The influence of celebrity endorser and electronic word of mounth on purchase decision with brand image as an intervening variable on MS Glow Products

Resa Nurlaela Anwar[1], Diah Ratna Amelia[2]

[1,2]Dharma Persada University
[1]anwarresa@gmail.com, [2]ratnadiahamelia@gmail.com

| Info Artikel	ABSTRACT
	This study aims to determine how much influence the celebrity endorser and electronic word of mouth have on purchase decisions with brand image as an intervening variable for MS Glow products. The research methods used are quantitative and associative, with SPSS used for testing. The data collection method used is by giving questionnaires to 100 respondents who are active users of the TikTok platform. Based on the results of the study that celebrity endorser has a positive and significant effect on brand image with a value of 0.401. Electronic word of mouth has a positive and significant effect on brand image with a value of 0.521. Brand image has a positive and significant effect on purchase decisions with a value of 0.395. Celebrity endorsers have a positive and significant effect on purchase decisions with a value of 0.321. Electronic word of mouth has a positive and significant effect on purchase decisions with a value of 0.681. Celebrity endorsers through brand image have a positive and significant effect on purchase decisions with a value of 0.161 and Electronic word of mouth through brand image has a positive and significant effect on purchase decisions with a value of 0.205.

INTRODUNCTION

In this increasingly advanced modern digital era, the existence of the internet has made it easier for all human needs. The development of technology (including the internet) has caused many people to spend most of their time on internet-connected devices. With the development of the internet, a new understanding of marketing emerged in the form of a modern marketing concept or a marketing revolution which means online business marketing, one of which is internet media using smartphones. This is what makes many business people use the internet and smartphones as marketing media in online business, because they are able to create a wide market share and great opportunities in advertising through digital marketing, one of which is using the TikTok platform. TikTok is a social platform by producing content as a means for people to provide information and generate creativity, where the platform is supported by music.
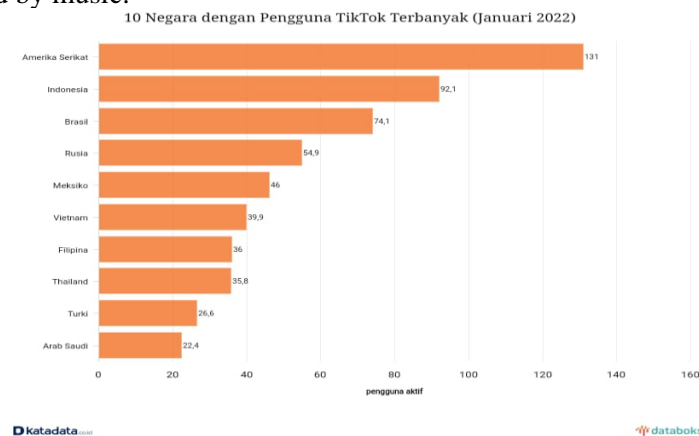
Picture 1 Number Of Countries Using Tiktok 2022
Source: databoks.katadata.co.id

In Figure 1, it can be seen and concluded that in January 2022, the state of Indonesia was ranked 2nd in TikTok users, namely 92.1 million. Where the first place with the largest TikTok users in the world is the United States with 131 million users. Brand is a symbol, name, and sign on the product that will be different from the products sold by a group of other sellers, which makes the image, perception and credibility in the minds of consumers. A strong brand image provides a number of advantages for the company. The brand image in the promotion must exist so that what is shown perfectly will be embedded in the minds of consumers. Kotler and Keller in (Lenarto et al., 2018), defines brand image as the perception that consumers have when they first hear a slogan that is remembered and embedded in the minds of consumers. Brand image concerns the reputation and credibility of a product, which will then be used as a guide for consumers to try and consume a particular product or service. According (Herdiana & Alamsyah, 2017) state that brand image is a consumer's understanding of the brand as a whole not only from giving a good brand name to a product, but also how to introduce the product so that it can be an impression for consumers in forming a product. perception of a product. A good brand image will generate consumer emotional values, therefore companies need to improve their brand image. This emotional value will trigger a positive perception of a product.

Picture 2 Top 10 Local Brands of Skincare Products in Indonesia
Source: Compass.co.id

In Figure 2 it can be concluded that MS Glow is in the first position as a local brand of skincare products, meaning that MS Glow products are successful in marketing their products. While Scarlett is in second place and Everwhite is in last position in the top 10 skincare product brands. Competition between the care and beauty industry markets is currently starting to compete, one of which is the MS Glow product. MS Glow is one of the local skincare and cosmetic products that are in great demand by everyone. The product already has a BPOM permit and is also halal certified. MS Glow was founded in 2013 which was founded by Shandy Purnamasari and Maharani Kemala, MS Glow is an abbreviation of the Brand's motto, namely Magic For Skin to reflect the best glowing product in Indonesia. Now MS Glow itself also has many kinds of treatments. This means products that counteract whitening from premature aging that lighten acne-prone skin, dry skin, and a radiant finish for Korean women are fully available and certified as safe by MS Glow. Not surprisingly, MS Glow quickly took root in the public's mind.

MS Glow products use celebrity endorser Nagita Slavina to advertise their products. Putra and Sulistyawat in (Ulandari et al., 2021) celebrity endorser is a person who is known to the public through his achievements that the company trusts to advertise a product. Celebrity endorsers act as messengers to strengthen brand image. The main task of these endorsers is to establish a good relationship between the endorser and the advertised product so that consumers have a positive attitude, so that advertising can create a good image in the minds of consumers. Kotler in (Suriyadi, 2021) suggests that celebrity endorsers are one of the communication channels used by celebrities by expressing their words and behavior to promote brand based on their personality and popularity. The use of celebrity endorsers that have characteristics can influence positive consumer attitudes and responses to a product, so that consumers will consider it in the buying process.

The ability of celebrity endorsers to advertise a product is very influential because consumers will be interested in celebrities who advertise a product and also control the product, so they can convince consumers that this product is good and very worth buying. MS Glow does'nt use Korean celebrities as celebrity endorsers like other local brands that use Korean celebrities. MS Glow only uses

local celebrities. However, MS Glow is still known to the public as a local skincare brand and there are quite a lot of fans of this product. Someone who shares information or experiences about a product with other consumers is called word of mouth. Consumers can interact with each other about the experience of using a particular product. Marketing through the internet can provide information about the success or failure of a product that can influence consumer decisions.

Now word of mouth has developed into electronic word of mouth, where consumers can see recommendations about products via the internet. Kotler & Kevin (2016:512), electronic word of mouth is a marketing activity carried out through person-to-person intermediaries, either orally, in writing, or electronic communication tools related to the experience of purchasing services or experiences using products. Communication can inform and make potential consumers aware of the existence of the product being offered and can try to persuade potential consumers to have a desire to enter into an exchange relationship.

Lee, Noh and Kim in (Hanifati & Samiono, 2018), state that electronic word of mouth is a word of mouth system that exists in a virtual space where messages are sent or received related to products or services and consumers may experience it through chat or forums. on line. Electronic word of mouth has a very broad reach and the speed in disseminating information is very fast and even uncontrollable because it uses various media on the internet such as web, blogs, social media, youtube, and twitter. E-WOM becomes a venue or a very important place for consumers to give their opinions and is considered more effective. Electronic word of mouth is a positive or negative statement made by consumers about a product that is intended for many people via the internet. This can provide a strong reason for potential consumers to be interested or not to use a product. Now word of mouth has developed into electronic word of mouth, where consumers can see recommendations about products via the internet. Electronic word of mouth is a positive or negative statement made by consumers about a product that is intended for many people via the internet. This can provide a strong reason for potential consumers to be interested or not to use a product.

Pradipta in (Cindy Chandra, 2019) purchase decision is a final decision that a consumer has to buy an item or service with certain considerations. Purchase decisions made by consumers describe how far marketers are in an effort to market a product to consumers. Zahra in (Cesariana et al., 2022) states that the purchase decision is a process where consumers understand the problem of seeking information or a particular brand of a product and then evaluate how well each alternative can solve the problem which then leads to a purchase decision. In making a purchase, consumers tend to buy certain brands they like.

The purchase decision taken by the buyer is actually a collection of a number of organized decisions (Kodu, 2013). Many considerations are made by consumers before finding or buying a product. In the process of buying and selling products, MS Glow sells them online or offline stores or physical stores. Therefore, with the demand for MS Glow products getting higher day by day, this makes it easy for consumers to get MS Glow products and make purchases online or offline. In an article kontan.com (2022), MS Glow sales in a month managed to get a profit of Rp 600,000,000,000 or could reach Rp 7,200,000,000,000 in one year. This of course can make MS Glow products into the local skincare category with the highest sales in the country. MS Glow has recorded the highest sales in the marketplace.

Picture 3 Category of Local Skincare Products in Indonesia
Source: MarketHac.com

In figure 3, MS Glow still occupies the first position in the skincare category in 2022. However, MS Glow has decreased every month. but MS Glow still leads in the skincare category. Followed by Scarlett and Somethinc who also remained stable in 2nd and 3rd positions since December 2021. In research conducted by (Restanti, 2018), the results of the study showed that celebrity endorsers had a significant effect on purchase intention, celebrity endorsers do not directly influence the purchase decision, electronic word of mouth has a significant effect on purchase intention, electronic word of mouth has no direct effect on the purchase decision, and purchase intention has a significant effect on the purchase decision. Based on research results, in using a celebrity endorser, one should consider suitability between types of products offered and celebrities, in accordance with Shari'a law, so that the product's message can be conveyed well and Zoya can always be active in interacting with followers of her official Instagram account, Fashion and Hijab.

Meanwhile, research conducted by (Farera, 2022) stated that the results of this study indicate that purchase intention is significant as a mediation of celebrity endorsers and electronic word of mouth on purchasing decisions, which means that celebrity endorsers and electronic word of mouth have a significant influence on purchasing decisions through purchase intention, so that it can be interpreted that the higher the purchase interest for Ms. Glow products, the higher the product purchase decision; this occurs because the purchase decision is a concrete manifestation of the action of purchase interest. So based on the description above, the authors want to conduct research with the aim of knowing how much influence celebrity endorsers and electronic word of mouth have on purchasing decisions, with brand image as an intervening variable for MS Glow products.

RESEARCH METHODS

The method used is quantitative and associative research methods with data validity test analysis, classical assumption test, hypothesis testing, path analysis and Sobel test using SPSS. According to (Sugiyono, 2018) that the quantitative method because research data is in the form of numbers and analysis uses statistics. The sample in this study were MS Glow followers who purchased products at least 2 times in the last 3 months in the Karawang area and actively used the TikTok platform. By using non-probability sampling in the form of purposive sampling. Primary data was obtained from questionnaires through google forms which were distributed to respondents, then respondents answered questions systematically. Secondary data were obtained from reading sources and various other sources consisting of notes, reports, documents, books, journals and literature studies obtained from the results of previous research.

Research Hypothesis
1. H0: Celebrity Endorser has no effect on Brand Image.
   Ha : Celebrity Endorser has an effect on Brand Image.
2. H0: Electronic Word Of Mouth has no effect on Brand Image.
   Ha : Electronic Word Of Mouth has an effect on Brand Image.
3. H0: Brand Image has no effect on Purchase Decision.
   Ha : Brand Image has an effect on Purchase Decision.
4. H0: Celebrity Endorser has no effect on Purchase Decision.
   Ha : Celebrity Endorser has an effect on Purchase Decision.
5. H0: Electronic Word Of Mouth has no effect on Purchase Decision.
   Ha : Electronic Word Of Mouth has an effect on Purchase Decision.
6. H0: Celebrity Endorser has no effect on Purchase Decision with Brand Image as the intervening variable.
   Ha : Celebrity Endorser has an effect on Purchase Decision with Brand Image as an intervening variable.
7. H0: Electronic Word of Mouth has no effect on Purchase Decision with Brand Image as the intervening variable.
   Ha : Electronic Word of Mouth has an effect on Purchase Decision with Brand Image as an intervening variable.

RESULTS AND DISCUSSION
Gender

Table 1 Respondent Profile by Gender

No	Gender	Amount	Percentage
1.	Male	12	12%
2.	Female	88	88%
	Total	100	100%

Source: Results of data processing (2022)

Based on table 1, the data obtained by respondents based on male sex were 22 respondents with a percentage of 22%, then female respondents were 88 with a percentage of 88%. This shows that the respondents who mostly use TikTok and MS Glow products are women.

Age

From the results of the questionnaire that has been distributed by the author, the results can be obtained based on the age of the respondents as follows:

Table 2 Based on Respondent Age

No	Age	Amount	Presentase
1	17-20	12	12%
2	20-25	85	85%
3	25-30	2	2%
4	30-45	1	1%
	Total	100	100%

Source: Results of data processing (2022)

Based on table 2 it can be seen that the respondents aged 17-20 years were 12 respondents with a percentage of 12%, then for the age of 20-25 years as many as 85 respondents with a percentage of 85%, aged 25-30 years as many as 2 respondents with a percentage of 2% and for age 30-45 years as many as 1 person with a percentage of 1%. This shows that respondents who mostly use TikTok and MS Glow products are at the age of 20-25 years.

Validity Test

Table 3 Validity test

Variable	Dimensions	Statement	r count	r table (5%)	Results
Celebrity Endorser	*Visibility*	P1	0,516	0,196	Valid
		P2	0,515		Valid
		P3	0,644		Valid
		P4	0,655		Valid
	Credibility	P5	0,515		Valid
		P6	0,602		Valid
		P7	0,564		Valid
	Attraction	P8	0,578		Valid
		P9	0,583		Valid
		P10	0,610		Valid
	Power	P11	0,612		Valid
		P12	0,582		Valid
Electronic Word of Mouth	*Intensity*	P1	0,559	0,196	Valid
		P2	0,610		Valid
		P3	0,661		Valid
	Variance of Opinion	P4	0,701		Valid
		P5	0,672		Valid
		P6	0,512		Valid
		P7	0,618		Valid
	Content	P8	0,638		Valid
		P9	0,636		Valid
	Functional Image	P1	0,737	0,196	Valid

2557

Variable	Dimensions	Statement	r count	r table (5%)	Results
Brand		P2	0,769		Valid
Image		P3	0,710		Valid
		P4	0,695		Valid
	Affective Image	P5	0,719		Valid
		P6	0,702		Valid
		P7	0,732		Valid
	Reputation	P8	0,736		Valid
		P9	0,737		Valid
		P1	0,627		Valid
	Stability in a product	P2	0,626		Valid
		P3	0755		Valid
		P4	0,766		Valid
	Habit of buying	P5	0,626		Valid
Purchase		P6	0,713	0,196	Valid
Decision		P7	0,675		Valid
	Give recommendations to others	P8	0,689		Valid
		P9	0,694		Valid
		P10	0,721		Valid
	Make repeat purchases	P11	0,723		Valid
		P12	0,693		Valid

Source: Results of data processing (2022)

Based on the table of validity test results above with a significance level of 5%, the r table value of 0.196 shows that each statement item in the questionnaire for each variable has an r value greater than the r table. Thus, each item of the questionnaire statement of each variable is declared valid.

Reliability Test

Table 4 Reliability Test Results

Variable	Cronbach,s Alpha	Taraf sig/ description	Decision
Celebrity Endorser (X1)	0,804	>0,60 Reliabilitas	Reliabel
Electronic Word Of Mouth (X2)	0,777	>0,60 Reliabilitas	Reliabel
Brand Image (Y)	0,829	>0,60 Reliabilitas	Reliabel
Purchase Decision (Z)	0,957	>0,60 Reliabilitas	Reliabel

Source: Results of data processing (2022)

Normality Test

Table 5 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	0,46186942
Most Extreme Differences	Absolute	,095
	Positive	,057
	Negative	-,095
Test Statistic		,095
Asymp. Sig. (2-tailed)		,187[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Results of data processing (2022)

Based on the table above, a significance value of 0.187 is obtained, which means that the value is greater than 0.05. So it can be concluded that the data has been distributed normally, so that the regression model in this study has met the requirements of the normality test.

Multikolinieritas Test Results

**Table 6 Multikolinieritas Test Results**
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Celebrity endorser	.574	0.863
	Electronic Word of Mouth	.423	0.885
	Brand Image	.418	0.872

a. Dependent Variable: Purchase Decision
Source: Results of data processing (2022)

Based on the table above, it can be concluded that there is no multicollinearity in this study because each independent variable has a tolerance value of more than 0.1 and a VIF value of less than 10. Therefore, it can be concluded that the regression model in this study has met the requirements of the test multicollinearity.

Heteroskedastisitas Test Result
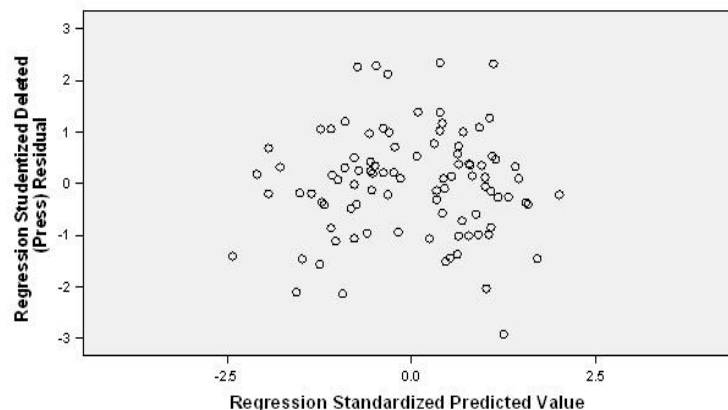
Picture 4 Scatter Plot Chart
Source: Results of data processing (2022)

Based on the picture above, it can be seen that the points spread randomly and do not form a certain pattern, and are spread above and below the number 0 on the Y axis. It means that there is no heteroscedasticity in the regression model so that the model is feasible to use.

Autocorrelation Test Results

Table 7 Autocorrelation Test Results
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.984(a)	.967	.966	836705.824	1.400

a. Predictors: (Constant), *Celebrity endorser*, Electronic Word of Mouth
b. Dependent Variable ; Purchase Decision
Source: Results of data processing (2022)

The D-W results above show the number 1,400 which means it is between -2 and +2 which means that there is no autocorrelation in the relationship between Celebrity endorser, Electronic Word of Mouth and Purchase Decision.

Path Analysis

Path analysis is calculated by making two equations, namely regression equation 1 and regression equation 2 which shows the relationship between these hypotheses. The influence of celebrity endorser and electronic word of mouth on brand image (Model 1).

Table 8 The Result of The Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722^a	.621	.601	2.936

a Predictors: (Constant), *Celebrity endorser*, Electronic Word Of Mouth
b Dependent Variable: Brand Image
Source: Results of data processing (2022)

Table 9 Path Analysis Results (Model 1)
Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.113	2.084		6.855	.000
	Celebrity endorser	.803	.146	.410	2.205	.000
	Electronic Word Of Mouth	.904	.159	.521	4.207	.000

a Dependent Variable: Brand Image
Source: Results of data processing (2022)

The formula used to determine the regression variance from model 1 is as follows: $e1=\sqrt{1-R^2} = \sqrt{1-0,621} = 0,615$. Referring to the two tables above, the structural equation for regression model 1 can be drawn up as follows:

$$Y = P1X1 + P2X2 + e1$$
$$Y = 0.410\ X1 + 0.521\ X2 + 0.615 \qquad\qquad \textbf{(1)}$$

- The path coefficient for the direct influence of celebrity endorser (X1) on brand image (Y) from standardized coefficients beta is 0.410. This shows that when the celebrity endorser increases or increases, the brand image of the MS Glow product will also increase or increase.
- The path coefficient for the direct effect of electronic word of mouth (X2) on brand image (Y) from standardized coefficients beta is 0.521. This shows that when electronic word of mouth increases or increases, the brand image of MS Glow products will also increase or increase.
- Brand image can be explained using celebrity endorser variables and electronic word of mouth by 61,5% while the remaining 38.4% can be influenced by other variables which were not researched.

The influence of celebrity endorser, electronic word of mouth and brand image on purchase decision (Model 2).

Table 10 The Result of The Coefficient of Determination
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881[a]	.663	.641	3.036

a Predictors: (Constant), *Celebrity endorser*, Electronic Word Of Mouth, Brand Image
b Dependent Variable: Purchase Decision
Source: Results of data processing (2022)

Table 11 Path Analysis Results (Model 2)
Coefficients(a)

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1 (Constant)	4.224	2.831		6.855	.000
Celebrity endorser	.205	.040	.321	2.164	.000
Electronic Word Of Mouth	.315	.150	.681	4.207	.000
Brand Image	.563	.144	.395	2.338	.021

a Dependent Variable: Purchase Decision
Source: Results of data processing (2022)

The formula used to determine the regression variance from model 1 is as follows: $e_1 = \sqrt{1-R^2} = \sqrt{1-0,663} = 0,580$. Referring to the two tables above, the structural equation for regression model 1 can be drawn up as follows:

$$Z = P3X1 + P4X2 + P5Y + e2$$
$$Z = 0.321\ X1 + 0.681\ X2 + 0.395\ Y + 0.580 \qquad \textbf{(2)}$$

- The path coefficient for direct influence of celebrity endorser (X1) on purchase decision (Z) from standardized coefficients beta of 0.321. This shows that when celebrity endorsers experience an increase or increase, the purchase decision on MS Glow products will also increase or increase.
- The path coefficient for direct influence of electronic word of mouth (X2) on purchase decision (Z) from standardized coefficients beta of 0.681. This shows that when electronic word of mouth increases or increases, the purchase decision on MS Glow products will also increase or increase.
- The path coefficient for the direct influence of brand image (Y) on purchase decision (Z) from standardized coefficients beta of 0.395. This shows that when the brand image increases or increases, the purchase decision on MS Glow products will also increase or increase.
- Purchase decisions can be explained using celebrity endorser variables, electronic word of mouth and brand image of 58.0% while the remaining 42,0% can be influenced by other variables not examined.

In this final step, the results of the value of the calculation of the path coefficient will be explained through the standardized coefficient Beta values on each effect of the relationship between variables.

Table 12 Recapitulation of Regression Analysis Results

Variable	Direct Influence	Indirect Influence	Total Impact
X1 ⟶ Y	0,410		
X2 ⟶ Y	0,521		
Y ⟶ Z	0,395		
X1 ⟶ Z	0,321		
X2 ⟶ Z	0,681		
X1 ⟶ Y ⟶ Z		0,161	0,482
X2 ⟶ Y ⟶ Z		0,205	0,886

Source: Results of data processing (2022)

In research conducted on MS Glow Products in the Karawang area, the results obtained that celebrity endorsers have a direct influence on brand image of 0.410. Electronic word of mouth has a direct influence on brand image of 0.521. Brand image has a direct influence on the purchase decision of 0.395. Celebrity endorsers have a direct influence on purchase decisions of 0.321. Electronic word of mouth has a direct influence on the purchase decision of 0.681. The role of brand image in mediating the influence of celebrity endorsers on purchase decisions, the results show that celebrity endorsers have an indirect influence through brand image on purchase decisions of 0.161. The role of brand image in mediating the influence of electronic word of mouth on purchase decisions, the results show that electronic word of mouth has an indirect effect through brand image on purchase decisions of 0.205.

Sobel Test

To determine the mediating effect of brand image, the test used is the sobel test. The criteria for using the sobel test is to compare the calculated t value with the t table value. If the value of t count > t table, it can be concluded that there is a mediation effect.

$$\text{Sab} = \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2}$$
$$\text{Sab} = \sqrt{(0,563)^2 (0,146)^2 + (0,803)^2 (0,144)^2 + (0,146)^2 (0,144)^2}$$
$$\text{Sab} = \sqrt{0,0066 + 0,0128 + 0,00042}$$
$$\text{Sab} = 0,140 \tag{3}$$

To calculate the t-statistical effect of mediation is by the formula:
$$t = \frac{ab}{Sab} = \frac{(0,803)(0,563)}{0,140} = \frac{0,452}{0,143} = 3,160 \tag{4}$$

From these calculations, the t-count value is 3.160, where the value is greater than the t-table value (3.160>1.660) with a significance level of 0.05. So it can be concluded that brand image can mediate the influence of celebrity endorser variables on purchase decisions on MS Glow products.

$$\text{Sab} = \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2}$$
$$\text{Sab} = \sqrt{(0,563)^2 (0,159)^2 + (0,904)^2 (0,144)^2 + (0,159)^2 (0,144)^2}$$
$$\text{Sab} = \sqrt{0,0079 + 0,0163 + 0,0005}$$
$$\text{Sab} = 0,157 \tag{5}$$

To calculate the t-statistical effect of mediation is by the formula:
$$t = \frac{ab}{Sab} = \frac{(0,803)(0,563)}{0,140} = \frac{0,452}{0,143} = 3,160 \tag{6}$$

From these calculations, the t-count value is 3.753, where the value is greater than the t-table value (3.753>1.660) with a significance level of 0.05. So it can be concluded that brand image can mediate the influence of electronic word of mouth on purchase decisions on MS Glow products.

DISCUSSION

The Influence Of Celebrity Endorser On Brand Image

The celebrity endorser variable has a positive and significant effect on brand image with a large influence of 0.410 or 41.0% shown in P1. The results of the effect are proven by testing the results of the t test which is greater than t table (2.164>1.660) and the significance value is 0.000 <0.05. This shows that H1 which states Celebrity endorser has a positive effect on brand image is accepted. This is in line with research conducted by (Putra & Sulistyawati, 2015), which states that celebrity endorsers have a significant positive effect on brand image.

The Influence Of Electronic Word Of Mouth On Brand Image

The electronic word of mouth variable has a positive and significant effect on brand image with a large influence of 0.521 or 52.1% shown in P2. The results of the effect are proven by testing the results of the t test greater than t table (4.207>1.660) and a significance value of 0.000 <0.05. This shows that H2 which states that electronic word of mouth has a positive effect on brand image is accepted. This is in line with research conducted by (Candra & Suparna, 2019), which states that electronic word of mouth has a positive and significant effect on brand image.

The Influence Of Brand Image On Purchase Decision

The brand image variable has a positive and significant effect on purchase decision with a large influence of 0.395 or 39.5% shown in P5. The results of the effect are proven by testing the results of the t-test greater than t-table (2.338>1.660) and a significance value of 0.021<0.05. This shows that H3 which states that brand image has a positive effect on purchase decision is accepted. This is in line with research conducted by (Rachmawati & Andjarwati, 2020), which states that brand image has a positive and significant effect on purchasing decisions.

The Influence Of Celebrity Endorser On Purchase Decision

The celebrity endorser variable has a positive and significant effect on purchase decision with a large influence of 0.321 or 32.1% shown in P3. The results of the effect are proven by testing the results of the t test greater than t table (2.164>1.660) and a significance value of 0.000 <0.05. This shows that H4 which states that celebrity endorser has a positive effect on purchase decision is accepted. This is in line with research conducted by (Widyaningrum, 2017), which states that celebrity endorsers have a significant effect on purchasing decisions, but this research is not in line with research conducted by (Restanti, 2018), which states that celebrity endorsers do not have a direct effect on purchasing decisions.

The Influence Of Electronic Word Of Mouth On Purchase Decision

The electronic word of mouth variable has a positive and significant effect on purchase decision with a large influence of 0.681 or 68.1% shown in P4. The results of the effect are proven by testing the results of the t test greater than t table (4.207>1.660) and a significance value of 0.000 <0.05. This shows that H5 which states that electronic word of mouth has a positive effect on purchase decision is accepted. This is in line with research conducted by (Dewi & Sudiksa, 2019), which states that electronic word of mouth has a positive and significant effect on purchasing decisions, however, this research is not in line with research conducted by (Restanti, 2018), which states that electronic word of mouth does not have a direct effect on buying decisions.

The Influence Of Celebrity Endorser On Purchase Decision Through Brand Image

The brand image variable can mediate celebrity endorser to purchase decision with a value of 0.161 or 16.1%. This shows that the quality and reputation of the product can strengthen consumers' considerations to buy MS Glow products endorsed by Nagita Slavina as a celebrity. The effect is proven by testing the results of the t test which is greater than t table (3.160>1.660). This shows that H6 which states that celebrity endorsers have a positive effect on purchase decisions with brand image as an intervening variable is accepted. This is in line with research conducted by (Melzica & Wardana, 2022), which states that brand image is a variable mediating the influence of celebrity endorsers on repurchase intention among Clear Shampoo users in Denpasar City; however, this is not in line with research

conducted by (Nisa, 2020), which states that brand image is not able to mediate the influence of celebrity endorsers on purchasing decisions.

The Influence Of Electronic Word Of Mouth On Purchase Decision Through Brand Image

The brand image variable can mediate electronic word of mouth on purchase decisions with a value of 0.205 or 20.5%. The results of the effect are proven by testing the results of the t test greater than t table (3,753>1,660). This shows that H6 which states that electronic word of mouth has a positive effect on purchase decisions with brand image as the intervening variable accepted. This is in line with research conducted by (Mariska, 2022), which states that brand image can mediate electronic word of mouth on purchasing decisions.

KESIMPULAN

Based on the results of the research and discussion above, it can be concluded that the celebrity endorser used by the MS Glow company is quite good. It is suggested to the company to be able to balance their products with the celebrities used so that they can attract more consumers' attention. Electronic word of mouth is proven to be able to make a good brand image in front of consumers. Therefore, it is recommended for MS Glow companies to maintain the quality of their products so that there will be no negative feedback about the product. Brand image on MS Glow products is good, it is recommended for companies to maintain their brand image by improving quality and service so that consumers will be more confident in using the products offered. To increase good sales, the MS Glow company uses celebrities who are able to advertise their products more attractively so that they can attract the attention of many people to buy the advertised product. To speed up the dissemination of information about products, it is recommended for MS Glow companies to upload more information about products, invite followers to give reviews and give prizes through quizzes. So that consumers will be interested in buying the products offered. For MS Glow companies, maintaining good product quality and reputation can strengthen consumer considerations to buy MS Glow products endorsed by Nagita Slavina as a celebrity. MS Glow company is more creative in marketing its products by using interesting and positive content in order to create a good brand image so that consumers can believe in the products offered and are interested in buying the products offered.

REFERENCE

Candra, B. F., & Suparna, G. (2019). Peran Brand Image Memediasi Pengaruh Electronic Word Of Mouth Terhadap Niat Beli. *E-Jurnal Manajemen Universitas Udayana*, *8*(11), 6638.

Cesariana, C., Juliansyah, F., & Fitriyani, R. (2022). Model Keputusan Pembelian Melalui Kepuasan Konsumen Pada Marketplace: Kualitas Produk Dan Kualitas Pelayanan (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, *3*(1), 211–224.

Cindy Chandra, K. (2019). Pengaruh brand awareness, brand association, perceived quality, dan brand loyalty terhadap customer purchase decision. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, *3*(1), 176–185.

Dewi, N. S., & Sudiksa, I. B. (2019). Peran Kepercayaan Merek Memediasi Electronic Word of Mouth Terhadap Keputusan Pembelian. *E-Jurnal Manajemen Universitas Udayana*, *8*(6), 3784.

Farera, S. E. (2022). *Pengaruh Celebrity Endorser dan Electronic Word Of Mouth Terhadap Minat Beli dan Dampaknya Terhadap Keputusan Pembelian*. Universitas Muhammadiyah Malang.

Hanifati, U. M., & Samiono, B. E. (2018). Analisis pengaruh website quality dan EWOM terhadap purchase decision melalui online trust pada situs tiket travel dan reservasi hotel online di Indonesia: studi kasus pada traveloka. com, tiket. com dan pegipegi. com. *Transformasi: Jurnal Ekonomi, Manajemen Dan Akuntansi*, *2*(1), 36–50.

Herdiana, T., & Alamsyah, D. P. (2017). Country of Origin dan Citra Merek: Upaya Meningkatkan Minat Beli Konsumen. *Jurnal Inspirasi Bisnis Dan Manajemen*, *1*(1), 31–40.

Kodu, S. (2013). Harga, kualitas produk dan kualitas pelayanan pengaruhnya terhadap keputusan pembelian mobil Toyota avanza. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *1*(3).

Lenarto, S., Putra, A. Y. Y. W. T., & Rahmawati, V. (2018). Pengaruh brand image dan price image terhadap purchase intention dengan store image sebagai variabel intervening pada IBOX Store di World Trade Center (WTC) di Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen*, *6*(2), 99–111.

Mariska, A. (2022). *Pengaruh Celebrity Endorser Ria Ricis dan Electronic Word of Mouth Terhadap Keputusan Pembelian dengan Brand Image Sebagai Variabel Intervening (pada Mahasiswa FEB Angkatan 2018 Universitas Islam Malang Pengguna Scarlett Whitening)*.

Melzica, N. P. D. F., & Wardana, I. M. (2022). Peran Brand Image Memediasi Pengaruh Celebrity Endorser Terhadap Repurchase Intention. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, *11*(09).

Nisa, K. (2020). *Pengaruh Label Halal, Celebrity Endorser dan Kualitas Produk terhadap Keputusan Pembelian dengan Brand Image sebagai Variabel Intervening (Studi Kasus Konsumen Wardah Cosmetics di Kota Salatiga)*.

Putra, I. K. T. D., & Sulistyawati, E. (2015). *Peran Brand Image Dalam Memediasi Pengaruh Celebrity Endorser Terhadap Niat Beli*. Udayana University.

Rachmawati, S. D., & Andjarwati, A. L. (2020). Pengaruh Kesadaran Merek dan Citra Merek Terhadap Keputusan Pembelian. *E-Journal Ekonomi Bisnis Dan Akuntansi*, *7*(1), 25–29.

Restanti, F. A. (2018). *Pengaruh celebrity endorser dan electronic word of mouth terhadap minat beli dan dampaknya terhadap keputusan pembelian (Survei pada Konsumen Zoya Fashion dan Hijab)*. Universitas Brawijaya.

Sugiyono. (2018). *Metode Penelitian Kuantitatif dan Kualitatif dan R&D*. Alfabeta, Bandung.

Suriyadi, F. I. (2021). Pengaruh Perceived Information Quality, dan Endorser Credibility terhadap Purchase Intention dengan Brand Trust sebagai variabel intervening Produk Scarlett Whitening. *Jurnal Strategi Pemasaran*, *8*(2), 15.

Ulandari, A., Parlyna, R., & Fidhyallah, N. F. (2021). Pengaruh Electronic Word Of Mouth dan Celebrity Endorser terhadap Online Purchase Intention pada Konsumen Perusahaan X di Jakarta. *Jurnal Bisnis, Manajemen, Dan Keuangan-JBMK*, *2*(1), 160–173.

Widyaningrum, P. W. (2017). Pengaruh label halal dan celebrity endorser terhadap keputusan pembelian (Survei pada konsumen Wardah di Ponorogo). *JESI (Jurnal Ekonomi Syariah Indonesia)*, *6*(2), 83–98.