

## **The Effect of Celebrity Endorser and Halal Brand Image on Customers' Purchasing Decisions of Wardah Cosmetics**

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**Abstract:** The purpose of this study is to determine the effect of halal brand image and celebrity endorser on Wardah cosmetic purchasing decisions. The data used in this study were obtained through survey with questionnaire. The number of samples used was 263 students of the Faculty of Economics and Business at Hasanuddin University. Structural equation model (SEM) analysis is using with Amos 23 software. Research findings show that celebrity endorser variables have a positive influence on halal brand image and halal brand image variables with celebrity endorser show a positive influence on Wardah cosmetic purchasing decisions. The results also showed that the dominant indicator that influences the halal brand image variable is explicit indicator (supporting Wardah products) and then the dominant indicator of halal brand image variable is the image of Wardah product and of the dominant indicator of the purchasing decision is the selection of Wardah brand.  
Keywords: halal brand image, celebrity endorser, purchasing decisions.

### **Introduction**

Indonesia is the largest Muslim majority country in the world, according to data from the Central Statistics Agency (BPS) (2016) with a Muslim population of around 225.25 million of the total population of 258.32 million people or a ratio of 87.2%. This makes Indonesia a potential market for halal industries, one of which is the cosmetics industry. Aware of this, one of the marketing strategies that they implement is Islamic Branding, namely using Islamic identities (with the words Islam, Sharia, Islamic names, halal labels or Islamic symbols) in marketing their products.

Fulfilling the needs of Muslims, especially women in modern life which are easy and practical to support the appearance, one of them is the use of beauty or cosmetic products. Cosmetics today have become a major need for some women to support beauty appearance and care. Data from the Ministry of Industry of the Republic of Indonesia show, the number of cosmetic sales increase in 2012 was 14% to IDR 9.76 trillion from the previous year of 8.5 trillion, in line with that the level of cosmetic consumption in Indonesia also increased every year from 2010 amounting to 243,909 tons, 2011 of 282,055 tons, and in 2012 amounted to 294,998 tons.

Pre-research conducted by the author that the number of female student Faculty of Economics and Business Hasanuddin University around 57.5% students who use cosmetics every day and 98.7% have known one of the popular cosmetic brands in Indonesia, namely Wardah cosmetics. Information obtained from students that the needs of cosmetic equipment are mandatory items that are always carried at all times.

The habit of female student at this time is to buy practical and easy cosmetic products, so it becomes a matter of concern. Considering that cosmetic products actually have the risk of using chemical substances, they do not always give the same effect for every consumer (Ferrinadewi, 2005). Various cosmetic variants today can easily be found on the market, but smart consumers must be selective when choosing and using cosmetics because cosmetics manufacturers often use ingredients that are harmful to the body. According to Christopher Drummond (2008), a celebrity makeup artist mentioned various kinds of poisons commonly found in cosmetic products, such as *midazolidinyl rea* and *diazolidinyl urea* which can cause dermatitis, inflammation, and tears. *Methyl and propyl* and *butyl and ethyl parabens* cause allergic reactions and skin rashes. *Propylene glycol* in recent research

shows that this substance can damage the kidneys and liver. *Stearalkonium chloride* is used as a fabric softener but found in conditioner and hair cream. Synthetic fragrances and *triethanolamine* which cause skin irritation, rashes and hyper-pigmentation.

Smart consumers will choose products that are not only superior in brand quality and big names, but also consider the feasibility of products including health and halal elements of materials used to make cosmetics, according to data from the pre-study that 90.8% of female student of Faculty Economics and Business Unhas said that the halalness of a product is important. Today Muslims want the product to be consumed by halal and holiness or in accordance with Islamic sharia. In Islam, Shari'a means the laws of Allah SWT which are given to His servants through the Qur'an and hadith. In broad terms, al-syari'ah means all Islamic teachings in the form of divine norms which are identical with ad-din (religion) which means covering all Islamic religious knowledge (Ministry of Religion, 2003). In the Qur'an the letter Al-Baqarah verse 168 Allah says:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ  
الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ ﴿١٦٨﴾

Meaning: O people, eat what is lawful and good from what is on the earth, and do not follow the steps of shaitan; because actually the devil is a real enemy for you. (QS 2: 168).

With "halal from the beginning" tagline, Wardah cosmetic products are one of the cosmetic brands that carry the halal brand image on its products to meet halal cosmetic needs in Indonesia in particular, which of course all the needs in developing promotional strategies have been fulfilled, including the "halal" element. Cosmetics made by PT Paraghon Technology & Innovation have obtained halal certification from the Indonesian Ulama Council Food, Drug and Food Assessment Institute (LP POM MUI) and provide product safety assurance. In the beginning Wardah was present as an answer to consumers' desire to consume halal care products that were safe in terms of their ingredients.

Marketing strategy is one form of Wardah's innovation in creating a brand image that is different from other cosmetics, namely the word "halal" and reinforced by the role of artists who become endorsers. On the 2017 Top Brand Award for cosmetic categories, Wardah cosmetics have been awarded Top Brand for 13 categories. The achievements of Wardah cosmetics have reached some differentiation of its products, it can be seen that the Wardah brand as its halal brand image is a big capital in competing in the current industrialization.

Research of Evelina et al (2012) shows that brand image has a positive and significant effect on purchasing decisions. This proves that brand image indicates a strong relationship to purchasing decisions, with the achievement of an optimal level of customer satisfaction that encourages the creation of decisions, so that the better the brand image in the minds of consumers, the more purchasing decisions or vice versa. In line with the results of Parengkuan et al (2014) stated that Halal brand image and Indonesia celebrity endorsement simultaneously have a significant effect on purchasing decisions and partially brand image does not significantly influence purchasing decisions. Wardah Cosmetics uses an artist or celebrity endorser who wears the hijab in his daily life, this is expected to strengthen the product's impression in the minds of consumers about the message or information that will be conveyed while also using artists who do not wear the hijab, so this is one endorse strategy that can embrace all womankind. The selected endorser must meet the criteria that are in accordance with the product, such as having good attractiveness and credibility, having expertise, and being able to inspire women widely. According to Shimp (2003) Indonesia celebrity endorsers are using artists as advertising stars in the media, ranging from print, social media, and television media. Using halal brand image and Indonesia celebrity endorser aims to increase consumer confidence and to support the image of a product that is promoted so that it can affect consumer attitudes and behavior towards purchasing decisions.

Thus, every increase in brand image and Wardah cosmetic celebrity endorser directly affects the high purchasing decisions by consumers. Purchasing decision is a process that is carried out by consumers

to fulfill their needs in order to obtain satisfaction with the highest value. According to Sutisna (Fiani and Japariato, 2012) decision making by consumers to purchase a product begins with an awareness of the fulfillment of needs and desires. Consumers can make decisions when there are several alternative purchase options that are in accordance with the perceptions, expectations, and beliefs of a product or service. The purchase decision can be made because of several factors, including halal brand image and Indonesia celebrity endorser.

In connection with this, this research will focus on how the influence of halal brand image and influence of celebrity endorser in Wardah cosmetic products that affect purchasing decisions for students in the Faculty of Economics and Business at Hasanuddin University by looking at the population potential that has been researched before. Therefore, several questions arise that will be answered in this study, including:

1. Does the celebrity endorser affect the Wardah halal cosmetics brand image for students of the Faculty of Economics and Business at Hasanuddin University?
2. Does the halal brand image influence the purchase decision of Wardah cosmetics for students of the Faculty of Economics and Business at Hasanuddin University?
3. Does the celebrity endorser affect the purchase decision of Wardah cosmetics for students at the Faculty of Economics and Business at Hasanuddin University?

**Brand Image.** According to Henslowe (in Parengkuan et al, 2008) brand image is the impression obtained according to the level of knowledge and understanding of facts about people, products, situations (image can be defined as being: the impression gained according to the level of knowledge and understanding of facts, about people, products, situations). By creating the right brand image, it will be able to influence consumer valuation not only to meet their needs, but also to provide maximum satisfaction. Brand image has the following indicators (Kotler and Keller, 2009):

- a. Image of a product. The attitude and behavior of a consumer towards a product is highly adjusted by the image of the product. This shows that the image or impression of a good product will affect the perceptions and behavior that consumers will do to respond to a product.
- b. Image of the company. Company image is a way of looking at a good company product or service. The perception of the community as consumers in providing an assessment can relate to the name of the business, the diversity of production, architecture, corporate culture, corporate ideology, and the impression on quality that is communicated by every who interacts with the organization's clients.
- c. Image of service. Service is any attitude, action or activity that can be offered by a party to another party which is basically intangible and does not result in any ownership. Excellent service can provide its own value to customer satisfaction. With optimal service, it will greatly help the company to strengthen its image in the minds of customers so that they have a positive impression to make a choice of a product.

**Halal.** Halal is something that is permissible according to Islamic teachings as contained in the word of Allah SWT in Surah Al-Maidah verse 88.

وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاتَّقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِءِ



Meaning: ..And eat from what God has given you as a lawful and good sustenance, and fear Allah whom you believe in Him (QS 5: 88).

According to the Indonesian Ulama Council (MUI), the term halal is food that is allowed to eat according to Islamic teachings, halal products are food, medicine, cosmetics and other products that do not contain illicit elements or goods in the manufacturing process and are forbidden to be consumed by Muslims regarding raw materials, supplementary materials, other auxiliary materials including production materials that are processed through a process of genetic engineering and irradiation whose processing is carried out in accordance with Islamic law (Burhanuddin, 2011).

Celebrity Endorser. According to Kotler and Keller (2009) celebrity endorser is the use of sources as attractive or popular figures in advertising, so that it can strengthen the image of a brand in the customer's mind. According to Shimp (2003) celebrity endorser is using artists as advertising stars in the media, ranging from print, social media, and television media. Celebrity endorser according to Ankasanicara (in Parengkuan et al, 2014) has the following indicators:

- a. Explicit. Endorsers not only play ads for this product, but also support them to be closer to consumers. The use of endorsers for a product is expected to attach the product identity to the minds of consumers when they will make a purchase.
- b. Implicit. Endorser uses this product to be introduced to consumers. The step is expected to instill a good and strong image in the minds of consumers when they will buy a product.
- c. Imperative. Endorsers perform optimally on ads that offer this product. It is expected that the message to use this product can be well received by consumers. So that it creates a positive image of the product.
- d. Co-presentational. Endorser not only advertises this product, but also uses it in everyday life. It is expected that consumers are affected to use this product in their daily lives.

Purchasing Decisions. According to Schiffman and Kanuk (2003) purchasing decisions are the choice of two or more alternative purchasing decision choices, meaning that one can make decisions if there are several alternative options available. According to Kotler and Keller (2009) purchasing decisions have the following indicators:

- a. Purpose in Buying Products. Selection of products or services is the reason why consumers choose products or services to meet their needs. Products or services that can embed their image well in the minds of consumers will be the main consideration when consumers make purchase choices.
- b. Information Processing to Get to Brand Selection. Brand selection is how a brand positions itself in the minds of consumers which includes the image of a unique brand of a product or service.
- c. The right timing. Time is one of the most important elements for consumers to buy a product or service. Manufacturers must know well the right timing for consumers to make purchases in order to increase sales.
- d. Selection of payment methods. Consumers must make choices about the method or method of payment for the product purchased. Producers must know how to make payments by consumers in order to decide to increase sales through a pricing strategy.

### **Research Methodology**

This study uses a quantitative approach using Structural Equation Modeling (SEM) analysis tools, with the aim of testing the predetermined hypothesis, namely the relationship between independent variables with dependent variables and indicator relations between each variable. Data were collected from 263 samples, the sample was selected purposively because of the sample criteria set, namely from the range of 2014-2017 female students who had purchased and used Wardah cosmetics in the past year and found out Wardah product advertisements. In this study, the stages that must be passed in data processing, namely descriptive analysis, Confirmatory Factor Analysis (CFA), analysis of validity and reliability, test the whole model and test hypotheses.

## Results and Discussion

Management of questionnaire data in this study has a population of 769 female students by determining the number of samples according to the Slovin formula with a critical value of 5% equals 263 respondents. From the 263 respondents, the majority of students majored in management (45.6%), the age group of 20-22 years (53.2%), who were Muslim (92.8%), with pocket money ranging from Rp.501,000 to Rp.1,000 .000 (49.8%).

Based on the validity test results, it is known that all statement items used in this study to measure the variables celebrity endorser, halal brand image, and purchase decisions are declared valid. The value of each item statement based on Corrected Items minus Total Correlation has a positive coefficient value and is greater than 0.30.(Munir and Bata Ilyas 2017)

Reliability testing is used to measure a questionnaire which is an indicator of a variable. Reliability in this study is to use the coefficient formula Cronbach Alpha, by comparing the Alpha value with the standard. Reliability of a variable construct is can be said good if it has a Cronbach's Alpha value more than 0.60 (Sugiyono, 2017). Based on the results of reliability test for all variables celebrity endorser, halal brand image, and purchasing decisions above, shows that the value of Cronbach's Alpha more than 0.60, so it is declared reliable to be used as a measuring instrument for questionnaire instruments in this study.

Confirmatory Factory Analysis (CFA) aims to ascertain whether the observed variables that are theoretically determined are valid and reliable indicators of this research variable. This testing session is a stage to identify the right model in explaining the relationship between a set of items or indicators of the research variables. The overall measurement model with the help of AMOS 23.

Table 1. Goodnes of Fit Index

| GOF Index  | Standard Value   | Value   | Remark          |
|------------|------------------|---------|-----------------|
| Chi-Square | $\leq 2,00$      | 195,108 | <i>good fit</i> |
| RMSEA      | $\leq 0,05-0,08$ | 0,07    | <i>good fit</i> |
| NFI        | $\geq 0,90$      | 0,92    | <i>good fit</i> |
| CFI        | $\geq 0,90$      | 0,99    | <i>good fit</i> |
| GFI        | $\geq 0,90$      | 0,95    | <i>good fit</i> |

The model measurement table above shows the results that:

- Chi-Square Test: shows that a good fit measurement model looks at its statistical value which is smaller than 2.00 which is at the number 195.108. This shows the proximity of the covariance of the sample with the model covariance matrix, where the measurement is very sensitive to the number of samples too small or large, so that it is equipped with other tests.
- Root Mean Square Error of Approximation (RMSE) test indicates good fit, with a value ranging from 0.05 - 0.08 which is 0.07. Thus, it is said that the sample received includes informative with a large sample size, to improve the tendency of chi square statistics.
- Normal Fit Index (NFI) Test shows the measurement of a match model with a value greater than 0.90 which is at 0.92.
- Comparative Fit Index Test (CFI): shows a good fit condition, this value is greater than 0.90-1, which is 0.92, so that it can indicate the model has a good level of suitability.
- Goodness of fit index (GFI) test shows a value greater than 0.90 that is 0.95, so that it can describe the overall suitability of the model from the overall data.

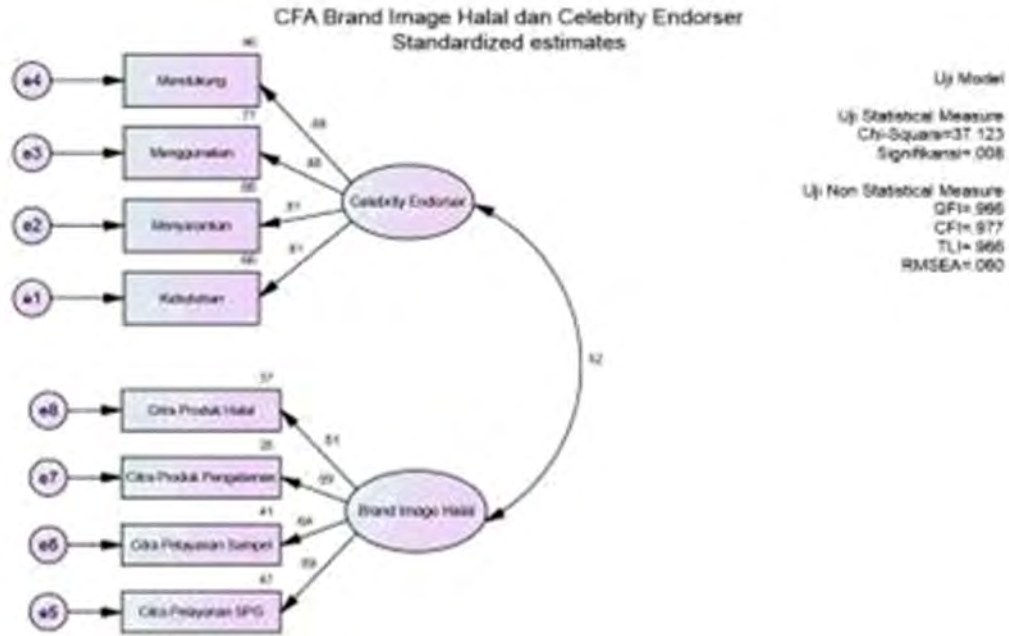


Figure 1. CFA Brand Image Halal dan Celebrity Endorser

Based on the results in the picture above, the following table below can be seen the measurement value of significant levels of each indicator or loading factor:

Table 2. Factor loading of Exogen Variables

| <i>Loading Factor</i> | S.E  | C.R    | P                 |
|-----------------------|------|--------|-------------------|
| e1                    | .032 | 8.613  | *** (Significant) |
| e2                    | .029 | 8.508  | *** (Significant) |
| e3                    | .027 | 6.6111 | *** (Significant) |
| e4                    | .034 | 10.236 | *** (Significant) |
| CE                    | .069 | 7.621  | *** (Significant) |
| e5                    | .038 | 7.934  | *** (Significant) |
| e6                    | .062 | 8.734  | *** (Significant) |
| e7.                   | .048 | 9.365  | *** (Significant) |
| e8                    | .040 | 9.126  | *** (Significant) |
| BIH                   | .051 | 5.356  | *** (Significant) |

All items as loading factors in each variable have a good significant level, from the variable celebrity endorser (CE) starting from number e1-e4. And the halal brand image variable starts from number e5-e8, the relationship between the exogenous CFA measurement model is significant. The following figure is endogenous CFA, which is the purchase decision variable.

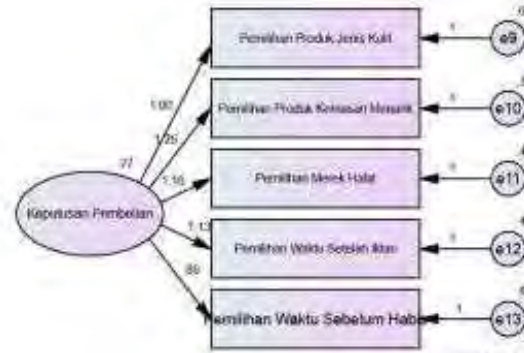


Figure 2. CFA of Endogen Variable

Table 3. Factor loading of Endogen Variables

| Loading Factor | S.E  | C.R    | P                 |
|----------------|------|--------|-------------------|
| E9             | .060 | 9.995  | *** (Significant) |
| E10            | .044 | 6.790  | *** (Significant) |
| E11            | .051 | 8.750  | *** (Significant) |
| E12            | .053 | 9.075  | *** (Significant) |
| E13            | .078 | 10.618 | *** (Significant) |
| KP             | .063 | 4.322  | *** (Significant) |

The conclusion that can be seen that all items as loading factor variable purchasing decisions have a good level of significance.

Full Model Measurement. This measurement is related to the formation of path model analysis by forming structural equations, where the analysis of this path is carried out after the measurement of the appropriate model, which shows the relationship between one construct or one variable with other variables.

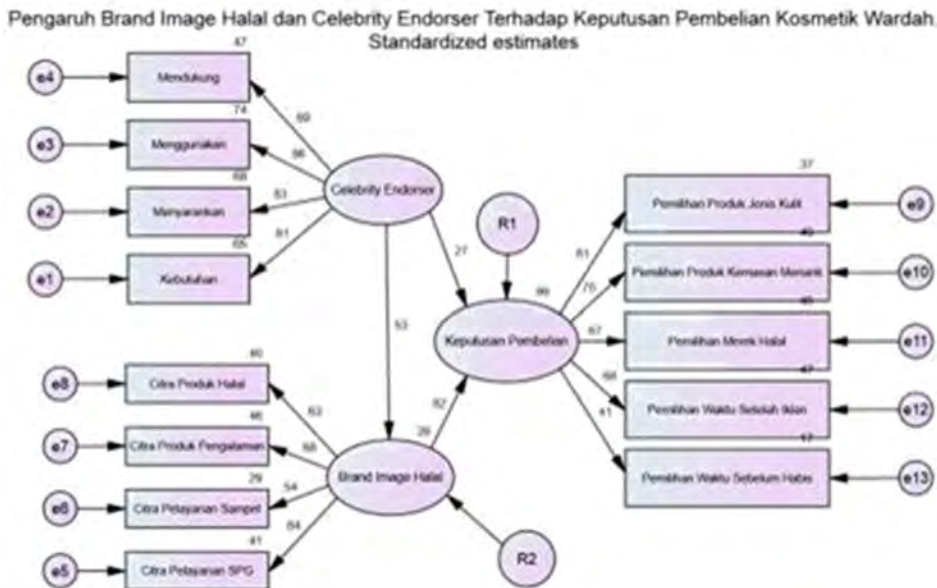


Figure 3. Relation of BIH and CE on PD of Wardah Cosmetics

Based on the results in Figure 3, the following table below can be seen the value of a significant level of measurement for each indicator or loading factor:

Table 4 Relation between variables

| Relation between Variables | Critical Ratio | P Value            |
|----------------------------|----------------|--------------------|
| CE →CE1                    | 11.640         | **** (Significant) |
| CE →CE2                    | 15.391         | **** (Significant) |
| CE →CE3                    | 14.680         | **** (Significant) |
| CE →CE4                    | 11.034         | **** (Significant) |
| CE →BIH                    | 6.403          | **** (Significant) |
| CE →KP                     | 3.896          | **** (Significant) |
| BIH →BIH1                  | 8.397          | **** (Significant) |
| BIH →BIH2                  | 8.892          | **** (Significant) |
| BIH →BIH3                  | 7.416          | **** (Significant) |
| BIH →BIH4                  | 7.087          | **** (Significant) |
| BIH →KP                    | 7.046          | **** (Significant) |
| KP →KP1                    | 6.056          | **** (Significant) |
| KP →KP2                    | 9.035          | **** (Significant) |
| KP →KP3                    | 8.809          | **** (Significant) |

Based on the table before, it can be concluded that the indicator or loading factor that is owned by each variable is categorized as significant, namely the description of the P Value, with this information can be seen also the relationship between variables that have a good significant level. Hypothesis testing. Based on the results of the SEM method measurement in the Amos 23 application, we can see the relationship of the variables below:

Table 5 Hypothesis testing

| Relation Between Variables |   |     | S.E. | C.R.  | P- Value/ Label   |
|----------------------------|---|-----|------|-------|-------------------|
| CE                         | → | BIH | .077 | 5.294 | *** (Significant) |
| BIH                        | → | KP  | .252 | 5.044 | *** (Significant) |
| CE                         | → | KP  | .104 | 5.797 | *** (Significant) |

Hypothesis 1 test results that: the relationship between celebrity endorser (CE) to halal brand image variable (BIH) has a value of CR effect of 5.294 with a P-value <0.05 at the level of significance. Then it was concluded that the CR > 1.96 and the significant level <0.05 resulted in Hypothesis 1 being accepted.

Hypothesis 2 test results that: the relationship between halal brand image (BIH) to the purchase decision (KP) variable has a value of CR influence of 5.044, with a P-value <0.05 at the level of significance. Then it was concluded that the CR value > 1.96 and the significant level <0.05 resulted in Hypothesis 2 being accepted.

Hypothesis 3 test results that: the relationship between the variable celebrity endorser (CE) to the purchasing decision variable (KP), has the value of the influence of CR of 5.797, with a P-value <0.05 at the level of significance. Then it was concluded that with CR > 1.96 and a significant level of <0.05, Hypothesis 3 was accepted.

## **Conclusion**

Celebrity endorsers have a significant and positive effect on halal brand image, where the indicators that affect this variable are explicit (supporting this product), implicit (using this product), imperative (suggest using this product), Co-presentational mode using the product in daily life). That the role of celebrity endorser is not just the nature of supporting a product but must be supported by additional roles such as endorsers can use in everyday life and suggest to consumers or the wider community. The role of celebrity endorser towards the halal brand image of Wardah cosmetics has a great influence on maintaining the consistency of halal cosmetics brands it carries.

The halal brand image has a significant influence on the purchase decision of Wardah cosmetics by undergraduate students of FEB Unhas, which means that underlying them to purchase Wardah cosmetics is the halal brand owned. Among the dominant indicators in this variable is the influence of halal brand image offered by Wardah to consumers. The halal brand that Wardah has owned is a big asset that is not valuable to keep competing in the beauty industry. And on the other hand, that the current guarantee of halal products is a matter of particular needs for Muslim consumers.

Celebrity endorsers in influencing consumers to buy, have a significant role in the decision on Wardah cosmetic purchasing decisions, endorsers with the level of ability and professionalism they have can be a new marketing strategy that has a direct and real impact in influencing consumers to buy especially Wardah products. Endorser has a role that is interrelated with each other, with the message conveyed by celebrity endorser to effectively and efficiently maintain and add to the brand image owned by Wardah, then there is already a relationship with the promotion and sales strategy to the community.

Some suggestion after this study; Meeting the needs of halal products on a daily basis not only cosmetic products but all other consumer goods, it is hoped that the halal products industry in Indonesia will continue to increase. So especially students / public or the general public to be smart in buying a product. Meeting the needs of halal products on a daily basis not only cosmetic products but all other consumer goods, it is hoped that the halal products industry in Indonesia will continue to increase. The results of this study have a role in providing information to relevant stakeholders such as companies, especially PT Paraghon and Innovation to continue to commit to implementing the concept of marketing strategy today, namely the role of celebrity endorser in shaping and maintaining its halal brand image.

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