THE INFLUENCE OF CELEBRITY ENDORSEMENT AND BRAND IMAGE ON PURCHASE INTENTION WITH BRAND AWARENESS AS AN INTERVENING VARIABLE: CASE STUDY OF SCARLETT WHITENING PRODUCTS IN SOLORAYA

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Abstract

This research reveals the significant impact of brand awareness and celebrity endorsement on purchase intention, particularly within the context of Scarlett products. The analysis confirms that the level of brand awareness correlates significantly with consumers' inclination to purchase products. These findings highlight the necessity of building brand awareness as an effective marketing strategy, using engaging advertising campaigns, presence across various media platforms, and involvement in social activities or sponsorship of popular events. Furthermore, the study confirms that the brand image of Scarlett products holds a crucial influence on brand awareness. Positive brand image elements such as strong slogans, product quality, and memorable packaging contribute to enhancing brand awareness among consumers. On the other hand, celebrity endorsements also prove to have a substantial impact on purchase intention. The presence of celebrities in advertisements captures consumers' attention, influences their perceptions of the brand and product, and increases their interest in purchasing. Selecting the right celebrities becomes an effective strategy for influencing consumer purchasing behavior. The results of this research provide profound insights into the importance of brand awareness, brand image, and celebrity endorsement in influencing consumer behavior, while also highlighting potential marketing strategies that companies can employ to enhance purchase intention.

Keywords: Influence of Digital Marketing, Brand Image, Saving Facilities, Customer's Saving Interest Decisions

INTRODUCTION

Globalization and fierce business competition require companies to be inventive and innovative. The corporate world can be unpredictable and dynamic. Thus, companies must compete with beauty and other goods to attract and retain clients. Beauty product innovation caters to women and men (Pratiwi & Sidi, 2022). Everyone wants to look good. Beauty from within Beauty from within is what makes someone truly beautiful. Skincare polishes it to make it look better. Skincare has a large market potential because women and men want to look beautiful (Putri & Istiyanto, 2021). PT. Motto Beringin Abadi, Bogor, West Java, Indonesia, produces body care products with a new name. Instagram marketed this product in 2017.

Marketing strategy has become a key factor in achieving success and competitive advantage for companies (Sari, Harliyani, & Sanjaya, 2022). One strategy that is widely adopted is celebrity endorsement, where celebrities or well-known figures are used to promote certain products or brands. This practice is used to optimize the celebrity's popularity, influence, and positive image, to influence consumer perceptions and increase their desire to buy the advertised product. The selection of a celebrity endorser must be considered carefully, including the level of popularity of the celebrity and the extent to which the celebrity can demonstrate the product attributes. The endorser is handsome, trustworthy, understanding, and strong (Septiany, 2020). Additionally, it is important to choose a celebrity endorser based on the brand or product. Celebrity characteristics can help select endorsements, thereby creating a consistent image of the products they endorse (Tazkiyatunnisa, 2019). Apart from celebrity endorsement, brand image is also an important aspect of marketing strategy. The brand image reflects the perceptions, images, and associations formed in consumers' minds regarding the brand. A strong and positive brand image has a significant impact, including differentiating products from competitors, building consumer trust, and influencing purchase intentions.

Celebrity endorsers should be evaluated based on popularity and whether they fit the product's personality. Actor power, trustworthiness, understanding, and strength are the characteristics of endorsers (Yusron, Rachma, & Hufron, 2019). Apart from that, choosing a celebrity to promote a company or product requires carefulness. The endorser's personality can be used to create a unique image of the product he endorses

(Tazkiyatunnisa, 2019). In the context of sales of Scarlett Whitening products in the Soloraya area, brand image plays an important role in attracting consumer interest and building loyalty to the brand. A positive brand image, such as a reputation for good quality, guaranteed product safety, and promised benefits to consumers, can significantly influence their perception of the product and motivate their desire to purchase.

Holistically understanding the influence of celebrity endorsement and brand image variables on consumer purchase intentions for Scarlett Whitening products in the Soloraya area, it is also necessary to pay attention to the role of brand awareness as an intervening variable. Brand awareness refers to the level of consumer knowledge and awareness of a brand. A high level of brand awareness can help build consumer engagement with the brand and influence their perception of the product. In this context, brand awareness acts as a bridge between celebrity endorsement and brand image. In other words, the influence of celebrities in increasing brand awareness can mediate the relationship between celebrity endorsement and brand image, ultimately influencing consumer purchasing intentions.

Exploring a holistic understanding of the influence of celebrity endorsement and brand image on consumer purchase intentions for Scarlett Whitening products in the Soloraya area, an important aspect that needs to be considered is the role of brand awareness as an intervening variable. Brand awareness refers to the level of consumer knowledge and awareness of a brand. A high level of brand awareness has the potential to build consumer engagement with the brand and influence their perception of the product. In this context, brand awareness has a crucial role as a link between celebrity endorsement and brand image, where the impact of celebrities in increasing brand awareness can separate the relationship between celebrity endorsement and brand image. Then it has an impact on consumer purchasing intentions.

REVIEW OF LITERATURE

Celebrity Endorsements

Celebrity endorsements has become a popular marketing strategy in today's industry (Putri & Istiyanto, 2021). This concept refers to the practice of taking advantage of the

popularity, fame, and positive influence possessed by celebrities to promote certain products or brands. Celebrities chosen as brand ambassadors or product spokespeople have the potential to create emotional attachment and consumer identification with the brand. The use of celebrity endorsements in marketing is motivated by several reasons. First, celebrities often have broad appeal and popularity among the public. Their use in marketing campaigns can attract consumer attention, create buzz, and increase brand visibility. Second, celebrities are often seen as symbols of a lifestyle that is idolized by many people. By associating a celebrity with a product or brand, companies hope to transfer the positive attributes associated with the celebrity into consumers' perceptions of the brand.

There are several benefits that may result from celebrity endorsement. First, the use of celebrities can increase brand awareness. When well-known celebrities are involved in marketing campaigns, they attract the public's attention and expand the reach of the brand. This can help create knowledge about the brand among consumers who were previously unfamiliar with the product. Apart from that, celebrity endorsements can also influence consumer perceptions about brands. The association of a respected celebrity with a particular product can signal to consumers that the brand has the desired quality, reliability, or lifestyle (Subastian, Palupi, & Sanjaya, 2021). This effect can strengthen brand image and build consumer trust. However, the effectiveness of celebrity endorsements is also influenced by several factors. First, the fit between celebrity and brand is very important. The celebrity's credibility, reputation, and alignment with brand values must be taken into consideration. For example, if a celebrity is famous for a healthy lifestyle, then the products promoted must be in line with these values.

Brand consistency is also an important factor (Safika & Raflah, 2021). The use of celebrity endorsements must be consistent with the brand image and message you want to convey. Inconsistencies between celebrities and brands can confuse consumers and damage brand perception. The power and popularity of the celebrity also need to be considered. Celebrities who are very famous and have large fan bases may be more effective at influencing consumers than lesser-known celebrities (Tazkiyatunnisa, 2019). However, using too many celebrities in various marketing campaigns can also lead to boredom and reduce their impact.

Brand Image

Brand image is a representation of consumer perceptions about the product brand (Safika & Raflah, 2021). It includes the attributes, qualities, image and values associated with the brand. A positive brand image can have a significant impact on product marketing. The importance of brand image in product marketing cannot be underestimated. A strong brand image can help differentiate a brand from its competitors, create consumer trust, and build brand loyalty (Septiany, 2020). A good and quality brand image can encourage consumers to purchase a product (Kuswati et al., 2021). Consumers tend to choose brands with a positive brand image because they consider the brand to be of good quality, reliable, and in accordance with their values. Brand image also plays an important role in consumer purchasing decisions. Consumers often use brand image as an important factor in choosing the product or brand they want to buy. If the brand image of a brand is positive, consumers tend to feel more confident and confident in the product, thereby increasing their likelihood of making a purchase.

The factors that shape a brand image can vary depending on the industry, target market, and marketing strategy implemented (Septiany, 2020). These factors include product quality, design, brand reputation, customer experience, brand communications, and brand associations with certain lifestyles or values. They collectively create consumers' perceptions of a brand and influence how consumers interact with the brand. The impact of brand image on consumer purchasing intentions is very significant (Sari, Harliyani, & Sanjaya, 2022). Consumers tend to choose products that already have a positive brand image because they feel confident in their quality and reliability. A good brand image can also create brand loyalty, where consumers become loyal and tend to choose the same brand repeatedly. Apart from that, a positive brand image can also help brands enter new markets, expand market share and face intense competition.

Brand Awareness

Brand awareness leads to the level of consumer knowledge and awareness about the existence and identity of a brand (Tazkiyatunnisa, 2019). This includes consumers' understanding of the brand, logo, slogan, and other visual elements associated with the brand. The level of brand awareness has a significant effect on product marketing. The

importance of increasing strong brand awareness cannot be ignored in marketing strategies. High brand awareness allows brands to become better known and recognized by consumers. This creates an opportunity to reach more potential consumers, expand market share, and create long-term correlation for consumers.

Strategies used to increase brand awareness include promotional activities, advertising campaigns, brand presence on social media, sponsorship of events or activities, collaboration with influencers, and efforts to build relationships with consumers through direct interactions or positive brand experiences.(Yusron, Rachma, & Hufron, 2019). In the current digital era, social media and online platforms have become effective tools for increasing brand awareness by creating interesting content and interacting with consumers directly. The role of brand awareness is also important in the relationship between celebrity endorsement, brand image, and consumer purchase intentions. Brand awareness is used as an intervening variable that connects celebrity endorsement with brand image on purchase intentions(Subastian, Palupi, & Sanjaya, 2021). With a high level of brand awareness, the effect of celebrity endorsement and brand image on purchase intentions can be increased.

Purchase intention

Purchase intention or what is usually called purchase intention, can be interpreted as consumers choosing or purchasing a product based on their previous experience with the product or a strong desire for a particular product, and desires according to the function of the product (Riza Aura Febriani et al., 2022). This concept refers to the tendency of a person's intention to obtain a desired product, and this can measure the tendency of consumer behavior to satisfy their desire for a product. Knowledge of what factors are related to consumer purchase intention towards skin care products is very necessary. By knowing the important factors, companies can improve the quality of their products and this will automatically increase consumer purchasing intentions (Fionalita & Kusumawati, 2019).

RESEARCH METHOD

The type of research carried out to answer the problem formulation is quantitative research. Quantitative research aims to systematically collect and analyze numerical data to understand the relationships between variables. Quantitative research will allow data to be collected on the influence of celebrity endorsement, brand image, brand awareness and consumer purchase intentions on Scarlett Whitening products in the Soloraya area.

The quantitative method involves the use of data collection instruments such as questionnaires distributed to a sample of respondents who are consumers of Scarlett Whitening products. The data obtained will be analyzed using statistical methods in testing hypotheses and solving research questions. Statistical analysis that can be used includes regression analysis to test the influence of independent variables (celebrity endorsement, brand image, brand awareness) on the dependent variable (purchase intention), as well as mediation analysis to test the mediating role of brand awareness in the relationship between celebrity endorsement or brand image and purchase intention. By using quantitative research, researchers can collect data that is structured and can be measured numerically, thus enabling this research to obtain objective results and broader generalizations to the consumer population of Scarlett Whitening products in the Soloraya area.

RESULTS AND DISCUSSION

Validity and Reliability Test Results of Confirmantory Factor Analysis (CFA) and SmartPlus

Data was collected using a questionnaire which was distributed directly to 255 buyers using an electronic questionnaire. To minimize the potential for respondents to misunderstand the statements in the questionnaire, an explanation regarding filling out the questionnaire is also included in the questionnaire sheet. The Likert scale in this questionnaire is based on the scale in research conducted by Zhou et al. (2018), with respondents coming from various groups of gender, age, profession and latest education.

Validity and reliability testing in this research will be carried out using the method. The results of the validity and reliability tests will be explained in the following diagram:

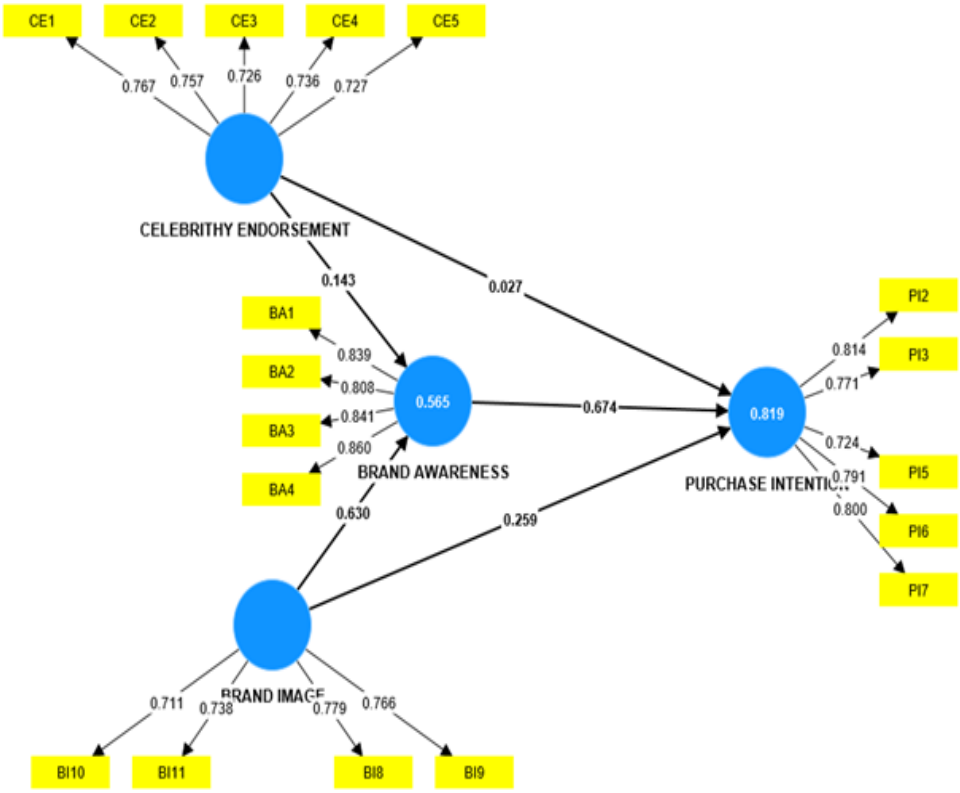


Figure 1.
SmartPLS CFA Results Diagram

By using CFA SmartPLS, this research will ensure that the questionnaire used has good validity and reliability in measuring the variables studied. The validity and reliability test results diagram will provide an overview of the extent to which the questionnaire instrument can be relied on in collecting the following research data.

a. Validity Test

Table 2.
Outer Loading

Variable	Indicator	Outer loading
Celebrity Endorsement (CE)	CE1	0.767
	CE2	0.757
	CE3	0.726
	CE4	0.736
	CE5	0.727

Brand Image (BI)	BI10	0.711
	BI11	0.738
	BI8	0.779
	BI9	0.766
Brand Awareness (BA)	BA1	0.839
	BA2	0.808
	BA3	0.841
	BA4	0.860
Purchase Intention (PI)	PI2	0.814
	PI3	0.771
	PI5	0.724
	PI6	0.791
	PI7	0.800

Based on the output above, in assessing the convergent validity of the reflective model, the relationship between item scores and construct scores is calculated using the Partial Least Squares (PLS) method. The level of reflective validity is considered high if the correlation exceeds 0.7 with the construct being measured. However, in the initial stages of developing the measurement scale, loading values between 0.5 and 0.6 were considered adequate (Ghozali, 2012). From the output results above, it meets the loading value criteria $< 0{,}5$.

b. Reliability Test

Table 3.
Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BA	0.858	0.859	0.904	0.701
BI	0.739	0.742	0.836	0.561
CE	0.797	0.799	0.860	0.552
PI	0.839	0.842	0.886	0.609

Based on the output above, you can see the composite reliability value for each variable so it can be said that the data is reliable. After collecting data from respondents, the data will be analyzed using the SmartPLS 4.0 application. The initial step in the analysis is to test validity and reliability using the CFA SmartPLS method. The purpose of this test is to ensure the validity and consistency of the questionnaire in this research.

Limitations in this analysis include factor loadings (FL), Cronbach's alpha (α), composite reliability (CR), average variance extracted (AVE), as well as mean (M) and standard deviation (SD) with specified minimum values. Although the sample size in this study is smaller than previous studies, the limits used will be adjusted to the conditions of this research $> 0{,}07$.

The table of initial analysis results from the data obtained from the questionnaire will display information about the limitations of the analysis described previously from the data that has been processed. This table will provide an initial overview of the reliability and validity of this research instrument. The results of the analysis will provide a strong basis for continuing further analysis and interpreting research findings.

Table 4.
VIF Model

	VIF	Information
Brand Awareness -> Purchase Intention	2,300	Small
Brand Image-> Brand Awareness	3,036	Currently
Brand Image -> Purchase Intention	3,949	Currently
Celebrity Endorsement -> Brand Awareness	3,036	Currently
Celebrity Endorsement-> Purchase Intention	3,084	Currently

Based on the output table, the overall purchase intention VIF (Variance Inflation Factor) value is <5 with a variable value of BA to PI of 2,300, BI to BA of 3,036, BI to PI of 3,949, CE to BA of 3,036, and CE to PI amounting to 3,084. Furthermore, if the Variance Inflation Model (VIF) value meets the requirements of <5, the regression model of this research can be declared free from symptoms of multicollinearity.

Table 5.
R Square Table

	R-square	R-square adjusted
Brand Awareness (BA)	0.565	0.562
Purchase Intention (PI)	0.819	0.817

1) Based on the table above, it can be seen that the R square adjusted for the Brand awareness (BA) variable is 0.562, which means that celebrity endorsement and brand

image have an influence on the Brand awareness variable, namely 56.20%, the remaining 43.80% is influenced by variables outside this model.

2) Based on the table above, the Purchase Intention (PI) variable is 0.819 which can be interpreted as: Celebrity endorsement (CE) and Brand image (BI) have an influence on Brand awareness, namely 81.90%, then the remaining 18.10% is influenced by variables outside the research model. This.

Hypothesis Test Results

In this research, testing the hypothesis is done by looking at the T statistic and P value. This test is used to find out how high the influence of exogenous variables is on endogenous variables.

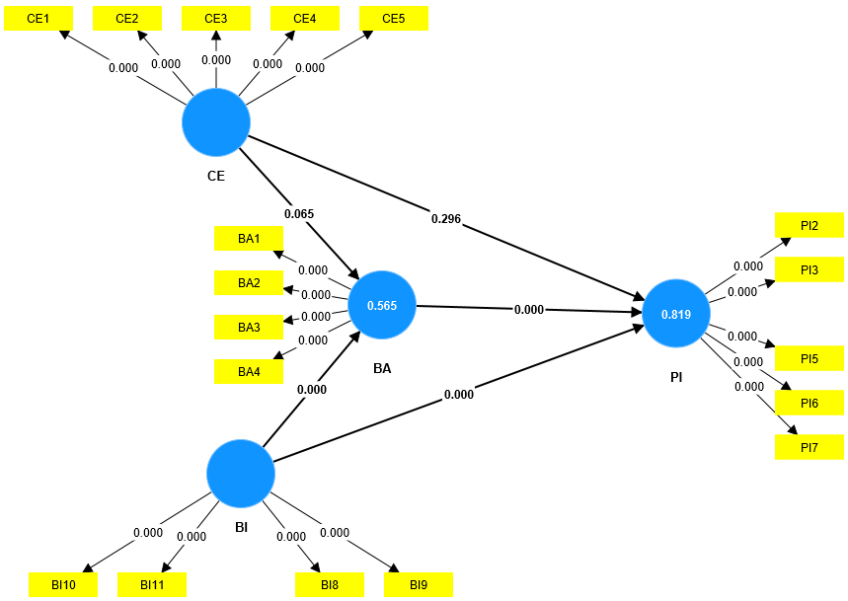


Figure 2.

Boostrapping Diagram Table

Exogenous variables to endogenous variables partially with the condition that the hypothesis is accepted provided that the T statistic > P value <0.05.

Table 6.

Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
BA -> PI	0.674	0.672	0.055	12.325	0.000
BI -> BA	0.630	0.627	0.083	7.606	0.000
BI -> PI	0.259	0.256	0.058	4.438	0.000
CE -> BA	0.143	0.148	0.094	1.517	0.065
CE -> PI	0.027	0.033	0.051	0.536	0.296

Based on the output above, it can be seen that:

1. The P-value results in the conclusion that the brand awareness variable has a significant influence on the quality of purchase intention.$(0{,}000) < 0{,}05$
2. The P-value results in the conclusion that the brand image variable has a significant influence on brand awareness.$(0{,}000) > 0{,}05$
3. The P-value results in the conclusion that the celebrity endorsement variable has a significant influence on purchase intention.$(0{,}000) < 0{,}05$
4. The P-value means that it can be concluded that the brand image variable does not have a significant influence on brand awareness.$(0{,}065) > 0{,}05$
5. The P-value results in the conclusion that the brand image variable does not have a significant influence on purchase intention.$(0{,}296) > 0{,}05$

The results of the hypothesis test show that there are significant findings in the relationship between the variables studied. First, from the results of the hypothesis test that has a correlation between the variables brand awareness and purchase intention, it was found that the p-value was 0.000, which is smaller than the significance level of 0.05. This shows that the brand awareness variable has a significant influence on the quality of purchase intention. So it can be stated, the higher the level of brand awareness, the higher the quality of consumer purchase intention. The reason is that promotional activities carried out by brand ambassadors for Scarlett Withening products create content for interesting promotional activities both on social media, live interactions on social media or through advertising activities on television.

It can also be found in the relationship between brand image and brand awareness variables, the same results are found. The results of the hypothesis test show that the p-

value is 0.000, which is smaller than the significance level of 0.05. Thus, it is concluded that the brand image variable has a significant influence on brand awareness, meaning that consumers' perceptions of brand image significantly influence the level of brand awareness they have. The reason is, Scarlett Withening products have a strong brand image, from the product name, product quality and superior benefits, so that this will be easily understood by consumers.

The results of the hypothesis test on the relationship between the celebrity endorsement and purchase intention variables stated that the p-value was 0.000, thus, it was concluded that the celebrity endorsement variable had a significant influence on purchase intention. The reason is that the Brand Ambassador of the Scarleet Withening product has high attractiveness because comes from famous artists or influencers who are popular with the Soloraya community, this will be in line with the high interest in buying scarlet whitening products.

The results of the hypothesis test also show that the brand image variable has a significant effect on brand awareness. The p-value is 0.065, this figure is greater than the significance level of 0.05, indicating that the brand image variable does not have a significant effect on the level of brand awareness held by consumers. Thus, it can be concluded that the brand image variable does not have a significant effect on the brand. awareness, meaning that consumers' perception of the brand image does not significantly influence the level of brand awareness they have.

The results of the hypothesis test found that the brand image variable did not have a significant effect on purchase intention. The p-value is 0.296, greater than the standard significance level of 0.05. It can be concluded that the brand image variable does not have a positive and significant effect on the purchase intention variable. The reason is that the brand image variable influences the level of purchase intention held by consumers. Thus, the more positive the consumer's perception of the brand image, the higher the level of purchase intention they have.

In the overall results of this hypothesis test, there are variables that have a significant effect on other variables. This proves the importance of brand awareness, celebrity endorsement, and brand image in influencing the quality of consumer purchase

intention. These findings provide important implications for the development of marketing and product branding strategies to increase consumer purchasing levels.

CONCLUSION

In this research, interesting findings regarding the influence of brand awareness and celebrity endorsement on purchase intention can be explained further. Analysis of research results shows that brand awareness, or the level of brand awareness, has a significant influence on purchase intention, namely the consumer's tendency to buy a product. These results indicate that consumers who have a high level of brand awareness are more likely to be interested and have greater interest in purchasing the product. This emphasizes the importance of efforts to build and strengthen brand awareness as part of an effective marketing strategy. Increasing brand awareness can be done through various means, such as attractive advertising campaigns, brand presence on various media platforms, or brand involvement in social activities or sponsorship of popular events. By increasing brand awareness, companies can influence consumer purchasing decisions and increase purchase intention.

This research shows that the brand image variable, or brand image of Scarlett products, has a significant influence on the brand awareness variable. A good brand image in the eyes of the public will of course increase consumer brand awareness. The brand image itself can be in the form of a product slogan, product quality, or product packaging that is easy to remember, because because Scarlett Whitening's product image is well known, consumers will tend to easily develop brand awareness.

Furthermore, the research results also show that celebrity endorsement, or the use of celebrities in advertising campaigns, has a significant influence on purchase intention. The presence of celebrities in advertising can arouse consumers' attention and influence their perceptions of brands and products. When celebrities who are respected or idolized by consumers appear in advertising, consumers tend to have greater interest in purchasing the product. This shows that selecting appropriate and relevant celebrities in advertising can be an effective strategy to influence consumer purchasing behavior.

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