

The Influence of Celebrity Endorsers on Shampoo Purchase Decisions Through Brand Image as an Intervening Variable (Study on Clear Women Shampoo)

Fitria Agustina¹⁾ Monika Tiarawati²⁾

Fakultas Ekonomi Universitas Negeri Surabaya¹²

E-mail: fitriaagustina@mhs.unesa.ac.id

Citation: Agustina, F., & Tiarawati, M. (2023). The Influence of Celebrity Endorsers on Shampoo Purchase decisions Through Brand Image as an Intervening Variable (Study on Clear women Shampoo). INTERNATIONAL JOURNAL OF ECONOMICS, MANAGEMENT, BUSINESS AND SOCIAL SCIENCE (IJEMBIS), 3(3), 519–530.
<https://cvodis.com/ijembis/index.php/ijembis/article/view/166>

Abstract.

The more intense competition in the advertising sector, companies compete to carry out promotions. In compiling advertisements, companies need to pay attention to the advertising messages that are created in the minds of consumers. The different appeal is needed to attract the attention of their consumers and to bring up a good brand image in the minds of consumers so that it can cause purchase decisions of the products advertised. The respondents of this research are women consumers who had seen shampoo Clear Women advertisement with Agnes Monica as a celebrity endorser. This type of research is quantitative research, the sampling technique used is judgmental sampling, a sample of 110 respondents with Path Analysis analysis techniques. The result of the research is that celebrity endorser has a positive effect on a brand image but has a negative effect on purchasing decisions, while the brand image has a positive effect on purchasing decisions.

Keywords: Celebrity Endorser, Brand Image, Purchasing Decisions

Publisher's Note:

International Journal of Economics, Management, Business and Social Science (IJEMBIS) stays neutral with regard to jurisdictional claims in published maps and institutional affiliations.



Copyright: © 2023 by the authors. Licensee International Journal of Economics, Management, Business and Social Science (IJEMBIS), Magetan, Indonesia. This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution-NonCommercial-Share Alike 4.0 International License. (<https://creativecommons.org/licenses/by-nc-sa/4.0/>)

1. Introduction

Today the millennial generation pays more attention to their appearance (www.wanitaindonesia.co.id), and they will be more confident if they have an attractive appearance style both from their fashion style and from their hairstyle. Maintaining appearance requires special attention, one of which is regarding hairstyles. Hair is one thing that can support a person's appearance, an attractive appearance of hair is very important, as it is said that hair is a crown, especially for women. To support this, a beautiful hair appearance is needed. Therefore, so that the appearance of the hair is maintained beautifully, it must be considered in terms of the health and cleanliness of the hair so the selection of the right shampoo is very necessary.

Shampoo is a product used by consumers every day to maintain the beauty and cleanliness of hair. Shampoo products are needed by almost everyone from all walks of life, from small children to adults, especially the millennial group who pay more attention to their appearance. Shampoo is one of the categories of toiletries products with a tight competition level, in which large manufacturers continue to compete in promoting their products in order to dominate market share and attract consumers to make purchasing decisions for these products.

Currently, the shampoo industry in Indonesia is controlled by two big players, namely PT. Unilever Tbk. and PT. Procter & Gamble (P&G). The shampoo products that are the mainstay of Unilever companies include Sunsilk, Clear, Lifebuoy, and Dove, while the shampoo products that are the mainstay of the P&G companies are Pantene, Rejoice, and Head & Shoulders (www.datacon.co.id). The competition between the two big players continues, thus making the two marketers need to determine the right strategy in order to survive and win the competition.

Clear is the most popular shampoo brand on social media (boomee.com, 2018). In research using technology from Provetic Indonesia, via social media Twitter, based on these results it shows that Clear occupies the top position among 10 other shampoo brands. This product from Unilever excels in conversations on social media. Talks mentioning Clear reached 1,377 tweets. In second place is Mane N Tail, with 1,001 tweets. Then, in third place is Pantene, with around 418 tweets. This brand, which often advertises on television, is far behind the top two, namely Clear and Mane N Tail, but its position is still better than the seven other shampoo brands below it. By talking about it a lot, it means that Clear is a brand that is widely known by the public and that the brand is already embedded in people's memories.

In general, the discussion about shampoo brands in the research conducted has a positive or neutral tone. Graph 1.2 above shows that the Clear shampoo brand has a positive sentiment of above 90%. Meanwhile, the Lifeboy shampoo brand recorded neutral sentiment which was also above 90 percent. Of particular concern is the Rejoice brand, where over 70% of tweets mention the product in a negative tone. This shows that the Clear Shampoo brand has a good image in the eyes of the public.

The brand object in this study is focused on one of the shampoo brands produced by one of the big shampoo players, Unilever, with one of its flagship brands, Clear. In this study, the object was limited to the Clear Women brand, because according to the results of a survey conducted by researchers on 20 respondents with 10 respondents being male and 10 female respondents using Clear shampoo. It can be seen in the table above the results of Clear Women shampoo users are 14 out of 20 respondents and Clear Men 6 out of 20 respondents, so it can be concluded that there are more Clear Women shampoo users compared to Clear Men, in which there are some male respondents who also use Clear Women as the shampoo on the grounds that they are more suitable for using Clear Women shampoo and easier to find than Clear Men shampoo.

Clear is a shampoo product brand that uses a marketing mix strategy and carries out promotions using celebrity endorsers to create a brand image that attracts consumers in encourages purchasing decisions for its products. The presence of a celebrity endorser in marketing shampoo products can convince consumers to make purchasing decisions for

these products, This is because consumers can see a reflection of the quality of these products in the celebrity endorser. Clear Women presents Agnes Monica who has high popularity as its celebrity endorser. The choice of Agnes Monica as Clear's celebrity endorser is due to her achievements which are able to inspire the younger generation of Indonesia. Also because Agnes Monica's style is a trendsetter, and her unique style can complement as the personification of all the values that Clear carries, namely Music, Style, and Breakthrough (www.detik.com). With the presence of Agnes Monica, who is a trendsetter for the millennial generation, it can attract consumers' attention to use Clear Women's shampoo.

In the top three positions in the TOP Brand Award for the shampoo brand category, it shows that in the period 2015 – 2018, the top-of-mind Clear shampoo has decreased from year to year based on a survey from TBI. Clear, which in 2015 was in first position with 22.1% TBI, now in 2018 has shifted to third position with 17.2% TBI. In addition, it can be seen that the Sunsilk shampoo brand is more likely to have a celebrity endorser that varies from 2015 to 2018. Meanwhile, the other two brands, namely the Clear and Pantene brands, use a consistent celebrity endorser from year to year (2015 – 2018). However, the top of mind from the Clear and Pantene brands are inversely proportional, where Clear, which was previously in first position, is now in third position. This means that Agnes Monica, who is a trendsetter and has high popularity, cannot maintain the position of the Clear brand in the first place in the Top Brand Award.

With this problem in mind, the researcher also made pre-observations about what consumers have in mind about Clear Women's brand shampoo. The pre-observation was carried out to 30 respondents, where from the various statements of respondents it was possible to obtain 5 answers that were most mentioned by respondents, namely: anti-dandruff, Agnes Monica, cold sensation, cheap price, and fragrant.

This research was conducted in the city of Surabaya, the location was chosen because Surabaya is the city with the second largest population in Indonesia after East Jakarta (wikipedia.org). In addition, East Java is a province with the second largest distribution of millennial groups after West Java (tirto.id), where the characteristics of the respondents in this study are respondents with an age range of 18-25 years who are included in the millennial group. People prefer to shop at minimarkets because the location is close to settlements and is more practical. It is proven that consumption of FMCG (fast-moving consumer goods) in modern retail grew by 6.6%, with details for the minimarket format growing by 12.1%, while the supermarket and hypermarket format grew negatively by 6.8%. Where minimarket permits are dominated by Indomaret in the first position with 15,599 permits, Alfamart in the second position with 13,522 permits, followed by other minimarkets. Therefore this research will be conducted at Indomart in the city of Surabaya, especially in the South Surabaya area. This is because most Indomart outlets are located in the South Surabaya area.

Based on existing theories and phenomena, the hypotheses in this study are as follows:

H1: Celebrity endorsers have an effect on brand image

H2: Brand image influences purchasing decisions

H3: Celebrity endorsers have an effect on purchasing decisions

So the purpose of this study is to analyze and discuss the influence of celebrity endorsers on brand image, brand image on purchasing decisions, and whether celebrity endorsers have an effect on purchasing decisions.

2. Research Method

This study uses a conclusive research design by testing hypotheses examining relationships (Malhotra, 2009:90), and using a causal approach. According to (Malhotra, 2009:100), a causal approach has the aim of finding evidence of causal linkages with influences caused between independent variables and dependencies on certain phenomena then determining the nature of the relationship between the dependent variable and the impact to be estimated.

The population in this study were female consumers of Clear Women shampoo with an age range of 18-25 years who had seen an advertisement for Clear Women shampoo with celebrity endorser Agnes Monica. Samples were taken using the non-probability sampling method with judgmental sampling. The number of samples used was 110 respondents, which included an additional sample of 10% to anticipate a questionnaire that did not meet the requirements.

Types and sources of data in this study come from primary data and secondary data. Primary data was obtained by distributing questionnaires. Secondary data is obtained by conducting interviews, book literature, journals or previous studies, scientific articles, and news related to the variables and objects in this study. Which measurement scale used is the Likert scale, with data collection techniques through distributing questionnaires offline at Indomart in the city of Surabaya, especially South Surabaya which is then tested using Path Analysis with the help of the IBM AMOS (Analysis of Moment Structure) program version 22.

3. Results and Discussion

3.1. Results

In this study, the characteristics of the respondents were based on the demographics of age, occupation, spending, and frequency of use of Clear Women shampoo. The results of the characteristics of the respondents in this study showed that the majority of respondents were respondents with an age range of 18-21 years with a total of 61 respondents (55.5%), the most occupations of respondents were students with a total of 56 respondents (50.9%), with a total expenditure of respondents <Rp 1,000,000 totaled 51 respondents (46.4%), and frequency of use >1 month amounted to 79 respondents (71.8%).

Validity and Reliability Test Results

In this study, validity and reliability were tested for each variable statement item using the help of the SPSS version 18 program. A statement is called valid if the Correlation value $> r_{table} > 0.361$, so if the r count value > 0.361 on the statement item, the statement is said to be valid (Ghozali 2016; 46). The results of a calculation of each variable are called reliable if the Cronbach Alpha value is > 0.70 (Ghozali, 2016:47-48).

Table 1. Validity and Reliability Test Result

Variable	Corrected Item - Total Correlation	Cronbach's Alpha
<u>Celebrity Endorser</u>		
X _{1.1.1}		
X _{1.1.2}	.379	.849
X _{1.2.1}	.376	

X _{1.2.2}	.381	
X _{1.2.3}	.729	
X _{1.3.1}	.765	
X _{1.3.2}	.476	
X _{1.4.1}	.495	
X _{1.4.2}	.387	
X _{1.5.1}	.443	
X _{1.5.2}	.729	
X _{1.5.3}	.674	
X _{1.6.1}	.833	
X _{1.6.2}	.789	
X _{1.7.1}	.643	
X _{1.7.2}	.579	
	.415	
<u>Brand Image</u>		.828
Z _{1.1.1}	.389	
Z _{1.1.2}	.545	
Z _{1.1.3}	.509	
Z _{1.1.4}	.574	
Z _{1.1.5}	.459	
Z _{1.2.1}	.430	
Z _{1.2.2}	.763	
Z _{1.2.3}	.508	
Z _{1.2.4}	.703	
Z _{1.2.5}	.558	
Z _{1.3.1}	.468	
Z _{1.3.2}	.674	
Z _{1.3.3}	.562	
Z _{1.3.4}	.688	
Z _{1.3.5}	.539	
<u>Purchasing Decisions</u>		
Y _{1.1.1}		
Y _{1.1.2}	.382	0.361
Y _{1.1.3}	.747	
Y _{1.2.1}	.654	
Y _{1.2.2}	.747	
Y _{1.2.3}	.770	
Y _{1.3.1}	.641	
Y _{1.3.2}	.696	
	.770	

Based on the table above, the validity test results show that all statement items have a correction item value - total correlation (R-value) > R-table, then it can be seen that all statement items in the research instrument are valid then in the reliability test, the Cronbach Alpha value is on the celebrity endorser variable, brand image, and purchase decision > 0.70. Thus, it can be concluded that all statements from the research instrument for each variable are declared reliable.

The normality test is carried out to find out whether the data is in the normal category or not. The data can be said to be normally distributed when viewed from the calculation of the critical skewness ratio (in column c.r) of ± 2.58 and the calculation results of the multivariate kurtosis critical ratio of ± 2.58 . Calculation of the normality test in this study was carried out using the AMOS version 22 program.

Table 2. Normality Assumption Test Results

Variable	Min	Max	Skew	c.r.	Kurtosis	c.r.
Celebrity Endorser	45,000	79,000	-0,312	-1,337	-0,214	-0,459
Brand Image	35,000	75,000	-0,326	-1,394	-0,261	-0,560
Purchasing Decisions	17,000	40,000	-0,495	-2,120	-0,200	0,428
<i>Multivariate</i>					2,083	1,994

Based on the table above, the results of the critical ratio skewness value variable celebrity endorser are -1.337, brand image is -1.394, and purchasing decisions are -2.120. Therefore it can be stated that the data has a normal distribution because it is still in the range of values between -2.58 to ± 2.58 . The multivariate normality test produces a critical ratio value of 1.994 which is also in the range of -2.58 to ± 2.58 . So with these results, it can be concluded that the assumptions of univariate normality and multivariate normality have been met.

The linearity test was carried out to provide conclusions on the results of data processing whether the data is linear or not, provided that the P value or significance is <0.05 . If it is in the range <0.05 , it can be said that the data results are linear.

Table 3. Linearity Test Results

Correlation	correlation	P	result
Celebrity Endorser \rightarrow Brand Image	0,698	0,000	Linear
Brand Image \rightarrow Purchasing Decisions	0,802	0,000	Linear
Celebrity Endorser \rightarrow Purchasing Decisions	0,590	0,000	Linear

The results of the correlation value in this study prove the relationship between celebrity endorsers and brand image with a probability value of 0.000 which is in the range <0.05 . The relationship between brand image and purchasing decisions has a probability value of 0.000 which is in the range <0.05 . The relationship between celebrity endorsers and purchasing decisions has a probability value of 0.000 which is in the range <0.05 . Thus it can be concluded that in this case the linearity test is proven to be true.

In this study, the outliers test used AMOS version 22 where the outlier test was used to measure the presence or absence of outlier data based on the Mahalanobis distance table by looking at the observation score with the centroid score. The value of the Mahalanobis distance can be found in the Critical Value of Chi-Square with a predetermined significance of 0.001 based on the Critical Value of Chi-Square table (Ghozali, 2013:95). The data is said to be an outlier if the p2 value <0.05 and the value of the mahalanobis distance $X^2 (3;0.001) \Rightarrow 16.266$ the observation score can be said to be a multivariate outlier if the mahalanobis distance is >16.266 .

Table 4. Outliers Test Results

Observation Number	Mahalanobis d-square	p1	p2
58	16.191	.001	.108
48	12.783	.005	.110
9	10.562	.014	.210
2	10.299	.016	.104
7	10.186	.017	.041
40	8.084	.044	.362
52	7.294	.063	.546
77	7.268	.064	.405

....
....
47	.621	.892	.465
13	.540	.910	.597

Based on the table above the value of the Mahalanobis distance in this study shows that the results meet the outliers test because the p2 value does not have a value <0.05 and the results for the Mahalanobis d-square do not have a value > 16.266.

If there is a linear relationship or high correlation for each independent variable in the model, it can be said to be multicollinearity. If the determinant value of the resulting sample covariance matrix is very small, it indicates the presence of multicollinearity or singularity, this means that the data is feasible to continue in further analysis. The following are the results of the multicollinearity test.

Table 5. Multicollinearity Test Result

Condition number	21,751
Determinant of sample covariance matrix	10238,414

Looking at the table above, it can be seen that the result of the determinant of the sample covariance matrix is 10,238.414, which is far from the value of 0. Based on these results, it can be concluded that there is no multicollinearity or singularity in this study.

The feasibility test of the model is carried out by evaluating the suitability of the model using the goodness-of-fit criteria. Where is the value of the coefficient of determination (R^2) to see the accuracy of the model through the square multiple correlation table (R^2) of the processed output results. The results of the test for the coefficient of determination can be seen from the coefficient of determination (R^2) of celebrity endorser on brand image (R^2_1) with a value of 0.487 and the coefficient of determination of brand image on purchasing decisions (R^2_2) with a value of 0.645. To determine the accuracy of the two model equations, a measurement of the relationship of the coefficient of determination (R^2) with the following R^2_{model} formula is carried out:

$$R^2_{\text{models}} = 1 - (1 - R^2_1)(1 - R^2_2)$$

So the results of the accuracy of the model obtained are:

$$\begin{aligned} R^2_{\text{models}} &= 1 - (1 - R^2_1)(1 - R^2_2) \\ &= 1 - (1 - 0,487)(1 - 0,645) \\ &= 1 - (0,513)(0,355) \\ &= 1 - 0,182115 \\ &= 0,817885 \text{ or } 81,8\% \end{aligned}$$

The results on the accuracy of the model obtained result of 81.8%, the percentage result that the model's contribution to explaining the structural relationship of the three variables namely celebrity endorser, brand image, and purchase decision was 81.8% so the remaining percentage of the results was 18.2 % is explained into other variables that are not visible in the model.

The analysis technique used in this study is path analysis which is operated with the AMOS version 22 program. The steps in path analysis start with designing or making a path diagram by giving arrows (one direction) to indicate a causal relationship. Which is the causal relationship in this study, namely: (1) The influence of celebrity endorsers on brand

image; (2) The influence of brand image on purchasing decisions; and (3) The influence of celebrity endorsers on purchasing decisions

Based on the causal relationship above, the path diagram in this study can be designed as shown in the following figure:

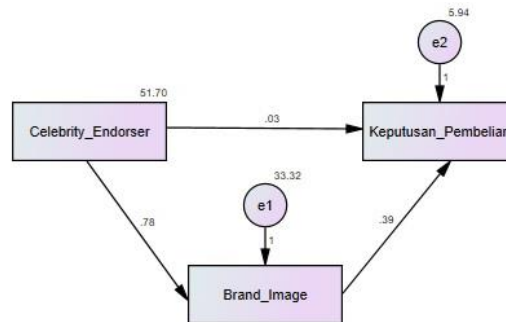


Figure 1. Path Diagram

In accordance with the path diagram image above, it can be converted into a structural model equation. To calculate the value of e1 and e2, the formula $e = \sqrt{1 - r^2}$ (Sarwono, 2012: 38) is used. So the structural model equation in this study is:

$$\begin{aligned}
 e_1 &= \sqrt{1 - r^2_1} & e_2 &= \sqrt{1 - r^2_2} \\
 &= \sqrt{1 - 0.487} & &= \sqrt{1 - 0.645} \\
 &= \sqrt{0.513} & &= \sqrt{0.355} \\
 &= 0.716 & &= 0.596
 \end{aligned}$$

Based on the values of e1 and e2 above, the resulting structural model equation is as follows:

$$\begin{aligned}
 Z &= b_1X + e_1 \\
 Z &= 0.783 + 0.716 \\
 Y &= b_2Z + b_3X + e_2 \\
 Y &= 0.36Z + 0.033X + 0.596
 \end{aligned}$$

Table 6. Hypothesis Test Results (Regression Weights)

	Estimate	S.E.	C.R.	P
Brand Image← Celebrity Endorser	0,783	0,077	10,180	0,000
Keputusan Pembelian ← Brand Image	0,386	0,040	9,539	0,000
Purchasing Decisions← Celebrity Endorser	0,033	0,045	0,735	0,462

In this study, the hypothesis testing obtained the following results: The first hypothesis obtained the calculated CR value, namely between celebrity endorser variables and brand image, namely $10.180 > 2.00$ and for the probability results the significance is known to be 0.000 ($p \leq 0.05$). This shows that the celebrity endorser variable has a significant influence on the brand image variable, so it can be interpreted that the hypothesis can be accepted. The second hypothesis is that the calculated CR value is between the brand image variable and the purchase decision, which is $9.539 > 2.00$ and for the significance probability results known value of 0.000 ($p \leq 0.05$). This shows that the brand image variable has a significant influence on the purchase decision variable, so it can be interpreted that the hypothesis can be accepted. The third hypothesis is the calculated CR value, namely between the celebrity endorser variable and the purchase decision, which is $0.735 < 2.00$ and for the significance probability results are known valued at 0.462 ($p \geq 0.05$). This shows that the celebrity

endorser variable has an insignificant effect on the purchasing decision variable, so it can be interpreted that the hypothesis cannot be accepted or rejected.

3.2. Discussion

The Influence of Celebrity Endorsers on Brand Image

The results of the study prove that the celebrity endorser variable (X) has a positive and significant influence on the brand image variable (Z). This means that the better the celebrity endorser is used in advertisements and the more people like the celebrity endorser, the brand image of Clear Women shampoo will also be embedded in consumers' memories. The results of this study prove the first hypothesis, namely "celebrity endorser has an effect on brand image". This supports the research results of Luk and Kara Chan Yu. (2013) which shows that celebrity endorsement has a positive or significant effect on brand image formation. Research conducted by Rini, E. S., & Astuti, D. W. (2012) also states that celebrity endorsers (celebrity endorser) have a positive and significant effect on brand image formation, where the attraction variable and the power variable are the variables that most influence the formation of brand image. Then in Sari's research, Dinny Puspita, E. S. D. (2012) states that the attractiveness and credibility variables together influence positive and significant brand image, where the variable credibility is the most significant variable affecting brand image.

The results of the influence of celebrity endorsers on the brand image show that Agnes Monica's celebrity endorsers used in Clear Women shampoo advertisements can have a positive influence on the brand. In addition, Agnes Monica is a celebrity who is well known by the wider community and has a good reputation and a lot of experience, as evidenced by her achievements that have reached international status. So that fame and credibility and charisma/characteristics can provide a special attraction that can build a positive image for the Clear Women. can inspire especially the millennial generation.

In addition, the results of the description of the respondents' answers show the item with the highest average score on the celebrity endorser variable in the visibility indicator, namely "celebrities in Clear Women advertisements are known to the wider community" with a value of 4.43 which is included in the strongly agree category. This shows that Agnes Monica, who was used in the advertisement for Clear Women shampoo, is a celebrity that is widely known to the public, so the name Agnes Monica has stuck in the minds of consumers. Therefore this can have a positive impact on the Clear Women shampoo brand, which can make it easier for consumers to remember the brand because the celebrities used are well-known celebrities. and embedded in consumer memory.

The Effect of Brand Image on Purchasing Decisions

The results of the study show that the brand image variable (Z) has a positive and significant influence on the purchase decision variable (Y). This means that the better the brand image, the more it will be able to influence the purchasing decisions that will be taken by consumers in purchasing Clear Women shampoo products. The results of this study prove the second hypothesis, namely "brand image has an effect on purchasing decisions". The same opinion is also expressed in Sulistyawati's research (2010) which shows that brand image has a positive effect on purchasing decisions. Then Anastasia, U. and Nulowe, Y. (2014) research state that brand image has a positive and significant influence on consumer purchasing decisions for a product.

The results of the influence of brand image on purchasing decisions indicate that the Clear Women shampoo brand has been embedded in consumers' memories. In addition, the positive image of Clear Women brand shampoo can make consumers believe in the brand and make consumers like the brand, so that it can encourage purchasing decisions. and it doesn't take a long time to decide to make a purchase decision on that brand of Clear Women brand shampoo. In addition, based on the average respondent's answer to the brand image variable in the Strength of Brand Association indicator with the statement item "celebrity endorser in the Clear Women advertisement is Agnes Monica" has the highest average value of 4.32 which is included in the strongly agree category. This shows that using Agnes Monica as a celebrity endorser in Clear Women shampoo advertisements can make it easier for consumers to remember the brand and make purchasing decisions for Clear Women brand shampoo products. This is because Agnes Monica is a celebrity who is well-known to the wider community both nationally and internationally.

The Influence of Celebrity Endorsers on Purchasing Decisions

The results showed that the celebrity endorser variable (X) had a negative and not significant effect on the purchase decision variable (Y). This means that the celebrity endorser used in the Clear Women shampoo advertisement cannot influence consumers to make a purchasing decision for the product. The results of this study mean that the third hypothesis, namely "celebrity endorsers have an effect on purchasing decisions" is not accepted. The results of this study support the research according to Majeed and Razaak (2011) which explains that celebrity endorsers have an insignificant impact and do not influence consumer purchasing decisions. However, there are several studies that have different results from the results of this study. According to Djaforava, E and Rushworth, C. (2017) also stated that celebrity endorsers have a positive effect on consumer purchasing decisions. The same opinion was also expressed in Mukhtar's research (2014) which stated that celebrity endorsers had a significant effect on purchasing decisions.

The results of the influence between celebrity endorsers and purchasing decisions show that celebrities used in Clear Women shampoo advertisements cannot influence and encourage people to make purchasing decisions. Based on the average respondent's answers regarding the celebrity endorser variable on the credibility indicator the statement item "the message conveyed by celebrities in Clear Women advertisements can be trusted" has the lowest average answer of 3.72 in the agree category. This shows that the message conveyed by Agnes Monica in the Clear Women shampoo advertisement cannot persuade and influence people to make purchasing decisions for this product. In this case, it means that consumers will trust the product more not only by seeing the advertising messages conveyed by Agnes Monica, but by using it first and feeling the quality of the product. Agnes Monica is one of the celebrities who often changes her hairstyle and color. Agnes Monica's consistency in terms of style and hair color can make consumers unsure of the advertising message conveyed in the Clear Women shampoo advertisement, whereby celebrity endorsers in shampoo advertisements are generally identical with the characteristics of long, black, and thick hair. But on the other hand, Agnes Monica's hairstyle is more often with short hair and changing colors. This is what makes consumers unable to trust directly just by seeing the advertising message conveyed by Agnes Monica before experiencing it first.

4. Conclusion

Based on the discussion on data analysis regarding the results of the research that has been done, it can be concluded that: Celebrity endorser (X) has a significant influence on brand image (Z) on the Clear Women shampoo brand, Brand image (Z) has a significant influence on purchasing decisions (Y) on the brand Clear Women shampoo and Celebrity endorser (X) have no significant effect on the purchase decision (Y) on the Clear Women shampoo brand.

The limitations of this research are that the researcher only limits the object of research to celebrity endorser Agnes Monica, so it is suggested that further researchers study other celebrity endorsers, such as Sivia Azizah, etc. Besides that, future researchers are expected to be able to expand or add other variables besides those being studied, where these variables can influence other purchasing decisions, such as product quality, etc.

References

- Anastasia, U., & Nurendah, Y. (2014). *Pengaruh Kualitas Produk dan Citra Merek*. *Jurnal Ilmiah Manajemen Kesatuan*, 2(May), 181–190. Retrieved from <http://jurnal.stiekesatuan.ac.id/index.php/jimk/article/view/449>
- Boome.co (2018). *Merek shampoo Terpopuler*. Diperoleh 11 Januari 2019, dari <http://boomee.co/business/shampo-terpopuler>
- Darmansyah, Salim, M., & Bachri, S. (2014). *Pengaruh Celebrity Endorser terhadap Keputusan Pembelian Produk di Indonesia (Penelitian Online)*. *Jurnal Aplikasi Manajemen*, 12(2), 230–238. Retrieved from <https://jurnaljam.ub.ac.id/index.php/jam/article/view/644>
- Djafarova, E., & Rushworth, C. (2017). *Computers In Human Behavior Exploring The Credibility Of Online Celebrities Instagram Profiles In Influencing The Purchase Decisions Of Young Female Users*. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Ghozali, Imam. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponogoro.
- Kotler, Philip dan Gary Amstrong. (2008). *Prinsip-prinsip Pemasaran*. Edisi 12. Jilid 1 dan 2. Jakarta: Erlangga.
- Kotler, Philip & Keller Kevin Lane. (2009). *Manajemen Pemasaran* (13th ed.). Jakarta: Erlangga.
- Kotler, Philip & Keller Kevin Lane. (2010a). *Manajemen Pemasaran Jilid 1* (13th ed). Jakarta: Erlangga.
- Kotler, Philip & Keller Kevin Lane. (2010b). *Manajemen Pemasaran Jilid 2* (13th ed, A. Maulana & Y. S. Hayati eds). Jakarta: Erlangga.
- Luk, K. C. Y. L. N. E. K. (2013). *Impact of Celebrity Endorsement in Advertising on Brand Image Among Chinese Adolescents*. *Young Consumers*, 14(2), 167–179. <https://doi.org/10.1108/17473611311325564>
- Mahmudah, I. S., & Tiarawati, M. (2014). *Pengaruh Kualitas Produk, Citra Merek, dan Harga Terhadap Keputusan Pembelian Pond's Flawless White*. *Jurnal Bisnis Dan Manajemen*, 6(2), 98–105. Retrieved from <https://www.e-jurnal.com/2016/03/pengaruh-kualitas-produk-citra-merek.html>
- Malhotra, N. K. (2009). *Riset Pemasaran Pendekatan Terapan*. Jakarta: PT Indeks.

- Rini, E. S., & Astuti, D. W. (2012). *Pengaruh Agnes Monica sebagai Celebrity Endorser Terhadap Pembentukan Brand Image Honda Vario*. *Jurnal Bisnis Dan Manajemen*, 6(1), 1-12. Retrieved from <https://jurnal.unej.ac.id/index.php/BISMA/article/view/45>
- Sari, Dinny Puspita, E. S. D. (2013). *Pengaruh Celebrity Endorser Ayu Ting Ting Brand Image Produk Mie Sarimi*. 1-9. Retrieved from <http://eprints.mdp.ac.id/752/>
- Shimp, Terence A. (2007). *Integrated Marketing Communication in Advertising and Promotion (seventh edision)*. Thomson South-Western.
- Sonwalkar, J., Manohar K., and Pathak A. (2011). *Celebrity Impact – A Model of Celebrity Endorsement*. *Journal of Marketing and Communication*. Vol 7, issue 1.
- Sulistyawati, P. (2010). *Kualitas Produk Terhadap Keputusan Pembelian Laptop Merek Acer Di Kota Semarang*. *Jurnal Riset Mahasiswa Manajemen*, 1-25. Retrieved from http://eprints.undip.ac.id/26500/1/Jurnal_Fix.pdf
- Suhaily, L. dan, & Darmoyo, S. (2017). *Effect of Product Quality , Perceived Price And Brand Image on Purchase Decision (Study on Japanese Brand Electronic Product)*. *Jurnal Manajemen*, XXI(2), 179-194. Retrieved from <http://dx.doi.org/10.249112/jm.v2i2>