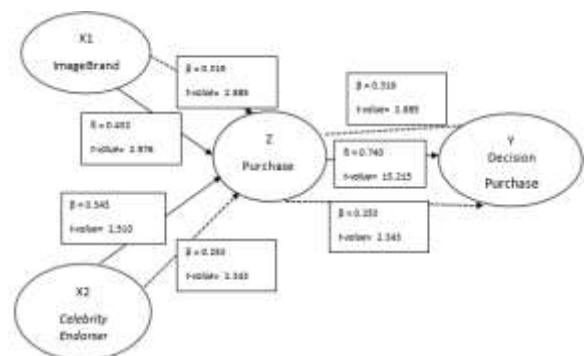
Outer Loading			
Variable	Indicator	Outer Loading	Conclusion
Brand Image (X1)	CM1	0.860	Reliable
	CM2	0.717	Reliable
	CM3	0.776	Reliable
Celebrity Endorser (X2)	CE1	0.837	Reliable
	C2	0.822	Reliable
	C3	0.774	Reliable
	C4	0.849	Reliable
Purchase Decision (Y)	KP1	0.747	Reliable
	KP2	0.848	Reliable
	KP3	0.794	Reliable
	KP4	0.765	Reliable
Purchase Interest (Z)	MB1	0.790	Reliable
	MB2	0.886	Reliable
	MB3	0.891	Reliable
	MB4	0.745	Reliable

Source: Processed Primary Data, 2023

From the table, it is known that each research variable indicator has an outer loading or loading factor value > 0.70 . This means that all reliable indicators are used in research.

Inner Model Evaluation (Structural Model Test)

Inner Model Schematic Image



Source: Processed Primary Data, 2023

Direct Influence (Path Coefficients)

Path coefficients can be said to be significant if the t-statistics value is > 1.96 .

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Note.
CM -> MB	0.432	0.435	0.145	2,976	0.004	Accepted
C.E -> MB	0.343	0.352	0.137	2,510	0.014	Accepted
MB -> KP	0.740	0.740	0.049	15,215	0,000	Accepted

Source: Processed Primary Data, 2023

From the table, you can see the output path coefficients which contain the magnitude of the relationship values between variables directly. The results obtained are that three hypotheses are said to be positive and significant so that the hypothesis is influential or accepted.

Indirect Influence (Mediation)

Indirect influence (mediation) aims to detect the position of the intervening variable in the model. The description of the results of the indirect relationship (mediation) test is as follows:

Total Effects Table

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
CE -> KP	0.253	0.262	0.108	2,343	0.021
CE -> MB	0.343	0.352	0.137	2,510	0.014
CM -> KP	0.319	0.321	0.111	2,885	0.005
CM -> MB	0.432	0.435	0.145	2,976	0.004
MB -> KP	0.740	0.740	0.049	15,215	0,000

Source: Processed Primary Data, 2023

Based on the presentation in the table, the type of influence is Complementary Mediation where indirect relationships and direct relationships both exist and point in the same direction, Baron & Kenny (1986). So, to be more specific, researchers compared the indirect effect test and the direct effect test. Here's the solution:

Indirect Relationship Table (Indirect Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
CM -> MB - > KP	0.319	0.321	0.111	2,885	0.005
CE -> MB - > KP	0.253	0.262	0.108	2,343	0.021

Source: Processed Primary Data, 2023

Based on the data presented in the table above, it shows an indirect influence or indirect effect with Purchase Interest as a mediating variable. This indicates that Brand Image on Purchasing Decisions with Purchase Intention as a mediating variable has a positive and significant effect. Proven by the original sample value of 0.319 and t-statistics of 2.885, where the value is > 1.96 so the fourth hypothesis is accepted.

Celebrity Endorseron Purchase Decisions with Purchase Interest as a mediating variable, has a positive and significant effect. This is proven by the original sample value of 0.253 and t-statistics of 2.343, where the value is > 1.96 so the fifth hypothesis is accepted.

Direct Relationship Table (Direct Effect)

Connection	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Q Statistics (O/STDEV)	P Values
CM -> KP	0.378	0.361	0.105	3,615	0,000
CE -> KP	0.193	0.215	0.098	1,970	0.052

Source: Processed Primary Data, 2023

Based on the data presented in the table above, it shows the direct effect of the variable X1 on Y or Brand Image on Purchasing Decisions, has a positive and significant effect. Proven by the original sample value of 0.378 and t-statistics of 3.615 where the value is > 1.96. So, to evaluate the nature of the mediating variable by comparing the coefficient (β) of the direct effect and the indirect effect.

Coefficients of Determination (R^2)

Coefficients of determination has a standard value between 0 and 1, where a value of R^2 that is close to 1 indicates a greater level of prediction accuracy. In general, the R^2 value is classified into three parts, namely 0.75 is categorized as strong, 0.50 is categorized as moderate, and 0.25 is categorized as weak.

Table of Coefficients of Determination (R^2)

Variable	R Square
Purchase Decision (Y)	0.547
Purchase Interest (Z)	0.517

Source: Processed Primary Data, 2023

Based on the table, the R-square value obtained in the research is as follows:

- R -Square for the Purchase Decision variable is 0.547. This explains that the percentage of Brand Image (X1) and Celebrity Endorser (X2) can be explained by Purchase Decision (Y) of 54.7%, and the remaining 44.3% is explained by other reasons outside those examined in this research. So the R Square in the Purchasing Decision variable can be categorized as moderate.
- R -Square for the Purchase Interest variable it is 0.517. This explains that the percentage of Brand Image (X1) and Celebrity Endorser (X2) can be explained by Purchase Interest (Z) of 51.7%, and the remaining 48.3% is explained by other reasons outside those examined in this research. So the R Square in the Purchase Interest variable can be categorized as moderate.

Predictive Relevance (Q^2)

This measurement is shown to see the predictive relevance of a model. In a structural model, a predictive relevance value (Q^2) that is greater than zero indicates good predictive relevance of the independent variable to the dependent variable in a research model. The results of calculating the Q-Square value are as follows:

$$\begin{aligned}
 Q\text{-Square} &= 1 - [(1 - R_{21}) \times (1 - R_{22})] \\
 &= 1 - [(1 - 0.547) \times (1 - 0.517)] \\
 &= 1 - (0.453) \times (0.483) \\
 &= 0.781
 \end{aligned}$$

Based on the calculations that have been explained, it was found that the Q-Square value was 0.781. This figure indicates that 78.1% of the diversity of research data can be explained by the research model. The remaining percentage, namely 21.9%, is attributed to other factors not included in this research model.

CONCLUSION

- Brand image has a positive and significant effect on buying interest in Wardah products among students in Semarang City.
- Celebrity endorser* has a positive and significant effect on interest in buying Wardah products among students in Semarang City. This indicates that if the celebrity endorser is higher, purchasing decisions will increase.
- Purchase interest has a positive and significant influence on the decision to purchase Wardah products among students in the city of Semarang. This indicates that if buying interest is higher, purchasing decisions will increase.
- Brand image has a positive and significant effect on purchasing decisions, mediated by interest in purchasing Wardah products among students in Semarang City.
- Celebrity endorser* positive and significant influence on purchasing decisions is mediated by interest in purchasing Wardah products among students in Semarang City.

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