



## THE EFFECT OF CELEBRITY SUPPORT AND BRAND IMAGE ON THE PURCHASE DECISION OF FACE CLEANSER PRODUCTS IN MEDAN CITY

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### Abstract

*The purpose of this study was to determine and analyze the influence of celebrity endorsements and brand image on purchasing decisions for Garnier Men facial cleansing products in Medan. The research used in this study is a quantitative approach. In determining the sample, this study uses a saturated technique (census) where all the population is used as a sample of 100 people. The data collection technique used in this study is a questionnaire (questionnaire), to analyze the data and information needed, the authors use data techniques where hypothesis testing is used after going through stages such as distributing questionnaires. To test the quality of the questionnaire using validity and reliability tests. The analytical technique used in this study is quantitative data analysis techniques. The results of this study indicate that there is a positive and significant influence between the variables Celebrity Support on Purchase Decisions, there is a positive and significant influence between Brand Image variables on Purchase Decisions for Garnier Men facial cleansing products in Medan City.*

**Keywords:** *Celebrity Support, Brand Image And Purchase Decision.*

## 1. INTRODUCTION

In addition to the Celebrity Endorser factor, Brand Image is also another factor that also influences purchasing decisions. Brand Image is how consumers perceive the identity of a company. A strong brand is characterized by the recognition of a brand in the community, high brand association with a product, positive perceptions of the market and high consumer loyalty to the brand.

In Indonesia, there are many brands of facial cleansing products. One of them is Garnier Men. Garnier products are products that are quite popular among teenagers, such as facial cleansing soap. Garnier products have been included in the TOP Brand index from 2015-2018.

**Table 1.1**  
**TOP Brand Facial Cleansing Soap**

No	Brand	2015	2016	2017	2018	2019
1	Pond's	33.0%	27.0%	28.1%	23.18%	20.3%
2	Garnier	14.3%	18.8%	20.3%	20.95%	19.3%
3	biore	14.6%	18.7%	15.1%	17.85%	17.5%

Source : <https://www.topbrand-award.com/top-brand-index>

It can be seen from the table above, in the TOP brand index 2015-2019 Garnier occupies the second position and among other products in Indonesia. Based on the data above, it can be seen starting from facial cleansing soap, Garnier Men occupies the second top brand with TBI (Top Brand Image) in 2015 of 14.3%, In 2016 Garnier Men increased by 18.8%, in 2017 Garnier also increased by 20.3%, in 2018 Garnier Men experienced an increase of 20.95%, but in 2019 Garnier Men experienced a decrease in sales of 19.3% which affected the Purchase Decision.

## 2. RESEARCH METHODS

This research is a survey research, because it takes a sample from one population (Nasution, et al 2020). This research is an associative and explanatory research. In this study, the researcher used a questionnaire as a technique to collect data from respondents, the questionnaire is a data collection technique carried out by giving a set of written statements to respondents to answer. The data analysis technique in this study used a quantitative research approach with multiple linear regression statistical measuring tools.



### 3. RESULTS AND DISCUSSION

#### 1. The Effect of Celebrity Support on Purchase Decisions

Based on the results of the research above regarding the influence of celebrity support on purchasing decisions (Y), which states that the  $t_{count} 879.3 > t_{table} 1.984$  and  $t_{count}$  is in the area where  $H_0$  rejects so that  $H_a$  is accepted, so it can be concluded that there is a significant influence between Celebrity Support on Purchase Decisions for Garnier Men facial cleansing products in Medan City.

Based on the multiple regression value, it has a constant of 0.531 proving that celebrity support has a positive effect on purchasing decisions. Celebrity support has a significant effect on employee performance by  $0.000 < \alpha 0.05$ , this shows that celebrity support has a significant effect on purchasing decisions. With Celebrity Support, namely someone who has the trust of the company to advertise existing products by using his popularity to influence consumers with the aim of buying products with the advertisement, a Celebrity Support must also have quality in order to create the achievement of company goals that are running well.

This is in line with research by Rini Astuty & Hastina Febrity (2017), Natali Kalangi Juli, Lucky Tamengkel & Olivia Walangan (2019) Nur Fais Andrianto & Endang Sutrasmawa (2016), Darmansyah, Muhartini Salim & Samsul Bachri (2014), Crisswarnana Bayu Dewa (2018), Kausar Kausar (2016) which states that there is a significant influence between Celebrity Support on Purchase Decisions.

#### 2. The Influence of Brand Image on Purchase Decisions

Based on the results of the research above regarding the effect of Brand Image on Purchase Decisions (Y) which states that the value of  $t_{count} 6,287 > t_{table} 1,984$  and  $t_{count}$  is in the reject area  $H_0$  so that  $H_a$  is accepted, so it can be concluded that there is a significant influence between the influence of Brand Image on Purchasing Decisions for cleaning products. Garnier's face.

Based on the multiple regression value, it has a constant of 0.386 proving that brand image has a significant effect on purchasing decisions of  $0.000 < \alpha 0.05$  this shows that Brand Image has a significant effect on Purchase Decisions. Brand Image is the perception and belief in a set of associations of a brand that occurs in the minds of consumers, with the existence of a well-known brand so that consumers trust the brand. In order to create the achievement of the company's goals that have been set. This is in line with research Nel Arianty (2016), Salman Alfarisi (2018) Desy Irana Dewi and Rahma Hidayat (2017) & Dessy Amalia Fristiana (2012) which states that there is a significant influence between Brand Image on Purchase Decisions.

#### 3. The Effect of Celebrity Support and Brand Image on Buying Decisions

Based on the research results obtained regarding the influence of celebrity endorsements and brand image on purchasing decisions of Garnier Men facial cleansing products in Medan City. From the ANOVA test (Analysis of Variance) obtained F count of 317.939 while  $f_{table} 2.70$  based on these results it can be seen that the level of sig  $0.000 < 0.05$  so that  $H_0$  is rejected,  $H_a$  is accepted. So it can be concluded that the Celebrity Support variable and Brand Image have a positive and significant effect on the Purchase Decision of Garnier Men facial cleansing products in Medan City. The coefficient of determination test has a value of 0.865 or equal to 86.5%, the remaining 13.5% is explained by other variables not included in this study.

### 4. CONCLUSION

From the research results, it is known that Celebrity Support partially  $t_{count} (8.793)$  is greater than  $t_{table} (1.984)$  and sig  $0.000 < 0.05$ , it can be interpreted that there is a positive influence on Purchase Decision. From the research results, it is known that the brand image partially  $t_{count} (6,287)$  is greater than  $t_{table} (1,984)$  and sig  $0.000 < 0.05$ , it can be interpreted that there is a positive influence on purchasing decisions. From the research results, it is known that partially Celebrity and Brand Image Support Fcount (317.939) is greater than  $F_{table} (2.70)$  and sig  $0.000 < 0.05$ , it can be interpreted that there is a positive influence. Celebrity support and brand image have a significant effect on purchasing decisions for Garnier Men facial cleansing products in Medan City.

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