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Research Article

Product Quality, Celebrity Endorsements, Brand Image, and Trust: Consumer Purchase Decisions

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Abstract

This research aims to determine the influence of product quality, celebrity endorser, brand image and brand trust on purchasing decisions for Scarlett Whitening products in DKI Jakarta. The population in this research is the entire community. The sampling technique used was a non-probability technique and the number of samples was determined as 100 according to the hair formula. Data was collected using a questionnaire instrument method. The data analysis method used is multiple linear analysis. The results show that (1) product quality has a positive and significant effect on purchasing decisions. (2) celebrity endorsers have a positive and significant effect. (3) partially, brand image has a positive and significant effect. (4) Partially, brand trust has a positive and significant effect on purchasing decisions. The managerial implication of these findings is that companies need to focus on improving product quality, selecting relevant and influential celebrity endorsers, and building and maintaining a strong brand image and trust to maximize consumer purchasing decisions. This research contributes to a deeper understanding of how these factors, particularly in the context of popular celebrity endorsers on social media, may influence consumer purchasing preferences.

Keywords: product quality, celebrity endorser, brand image, brand trust, purchase decision

1. Introduction

In this millennial era, beauty products have become very diverse, both in terms of product types and brand types. The increasing demand by women, especially in the skincare product category, is one of the big factors causing the expansion of the beauty industry market. Skin care or skin care is a series of activities that can help improve appearance and improve skin problems. Skin care includes nutrition, ranging from preventing skin problems to protecting against excessive sun exposure.

A person's choice to buy a thing determines how well it sells. Kotler and Armstrong (2017) define purchasing decisions as the behaviors of consumers who wish to buy a product or service after weighing the brand, price, and quality of the item. The primary factor influencing consumer purchasing is product quality. A product's capacity to fulfill its purpose is referred to as its quality; this encompasses its longevity, dependability, precision, ease of use and repair, and other characteristics (Anggraini, 2024).

Instagram social media superstars are frequently referred to as "selebgram". There are two types of celebrity endorsers: traditional celebrities and social media celebrities. People who are well-known for their TV shows, movies, or music are referred to as celebrities. According to Komara and Fathurahman (2024), social media celebrities get notoriety by virtue of their social media presence.

Purchasing decisions are related to the impact of brand image. The better the brand image a company has, the more buyers will look at the products and services offered. According to Shimp et al. (Sangadji, 2018), brand image can be defined as the type of association that appears in the minds of customers when remembering a particular brand. According to (Munawaroh & Simon, 2023), it will be difficult for companies to maintain consumer trust in their brand and attract new consumers without a strong brand image. The impact of celebrity endorsers and a good brand image creates brand trust in society.

Tjiptono (2021) and (Assidiki & Budiman, 2023), consumer behavior includes all actions directly related to efforts to obtain and choose products and services, including decision-making before and after carrying out these actions. These actions leading to a decision cannot be separated from the factors that influence it. Factors can influence consumers' purchasing decisions. According to research by Yan and Jatra (2019), purchasing decisions are influenced by product quality and brand image.

The findings of show that lifestyle, brand image, celebrity endorser, and price level also influence purchasing decisions. Febriani and Khairusy (2020) state that price, product design, and brand image also influence purchasing decisions. Sisnuhadi and Sirait (2021) state that factors such as promotion via social media, celebrity endorsers, and perceptions of product quality influence decisions. purchases. Further research also states that consumer loyalty is also influenced by company image (Aulawi, 2018)

The purpose of this study is to examine how Scarlett Whitening product purchases are influenced by brand image, brand trust, celebrity endorsers, and product quality. This study is noteworthy because it takes an integrated approach, which is uncommon in earlier research of this kind, by combining important marketing characteristics with an analysis of the Islamic worldview. This study illustrates how these factors contribute to a rise in consumer purchase decisions through the use of multiple linear regression analysis techniques. In order to boost customer loyalty and purchase decisions in a wider context, businesses can use the study's insights to enhance product quality, select relevant celebrity endorsers, establish a strong brand image, and uphold brand trust.

2. Literature Review and Hypothesis
Literature Review
Product Quality
Define product quality as a confluence of several qualities, traits, and aspects that offer value as food or enjoyment. The greatest caliber of goods and services is one of the primary criteria that customers look for in producers. Kotler & Keller (2017) define product quality as an item's capacity to deliver outcomes or performance that meet or surpass the needs of the client. According to the definitions given above, a product's quality is determined by its capacity to satisfy customer needs. Among other things, consumers want products that are easy to use, dependable, and long-lasting. According to Farah et al. (2024), quality refers to the general traits and attributes of a good or service that affect its capacity to satisfy customer demands.

Celebrity Endorser

Celebrities are figures who are known for their achievements in fields that are different from the product class they endorse. The word celebrity can be translated into Indonesian as a celebrity who is famous and popular in society. The use of celebrities in advertising is because the product (goods or services) being advertised will be easier for consumers to remember. After all, the person conveying the message is popular and famous. Advertisers and advertising agencies are willing to pay high prices to celebrities who are liked and respected by the target audience and who are expected to influence favorable consumer attitudes and behavior toward the products endorsed. Celebrity endorsers are supporters of a product that acts as a messenger to strengthen a brand's image. Celebrity endorsers are advertising stars, television stars, actors, films, famous athletes, and even deceased individuals who can influence consumers' attitudes and behavior towards the products they advertise. Defines celebrity endorsers as individuals who are recognized by the public using this recognition on behalf of consumer goods by appearing together in one advertisement.

Brand Image

Businesses use a brand to identify their products. Selecting a product name is only one aspect of branding. Businesses can use specific brands to learn what kinds of items consumers prefer and what factors influence their preference for particular product types. In order to build a brand image, consumers will be more attached to a brand that is built on a variety of experiences. Having a positive brand image can boost sales. Kotler and Keller (2017) define brand image as a name, phrase, sign, symbol, design, or mix of these that is used to identify and distinguish products or services from other products or services offered by a single seller or by a group of sellers. rival services. Schiffman & Wisenblit (2019) define brand image as the distinct perception that consumers have of a brand. According to the aforementioned viewpoints, brand image is what customers think about when they associate a specific brand with a good or service (Noviana & Oktavia, 2023).

Brand Trust

According to Tjiptono (2020), the trust factor in a brand is a crucial aspect in forming brand buying interest. They define trust in a brand as a consumer's willingness to trust or rely on a brand in risk situations because of the expectation that the brand in question will provide positive results. Meanwhile, brand trust is the brand's ability to be trusted (brand reliability), which originates from the consumer's belief that the product can fulfill the promised value and the good intentions of the brand (brand intention) which is based on belief. consumers that the brand can prioritize the interests and desires of consumers (Akbar & Nurjanah, 2023).

Purchase Decision

Purchase decisions are a component of consumer behavior, which is the study of how people, groups, and organizations select, acquire, and apply products, services, concepts, or experiences to meet their needs and preferences (Kotler & Armstrong, 2017). In the meantime, Tjiptono & Marketing (2019) state that consumers identify the issue and research a certain brand or product before making a purchase. According to the aforementioned expert perspective, a purchasing decision is a process that customers go through before determining whether or not to purchase a good or service. A consumer's decision to buy a product is known as a purchasing decision. As a result, consumers choose from a variety of alternate problem solutions with actual follow-up when making purchases. After that, consumers can evaluate their choices and then determine the attitude they will take next.

Hypothesis
The Influence of Product Quality on Purchasing Decisions
According to the findings of earlier studies by Ernawati (2019), Hanjaya (2018), and Anwar and Satrio (2020), product quality significantly and favorably influences consumers' decisions to buy. The theoretical findings of this empirical study allow for the formulation of the following research hypothesis:
H1: Product quality has a positive and significant effect on purchasing decisions

The Influence of Celebrity Endorsers on Purchasing Decisions
Purchase decisions are positively and significantly impacted by the findings of earlier studies on celebrity endorsers. Bramantya & Jatra (2018), Andrianto & Sutrasmawati (2019), and Nuraini & Maftukhah (2020) carried out this study. The theoretical findings of this empirical study allow for the formulation of the following research hypothesis:
H2: Celebrity Endroser has a positive and significant effect on Purchasing Decisions

The Influence of Brand Image on Purchasing Decisions
Purchase decisions are positively and significantly impacted by brand image, according to prior study by Adiwidjaja & Tarigan (2017), Saleh, Haerani & Reni (2019), and Sterie, Massie, and Soepono (2019). The theoretical findings of this empirical study allow for the formulation of the following research hypothesis:
H3: Brand Image has a positive and significant effect on Purchasing Decisions

The Influence of Brand Trust on Purchasing Decisions
Purchase decisions are positively and significantly impacted by the findings of earlier studies on brand trust, including those by Nisak & Astutiningsih (2021), Puspita & Suryoko (2018), and Fauzan, Sutomo & Mubaraq (2019). The theoretical findings of this empirical study allow for the formulation of the following research hypothesis:
H4: Brand Trust has a positive and significant effect on Purchasing Decisions

Research Conceptual Framework
Based on the theoretical explanation and results of previous research, the variables used in this research are Product Quality, Celebrity Endorser, Brand Image and Brand Trust in Purchasing Decisions. Hence, the conceptual framework formed is as follows:
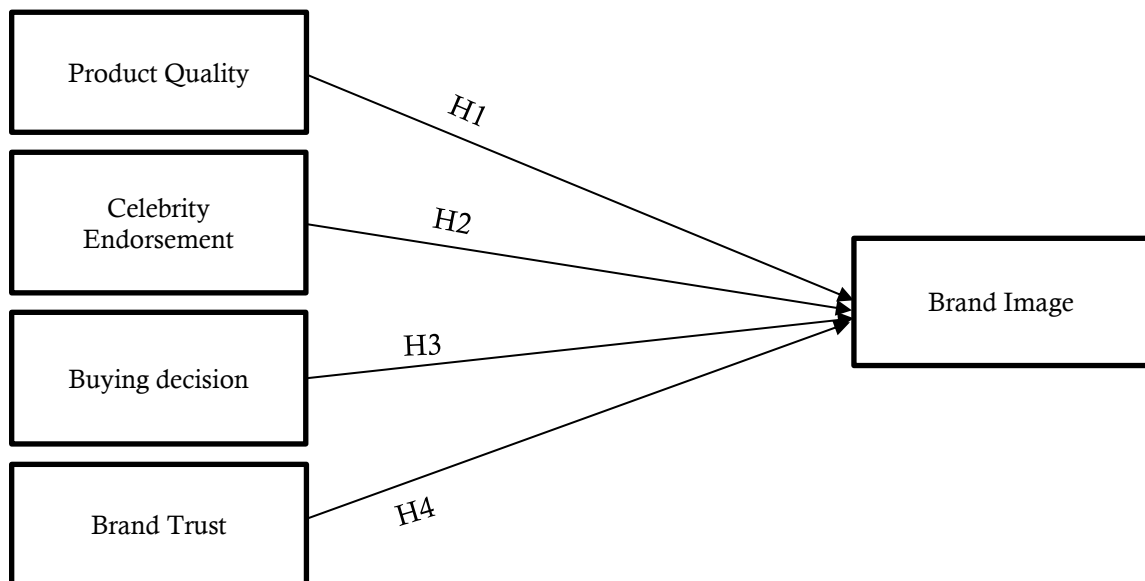

Figure 1. Conceptual Framework

3. Data and Method
Types of research
In order to explain the link between variables, this study employed an explanatory research design. This study aims to determine the effects of brand image, brand trust, celebrity endorsements, and product quality on purchasing decisions. The main tool for collecting information from sample respondents during the survey research process is a questionnaire.

Data collection technique
Data collection techniques are methods used to obtain data and information needed in research. A questionnaire is a data collection technique that creates a series of questions or statements related to Product Quality, Celebrity Endorser, Brand Image and Brand Trust in Purchasing Decisions that are given to respondents to be filled in directly.

Population and Sample
Population
According to (Wahyuddin et al., 2023) a population is a generalization area consisting of objects or subjects that have certain qualities. Researchers determine these characteristics to be studied and then draw conclusions. The population in this study were users of Scarlett Whitening products in DKI Jakarta.

Sample
The sample is part of the number and characteristics of the population. Non-probability sampling is a sampling technique that provides a different chance or opportunity for each population to be selected as a sample in research.

Multiple Linear Regression Model Analysis
Multiple linear regression analysis seeks to comprehend the impact of multiple independent variables on the dependent variable at the same time, as well as to indicate the direction of the relationship between the dependent and independent variables and to quantify the strength of the relationship between two or more variables. In the context of this study, which looks at how product quality, celebrity endorsers, brand image, and brand trust affect product purchasing decisions, this model works well for research incorporating multiple components that together affect particular decisions or results. Researchers may determine each factor's impact, both alone and collectively, using multiple linear regression, which provides more thorough insights into the elements that have the most effects on customer choices. According to Echdar (2017), use the following equation:

$$Y = a + b_1PQ + b_2CE + b_3BD + b_4BT + e$$

4. Results
Multiple Linear Analysis Results
Multiple linear regression analysis functions to find the influence of two or more independent variables on the dependent variable. The formula for the multiple linear regression equation in this research is:

Table 1. Multiple Linear Regression Estimation Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	0.287	1.687	
Product Quality	0.139	0.061	0.204
Celebrity Endorser	0.157	0.063	0.232
Brand Image	0.246	0.121	0.228
Brand Trust	0.144	0.070	0.217

Source: Processed Primary Data (2022)

Partial Results (t-Test)
The t-test was conducted to determine whether there is an influence between Product Quality, Celebrity Endorser, Brand Image and Brand Trust on Purchasing Decisions partially. This test is conducted based on the significance value of each regression coefficient with the significance value used <0.05. Suppose the significance value resulting from the calculation (α <0.05). The results of the t-count calculation are as follows:

Table 2. Partial Test Results (t-Test)

Model	t count	t table	Sig.
(Constant)	0.170	1.985	0.865
Product Quality	2.290	1.985	0.024
Celebrity Endorser	2.476	1.985	0.015
Brand Image	2.027	1.985	0.045
Brand Trust	2.070	1.985	0.041

Source: Processed Primary Data (2022)

Based on the results of the partial test (t-test) in Table 2, it is known that the product quality variable has a t-value of 2,290 with a t-table of 1,985 and a significance value of 0.024, which indicates that product quality has a significant effect on purchasing decisions. The celebrity endorser variable also shows a significant effect with a t-value of 2,476, a t-table of 1,985, and a significance value of 0.015. Furthermore, the brand image variable has a t-value of 2,027 with a t-table of 1,985 and a significance value of 0.045, which means that brand image has a significant effect on purchasing decisions. Finally, the brand trust variable shows a significant effect with a t-value of 2,070, a t-table of 1,985, and a significance value of 0.041.

5. Discussion

The Influence of Product Quality on Purchasing Decisions

The first hypothesis on the Product Quality variable is through the t-test, which shows that t count > t table with a significant level. So, partially, product quality has a positive and significant influence on purchasing decisions. Said that product quality is the factors contained in a product or result that cause the item or result to be suitable for the purpose for which the item or result is intended. This finding means that in this research, consumers feel that the quality of Scarlett Whitening products is in line with consumer expectations. Therefore, product quality has a positive and significant influence on purchasing decisions. This result is in line with research conducted by Ernawati (2019) and Hanjaya (2019) that product quality partially has a positive and significant effect on purchasing decisions. Similar research results were also shown by Ackaradejruangsri (2018), Tamunu and Ferdinand (2019), and Kalicharan (2020).

The Influence of Celebrity Endorsers on Purchasing Decisions

The second hypothesis on the Celebrity Endorser variable is through the t-test, which shows that t count > t table with a significant level of. So partially Celebrity Endorser has a positive and significant influence on Purchasing Decisions. Believes that celebrity endorsement is using artists as advertising stars in the media, starting from print media, social media, and television media. In addition, celebrities are used for their famous attributes, including good looks, courage, talent, grace, strength, and physical attractiveness, which often represent the desired attractiveness of the brands they advertise. This finding means that in this study, the celebrity endorser used by the influencer influences the attraction of consumers to purchase Scarlett Whitening products. Therefore, the Celebrity Endorser has a positive and significant influence on purchasing decisions in line with research conducted by Bramantya and Jatra (2019), Andrianto and Sustrasmawati (2019) and Nuraini and Maftukhah (2020) that Celebrity Endorsers have a positive and significant effect on Purchase Decisions.

The Influence of Brand Image on Purchasing Decisions

The third hypothesis on the Brand Image variable is through the t-test, which shows that t-count > t-table with a significant level of. So, Brand Image has a positive and significant influence on Purchasing Decisions. Brand image is a description of consumers' associations and beliefs towards a particular brand (Tjiptono & Chandra, 2017). So, the better the brand image of the product being sold, the higher the purchasing decision by consumers means that in this research, Scarlett Whitening has built a good brand image so that consumers are confident in their decision to purchase Scarlett Whitening products. Therefore, Brand Image has a positive and significant influence on Purchasing Decisions. This finding is in line with research conducted by Sterie, Massie and Soepono (2019), Saleh, Haerani and Reni (2019), and Adiwidjaja and Tarigan (2017) that brand image has a positive and significant effect on purchasing decisions.

The Influence of Brand Trust on Purchasing Decisions
The third hypothesis on the Brand Trust variable is through the t-test, which shows that t count > t table with a significant level of. So, partially, Brand Trust has a positive and significant influence on Purchasing Decisions. Brand trust is the brand's ability to be trusted, which originates from the consumer's belief that the product can fulfill the promised and intense value of the brand, which is based on the consumer's belief that the brand is able to prioritize consumer interests means that in this research, the brand of Scarlett Whitening products has been considered good in the eyes of consumers. The brand has been able to prioritize the interests of consumers. Therefore, Brand Trust has a positive and significant influence on Purchasing Decisions in line with Nisak and Astutiningsih (2021), Puspita and Suryoko (2018) and Fauzan, Sutomo and Rahmat (2019) that brand trust has a positive and significant effect on purchasing decisions.

6. Conclusion
The description and debate in the previous chapter lead to the following conclusions: The quality of the products and celebrity endorsements have a positive and considerable influence on consumers' decisions to buy Scarlett Whitening products at DKI Jakarta. Purchases of Scarlett Whitening products in DKI Jakarta are positively and strongly influenced by brand perception. Brand trust has a positive and large influence on Scarlett Whitening product purchases in DKI Jakarta. Product quality, celebrity endorsements, brand image, and brand trust all have a favorable and significant impact on consumers' decisions to buy Scarlett Whitening products in DKI Jakarta. The need of an integrated and thorough marketing strategy is underscored by the management implications of how customer decisions are influenced by brand image, brand trust, celebrity endorsements, and product quality. Marketing managers must ensure that the items they sell are of a high grade in order to meet and beyond consumer expectations, as high-quality products directly influence consumer decisions to purchase.

Recommendation
For further research, it is recommended that researchers be more specific in selecting the variables to be studied and consider more diverse samples to obtain more comprehensive and generalizable results. In addition, research should explore the relationship between variables using qualitative or experimental methods to dig deeper into the causal factors that were not measured in this study. Thus, the research results will be more applicable to companies in improving their marketing strategies in the future.

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