
The Influence of Celebrity Endorsement and Product Quality on Buying Decision with Brand Image as Intervening Variables

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Abstract:

This study aims to examine the relationship between celebrity endorsement and product quality on purchasing decisions, with brand image as a mediating variable. The research focuses on Garnier product users in Yogyakarta. The objective is to determine how celebrity endorsements and product quality influence purchasing decisions and how brand image mediates the relationship between celebrity endorsement, product quality, and purchasing decisions. The study employs a quantitative research method, collecting data through an online survey of Garnier users in Yogyakarta. The data were analyzed using a two-path regression technique to assess the relationships between the independent variables (celebrity endorsement, product quality), the mediating variable (brand image), and the dependent variable (purchasing decisions). The findings indicate that celebrity endorsement has a significant positive impact on both brand image and purchasing decisions. Additionally, brand image effectively mediates the relationship between celebrity endorsement, product quality, and purchasing decisions.

Keywords: *Celebrity Endorsment, Product Quality, Buying Decision, Brand Image*

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1. Introduction

The rapid growth and expansion of the business sector have led to increased competition among companies, particularly in the cosmetic industry. This competition is fueled by advancements in technology and information, which have provided companies with new opportunities to stand out in the marketplace. In Indonesia, the cosmetics industry, especially skincare products, has flourished with a wide range of both local and international brands available. Cosmetic goods are now viewed as necessities rather than luxuries, driven by consumer demand for high-quality skincare products (Amalia, 2019; Nurjamad & Eriyani, 2023).

Garnier, a brand under the French multinational L'Oréal, founded in 1909, is a significant player in this industry. Originally developed to cater to women's beauty needs, Garnier has since expanded its product line to serve both men and women, producing products such as facial wash, which is widely recognized among consumers in Indonesia (Marselina & Siregar, 2017; Kirana et al., 2020). Garnier's facial wash

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is one of its most popular products, known for its quality and high market penetration (Angela Mari, 2021).

In the face of intense competition, skincare companies like Garnier have adopted various marketing strategies, one of the most notable being the use of celebrity endorsements. Celebrities, due to their influence and popularity, are often employed to promote products, leveraging their public recognition to enhance brand image (Subastian et al., 2021; Rosita & Novitaningtyas, 2021). Celebrity endorsers, as prominent figures, can play a crucial role in shaping consumer interest and boosting product sales (Jayanti, 2024). A study by Rosita and Novitaningtyas (2021) found that celebrity endorsers, in conjunction with brand image, significantly influenced purchasing decisions for Wardah products among students. Similarly, research by Nurjamad and Eriyani (2023) confirmed that celebrity endorsements had a positive effect on purchasing decisions for Scarlett products in Cimahi.

However, not all studies have found a significant impact of celebrity endorsements. For instance, research by Ramlawati and Lusyana (2020) discovered that celebrity endorsements did not significantly affect purchasing decisions for Muslim fashion products. This suggests that the effectiveness of celebrity endorsements may vary across product categories and target markets (Amboningtyas & Hasiholan, 2023; Ramadhani & Nadya, 2020).

In addition to celebrity endorsements, product quality is another key factor that consumers consider before making a purchase. Product quality reflects the company's ability to meet or exceed customer expectations in terms of product attributes, including design, durability, and performance (Amalia, 2019; Miati, 2020). A study by Viando et al. (2023) found that product and service quality significantly influenced purchase decisions, with brand image acting as a mediating variable. Similarly, research by Subastian et al. (2021) emphasized the importance of product quality in influencing consumer choices.

The present study aims to analyze the influence of celebrity endorsement and product quality on purchasing decisions, with brand image serving as a mediating variable. Focusing on Garnier product users in Yogyakarta, this research seeks to provide deeper insights into consumer behavior and the factors that drive purchasing decisions. By examining how brand image mediates the relationship between celebrity endorsement, product quality, and purchasing decisions, this study contributes to a better understanding of the effectiveness of marketing strategies in the highly competitive cosmetic industry (Hatta, 2023; Hasfira et al., 2022; Pramesty & Syarifudin, 2022).

2. Theoretical background

Celebrity Endorsment

Celebrity endorsers are public, entertainment, or community leaders who participate in product promotion through advertising to sway consumers' decisions to buy a company's goods (Amalia, 2019)

Product Quality

(Alif Viando et al., 2023a) define Product quality is the capacity of a business to manufacture items and deliver the best results in line with customer expectations.

One factor that buyers consider while making selections about what to buy is the quality of the product. Customers will feel more confident with a product that is of high quality, which will encourage them to purchase it (Hatta, 2023)

Brand Image

Brand image is the totality of consumer perceptions and observations as they appear in recollections or associations. (Amalia, 2019) define brand image is a collection of associations that customers have with a brand, typically grouped into a meaning. If a brand is based on experience and receives a lot of information, the relationship with it will be stronger. Consumer views of their thoughts and feelings about a brand are referred to as brand image, and they have an impact on consumers' decisions to buy (Hasfira et al., 2022)

Purchase Decission

A purchasing decision, according to (Hasfira et al., 2022), is an action taken by a consumer to choose between two or more alternative options when making a purchase decision, indicating that in order for someone to make a decision, there must be a number of alternative options available.

Affective, cognitive, behavioral, and environmental elements all interact with one another to influence people's purchase decisions when they barter or deal for the desired good or service. Consumers make purchases based on a variety of factors, such as researching the desired goods, observing someone using it from a celebrity (sometimes referred to as a celebrity endorsement), or the product's brand image (Rusiana et al., 2023)

Hypotesis

1. The influence Of Celebrity endorsment on Brand image

Celebrity Endorser is a type of marketing technique that helps promote and advertise items. The more prominent celebrities are, the younger they will be to promote things so that consumers can recognize and be interested in them (Rosita & Novitaningtyas, 2021) (Marselina & Siregar, 2017) research on the Influence of Celebrity Endorsers on Brand Image in Wardah Cosmetics in Bogor, found that celebrity endorser variables affect brand image, Research by (Rusiana et al., 2023) The Influence of Celebrity Endorsers and Electronic Word of Mouth on Buying

Interest with Brand Image as a Mediation Variable in Tokopedia E-commerce found that Celebrity endorsers have a significant effect on brand image partially,

H1 : Celebrity Endorsement has a positive and significant influence on Brand Image at Gariner in Yogyakarta region

2. The Influence Of Product Quality on Brand image

Product quality is crucial in Brand Image. Product quality and brand image share the same value of excellence. Product quality and good brand image will have an impact on customers to choose the products they want to buy (Alif Viando et al., 2023a), A research by (Hatta, 2023) About Product quality analysis and word of mouth on purchasing decisions with brand image as an intervening variable found that Product quality affects the brand image of Ventela shoes in the Cilandak area

H2 : Product Quality has a positive and significant influence on Brand Image at Gariner in Yogyakarta region

3. The Influence Of Celebrity endorsment on Purchasing decision

Celebrity endorsers in advertising can impact customer purchasing decisions by offering diverse information and anchoring positive attitudes in advertisements. Celebrities become renowned because they are too close to the realm of news (Ramlawati & Lusyana, 2020) Research by (Ramadhani & Nadya, 2020) “ The influence of selebgram as celebrity endorsement on product quality on purchase decisions moderated with brand image” It was found that Celebrity Endorsement has a positive and significant influence on the Purchase Decision, research About the Influence of Celebrity Endorsers and Brand Image on Muslim Fashion Purchasing Decisions, it was found that the celebrity endorser variable did not significantly affect the purchase decision,

H3 : Celebrity Endorsment Has a positive and significant impacton Purchasing decision

4. The influence of Product quality on Purchasing decision

Product quality is the ability of the product to carry out its functions, that ability includes durability, reliability, accuracy (Astuti et al., 2019) Research by (Aditya & Andayani, 2023) About The Influence of Price, Promotion, and Product Quality on Purchasing Decisions for Batam Batik Products at Dekranasda Batam It was found that product quality has a significant influence on purchasing decisions for Batam batik product, Hypotesis in this study is :

H4 : Product quality has a positive and significant influence on Garnier Purchasing Decision in Yogyakarta region

5. The influence of brand image on purchase decision

Brand image is a recollection that a person has about an item, which might be good, negative, or neutral. If the existing brand is positive, people are more confident in the product, providing more benefits for consumers because the product is already known by the public (Angela Mari, 2021). (Miati, 2020) Conducted research on the impact of brand image on Deenay Veil purchasing decisions (a study of Gea

Fashion Banjar consumers). It was discovered that brand image had a substantial impact on Deenay veil purchasing decisions.

H5 : Brand Image has a positive and significant influence on garnier Purchasing Decisions in the Yogyakarta region.

6. The influence of celebrity endorsment to purchasing decision with brand image as mediation

Celebrity endorsement has a positive impact on purchase decisions, and brand image acts as a mediator in this relationship. In other words, when consumers are exposed to celebrity endorsements, their perception of the brand image improves, which then influences their decision to purchase the product, Research by (Amboningtyas & Hasiholan, 2023) “ The influence of selebgram as celebrity endorsement on product quality on purchase decisions moderated with brand image” It was found that Celebrity Endorsement has a positive and significant influence on the Purchase Decision.

H6 : Brand image can mediate relationship between Celebrity endorsment on Purchasing decision

7. The influence of Product Quality to Purchasing decision with brand image as intervening variable

Product quality directly affects purchase decisions. Brand image, reflecting consumer perceptions of the brand's reputation and reliability, mediates this relationship. When consumers perceive a product as high-quality, it enhances their trust in the brand, influencing their purchase decisions, Research by (Aditya & Andayani, 2023) About The Influence of Price, Promotion, and Product Quality on Purchasing Decisions for Batam Batik Products at Dekranasda Batam It was found that product quality has a significant influence on purchasing decisions for Batam batik product, Hypotesis in this study is :

H7 : Brand image can mediate relationship betweent Product quality on purchasing decision

3. Methodology

The study used a quantitative research design, population in this study is Yogyakarta people who use garnier products, and the sample in this study amounted to 150 people. This study employs numerical data from questionnaires to characterize a variable, symptom, or condition while it is being investigated. It is hoped that by using this approach, we will be able to explain events in light of the knowledge and data gathered.

The next step after receiving the data from the questionnaire results is to process the data using SPSS 25 software. The analysis technique uses Normality test, Normality test is used to find out whether the data population is normally distributed or not , Multicollinearity test The multicollinearity test is used to determine whether there is a linear relationship between independent variables in the regression model and

heterokedasticity test, is used to determine whether or not there is a variance inequality from the residual for all observations in the regression model

After performing a normality test. Multicollinearity and heterokedasticity next is to analyze data with t test and sobel test, the t test and the Sobel test for hypothesis testing, and the t test is effective. The t test is used to determine the degree to which the independent variable (independent) influences the dependent (bound) variable. The t statistical test, which indicates the degree to which the independent variable partially influences the dependent variable, is also known as an individual significant test.

The Sobel test is performed next, following the completion of the t test. An intervening variable is one that effects another variable. Relationship between independent and dependent variables. Sobel (1982) created the Sobel test to investigate the mediation hypothesis. The Sobel test can be performed by examining the strength of the indirect influence of the independent variable on the dependent variable via the intervening variable

4. Empirical Findings/Result

Normality Test

The normality test determines whether or not the data is regularly distributed. This test is used to quantify ordinal, interval, and ratio scale data. The normality test was carried out utilizing the p-plot analysis technique.

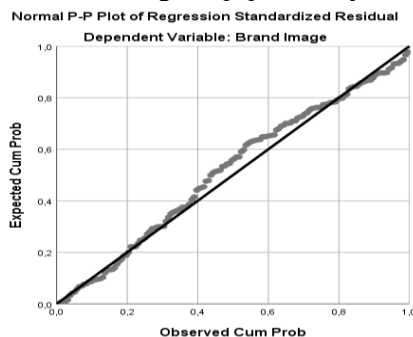


Figure 1. Normality Test Model 2

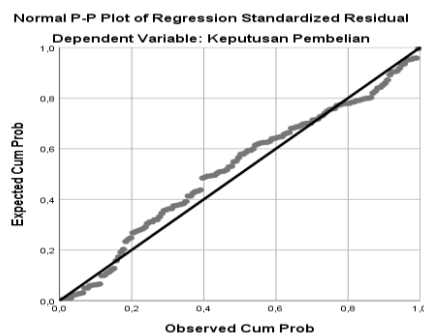


Figure 2. Norrmality test Model 1

The points are scattered around the diagonal line and follow its direction, as seen by the histogram graph, indicating that the data has a normal distribution. The plot's points surrounding the line look to be close together. Normal plot graphs satisfy the normality assumption.

Multicolnearity Test

In a regression model, multicollinearity is used to determine if the independent variables have a linear relationship. The regression model must be free of multicollinearity. To do a multicollinearity test, look at the value of the inflation factor (VIF) in the regression model, which is less than 10 and significant at a level greater than 0.1.

Tabel 1. Multicollinearity test Model 1

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	12,910	3,247		3,977	,000		
Celebrity endorsment	,239	,099	,180	2,401	,018	,985	1,016
Kualitas produk	,328	,065	,376	5,024	,000	,985	1,016

a. Dependent Variable: Brand Image

Table 1 shows that the VIF value for the Celebrity Endorsment variable is 1.016. This value exceeds 0.1, indicating that multicollinearity does not occur. In the product quality variable, the VIF value is 1.016, which is more than 0.1, indicating that multicollinearity does not exist.

Tabel 2. Multicollinearity Test Model 2

Table 2 reveals that the VIF value of the Celebrity endorsement variable is 1.055,

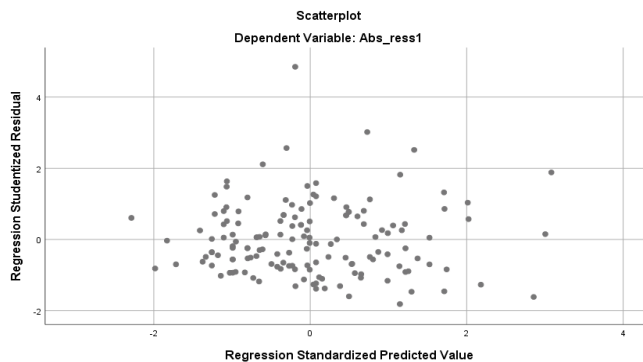
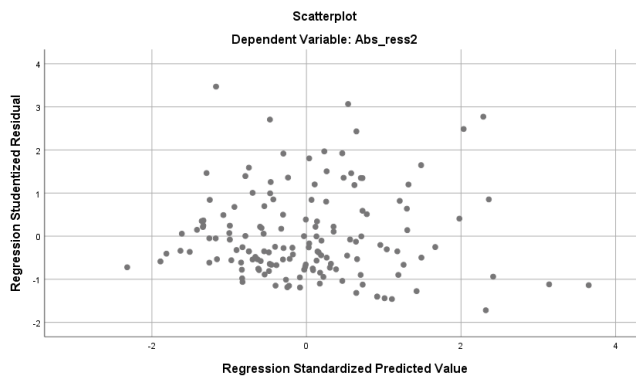
Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	3,339	2,462		1,357	,177		
Celebrity endorsment	,319	,073	,303	4,372	,000	,947	1,055
Kualitas produk	,139	,051	,200	2,723	,007	,840	1,190
Brand Image	,247	,059	,312	4,162	,000	,810	1,235

a. Dependent Variable: Keputusan Pembelian

product quality is 1.190, and the brand image variable is 1.235, indicating that there is no multicollinearity because the VIF value is greater than 0.1.

Heteroscedasticity Test

The heteroscedasticity test determines whether the variance of the residuals differs for all data in the regression model. The data must be expected to have the same residual variance for all observations in the regression model. Use a scatterplot to do a heteroscedasticity test.

**Figure 3. Heterocedasticity Test Model 1****Figure 4. Heterocedasticity test Model2**

The scatterplot image displayed in Figures 4 and 5 shows that the points are distributed randomly, do not create a distinct pattern, and are distributed both above and below the number 0, implying that the independent variables listed above do not exhibit heteroscedasticity.

t Test

The independent variable has an influence on the dependent variable if $\text{sig}/2 < 0.05$. The t table value is $(a/2 ; n-k-1) = t(0.025 ; 147) = 1.976$, and the t test results are shown in table 3 & 4 below.

Tabel 3. t Test Model 1

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	12,910	3,247		3,977 ,000
	Celebrity endorsement	,239	,099	,180	2,401 ,018
	Kualitas produk	,328	,065	,376	5,024 ,000

a. Dependent Variable: Brand image

1. The celebrity endorsement variable (X1) has a substantial effect on Variable Z, with a sig value of $0.018 < 0.05$ and a t-value of $2.401 > 1.976$. Thus, H6 is accepted, indicating that celebrity endorsement has a beneficial impact on brand image.
2. The celebrity endorsement variable (X1) has a substantial effect on Variable Z, with a sig value of $0.018 < 0.05$ and a t value of $2.401 > 1.976$. Thus, H6 is accepted, indicating that celebrity endorsement improves brand image.

Tabel 4. t Test Model 2

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,339	2,462		1,357	,177
Celebrity endorsment	,319	,073	,303	4,372	,000
Kualitas produk	,139	,051	,200	2,723	,007
Brand image	,247	,059	,312	4,162	,000

a. Dependent Variable: Keputusan pembelian

1. Table 4 reveals that the sig value for the influence of celebrity endorsements on purchasing decisions is $0.000 < 0.05$, and the computed T value is $4.372 > 1.976$, therefore it can be concluded that H3 is accepted, which means Celebrity endorsements (X1) have a positive influence on purchase decisions (Y).
2. Table 4 shows that the sig value for the influence of user experience on purchasing decisions is $0.007 < 0.05$ and the t-table value is $2.723 > 1.976$. It can be concluded that H4 is accepted, indicating that product quality (X2) has a positive and considerable influence on purchase decisions.
3. Table 4 reveals the sig value for the influence of free shipping promotions on purchasing decisions is $0.000 < 0.05$ and the t table value is $4.162 > 1.976$, indicating that H5 is accepted, implying that brand image promotions have a positive and substantial effect on purchasing decisions.

Sobel Test

The Sobel test is used to determine the influence of the mediating variable, namely the influence of variable

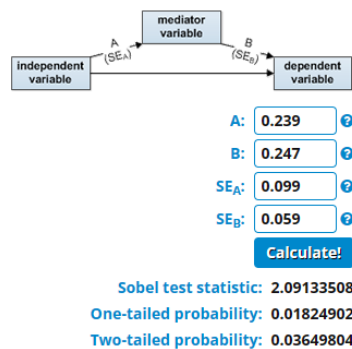


Figure 5. Sobel Test Model 1

In Figure 5 it can be seen that the Brand image variable (Z) is able to mediate the influence of the Celebrity endorsement variable (X1) on purchasing decisions (Y) because the value of the Two-tailed probability is $0.03649804 < 0.05$.

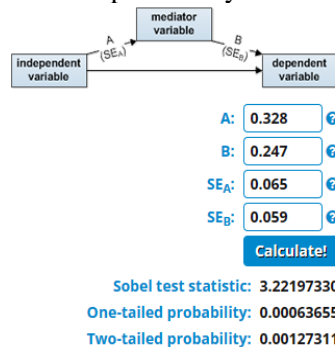


Figure 6. Sobel Test Model 2

Figure 7, it can be seen that the brand image variable (Z) significantly mediates the influence of product quality (X2) on purchasing decisions (Y) because the two-tailed value is $0.00127311 < 0.05$.

5. Discussion

Celebrity endorsement has a significant impact on brand image, as shown by a sig value of 0.018 (< 0.05) and a t-value of 2.401 (> 1.976), supporting the first hypothesis. Garnier has effectively utilized celebrities like Vanesha Priscilla, a well-known actress with a large following, to enhance its brand image. The choice of such a popular figure strengthens the connection between the brand and its audience. This finding aligns with previous research on the influence of celebrity endorsers on brand image, as seen in studies of Wardah Cosmetics in Bogor, which similarly found that celebrity endorsements positively affect brand image.

Product quality also plays a crucial role in shaping brand image, with a sig value of 0.000 (< 0.05) and a t-value of 5.024 (> 1.976). This supports the second hypothesis, indicating that Garnier's reliable performance and high-quality ingredients significantly contribute to a strong brand image. Consumers associate Garnier with

effective and trustworthy skincare products, a perception that is bolstered by the consistent quality and premium ingredients of its products. This finding is consistent with previous research that analyzed the effect of product quality on brand image, such as in the case of Ventela shoes in Cilandak.

Celebrity endorsements not only impact brand image but also influence purchasing decisions. The sig value for this relationship is 0.000 (<0.05), and the t-value is 4.372 (>1.976), supporting the third hypothesis. The use of well-known public figures in Garnier's marketing strategy significantly affects consumer buying behavior. Celebrities, through their identity and lifestyle, help shape consumer preferences, driving them to choose Garnier products. This finding aligns with previous research on the impact of celebrity endorsements on purchasing decisions, though it contrasts with studies on Muslim fashion, where celebrity endorsers were found not to have a significant effect.

Product quality also has a notable impact on purchasing decisions, as indicated by a sig value of 0.000 (<0.05) and a t-value of 4.372 (>1.976). This supports the fourth hypothesis, confirming that Garnier's high product quality positively influences consumer buying behavior. Customers perceive Garnier as meeting their skincare needs with reliable, high-quality products. This finding is in line with research on Batam Batik products, where product quality significantly affected purchasing decisions.

Brand image, in turn, significantly influences purchasing decisions, with a sig value of 0.000 (<0.05) and a t-value of 4.162 (>1.976). This supports the fifth hypothesis, demonstrating that a strong and positive brand image leads consumers to choose Garnier products. A positive brand image fosters trust and emotional connections with consumers, encouraging them to select the brand over others. This finding is consistent with research on Deenay Veil purchasing decisions, where brand image played a crucial role in influencing consumer choices.

Moreover, brand image mediates the relationship between celebrity endorsements and purchasing decisions, with a two-tailed probability value of 0.036 (<0.05). This supports the sixth hypothesis, indicating that a strong brand image enhances the effect of celebrity endorsements on purchasing decisions. Garnier's use of celebrity endorsers strengthens the brand's appeal, as the positive qualities associated with the endorsers are transferred to the brand itself. This finding is consistent with research on Wardah Cosmetics, where brand image mediated the relationship between celebrity endorsements and purchasing decisions.

Finally, brand image also mediates the relationship between product quality and purchasing decisions, with a two-tailed value of 0.001 (<0.05). This supports the seventh hypothesis, confirming that a strong brand image enhances the effect of product quality on purchasing decisions. A positive brand image boosts consumer confidence in the product's quality, further influencing their decision to purchase. This

finding aligns with research that shows brand image mediates the relationship between product and service quality and purchasing decisions.

6. Conclusions

Based on the results of the analysis, it can be concluded that both celebrity endorsement and product quality positively influence brand image. Celebrity endorsement also has a partial yet significant effect on purchasing decisions, while product quality demonstrates a more substantial impact on purchasing decisions. Additionally, brand image plays a critical role, positively affecting purchasing decisions. Furthermore, brand image serves as a significant mediating variable, effectively bridging the relationship between celebrity endorsement, product quality, and purchasing decisions. These findings emphasize the importance of brand image in enhancing consumer perceptions and purchasing behaviors, particularly for Garnier products in the Yogyakarta region.

Future research could explore the influence of other factors, such as social media engagement, digital marketing strategies, and consumer trust, on purchasing decisions in the skincare industry. Additionally, studies could investigate how cultural differences or regional preferences affect the effectiveness of celebrity endorsements and brand image in different markets. Expanding the scope to include different demographic groups, such as age, income, and lifestyle, would provide more comprehensive insights into consumer behavior. Finally, longitudinal studies could assess how the long-term use of celebrity endorsements and product innovation strategies shape brand loyalty and customer retention in the cosmetic industry.

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