

## THE INFLUENCE OF CELEBRITY ENDORSER, BRAND IMAGE AND WORD OF MOUTH ON PURCHASE DECISION

Agung Kresnamurti Rivai<sup>1</sup>, Andi Muhammad Sahdat<sup>1</sup>, Ruth Natalina<sup>1\*</sup>

<sup>1</sup>\*Faculty of Economics Universitas Negeri Jakarta, Jakarta, Indonesia

\*Corresponding Author: Ruth Natalina,

\*Jakarta, Indonesia Email-address : [ak.prabu@unj.ac.id](mailto:ak.prabu@unj.ac.id), [andims@unj.ac.id](mailto:andims@unj.ac.id),  
[ruthns1220@gmail.com](mailto:ruthns1220@gmail.com)

### Abstract

The aims of this study to analyze the significant effect of celebrity endorser on word of mouth, to analyze the significant effect of brand image on word of mouth, to analyze the significant effect of celebrity endorser on brand image, to analyze the significant effect of celebrity endorser on purchase decision, to analyze the significant effect of brand image on purchase decision, to analyze the significant effect of word of mouth on purchase decision. to analyze the significant effect of celebrity endorser and word of mouth on purchase decision, to analyze the significant effect of brand image and word of mouth on purchase decision, to analyse the significant effect of celebrity endorser, brand image and word of mouth on purchase decision. The data collection in this study was by distributing questionnaires to 200 customer respondents in DKI Jakarta using MS Glow. In analyzing the research data, the Structural Equation Model (SEM) approach was used with the Lisrel application version 8.8. The results of this study are there is a positive and significant effect on e-satisfaction on electronic word of mouth, there is a positive and significant influence on e-trust on electronic word of mouth, there is a positive and significant influence on electronic word of mouth on repurchase intention, there is a positive influence and significant on e-satisfaction on repurchase intention, there is a positive and significant effect on e-trust on repurchase intention, there is a positive and significant effect on e-satisfaction on repurchase intention through electronic word of mouth, there is a positive and significant effect on e-trust on repurchase intentions through electronic word of mouth.

**Keywords:** Celebrity Endorser Brand Image Word of mouth Purchase Decision

### INTRODUCTION

Increasingly competitive competition in today's business world requires business actors to be able to make the best strategy in order to attract consumers' attention with purchasing decisions. Business competition that is in great demand by business actors today is the beauty industry such as skincare or cosmetics. No wonder the opportunity for the beauty industry is very promising, seeing that many consumers always use these products.

Skincare is a human need that is no less important, both men and women definitely use these products. As we know, there are many skincare products circulating in Indonesia. The problem that consumers are currently experiencing is that many consumers see a skincare product as a cheap price that guarantees instant results.

Some consumers are not careful in choosing beauty products from a safety perspective and are tempted by products that provide instant results at affordable prices that are sold freely and are not listed by BPOM. Therefore, the importance of information related to quality care products so that consumers believe in these products that are safe and comfortable for skin health and do not cause side effects. One of the beauty products that has received a halal certificate and BPOM from the Indonesian government is Ms Glow.

One of the factors that attract consumers is Celebrity Endorser. According to Kiswalini and Nurcahya (2017) Celebrity endorsers can influence purchasing decisions so that they can increase product sales. It is believed that the allure possessed by a celebrity can influence others when promoting and recommending a product. If the celebrity endorser is attractive, the more likely the consumer is to make a purchase decision and generate a more positive brand image.

The promotion strategy carried out by MS Glow is by using a celebrity endorser so that consumers are interested in the products being marketed. The celebrities used by MS Glow are very well-known celebrities who have the most number of followers on social media and have several considerations including in terms of personality, the way he promotes a product, intelligence such as Raffi Ahmad, Luna Maya, Ayu Ting-Ting etc.

With the successful MS Glow Brand Image, MS Glow is believed to be a safe beauty product. Therefore it is important for MS Glow to maintain a positive image. Brand image must be able to be conveyed through existing communication media and disseminated continuously so as to be able to retain existing customers.

Thus, companies that have a good brand image will provide the best quality products and will pay attention to consumer perceptions. Therefore experience, opinions and feelings of consumers towards a product is very influential on the brand image.

According to Rachman and Cahaya (2015) Word of mouth is a person's experience, either positive or negative, about a product that has been purchased and used and will tell other individuals because they have felt the benefits after using the product. Consumers who are satisfied after using MS Glow products will recommend them to other consumers who have never used them. The more people who are satisfied and give positive comments after using MS Glow products, the more the buying decision will increase.

Before consumers make a decision to buy MS Glow products, there are several influencing factors and one of them is information. This information is usually obtained from celebrity endorsers or other individuals who recommend their experience using MS Glow products. Purchasing decisions are actions taken by consumers such as seeking information about Ms Glow, evaluating information, buying MS Glow products and evaluating behavior after purchasing MS Glow products before consumers finally make a purchasing decision.

## **LITERATURE REVIEW**

### **Celebrity Endorser**

A popular public figure can usually easily influence other people because of a figure that is known or idolized. Ashfaq and Ali (2017) say that a celebrity is someone who can influence the consumers of a brand. Celebrity endorsers can be interpreted as individuals or groups that are widely known by the public (movie stars, YouTubers with millions of subscribers and Instagram accounts with millions of followers, etc.) that can influence consumer attitudes and behavior in recognizing the products they support (Shimp and Andrew in Ahmad Etch.al 2020).

In general, celebrity endorsements for a product can offer various types of benefits such as increased attention from the public, improved product image, wider brand recognition and increased brand image. Celebrity endorsers are effective in making people feel that the product being endorsed is of better quality. It can be concluded that a celebrity endorser is a figure well known to the public who is used by companies to convince consumers to use a particular product or brand.

### **Brand Image**

Brand Image relates to consumer attitudes in the form of beliefs and tastes. Brand Image is also related to consumer memory and perception of a brand (Dewi, Edyanto, & Siagian, 2020). Well-known brands tend to have a strong position when competing with other brands in the same market. A strong position in this market is due to strong associations which will eventually build a strong brand image. Brand image is very influential on consumers in making choices to buy and use a product. The growing consumer confidence in a brand has an important role in the purchasing decision-making process. Consumers who have a positive impression of a brand will encourage them to make purchases of that brand's products.

### **Word of Mouth**

Poerwanto and Zakaria (2018) explain that word of mouth is communication in the form of information from closest person to you who can be trusted and have consumed a product and are satisfied and then recommend it to others about their experiences.

Positive word of mouth will increase the purchase decision made by a consumer. The impact of word of mouth, both positive and negative, is caused by feelings of satisfaction or dissatisfaction felt by consumers, thereby affecting the company. word of mouth is a strategy that is very effective in influencing consumer decisions in using products or services and word of mouth can also build a sense of trust in customers.

### **Purchase Decision**

According to (Daulay & Putri, 2018) explains that Purchase Decision is a consumer action to buy a product. In general, consumers before purchasing a product, will usually study and assess the specifications and quality of the product in advance. Attractive and quality products will certainly be increasingly in demand by consumers. To fulfill the desires of consumers, producers will continuously improve their products both in terms of quality, product packaging and services to maintain the brand image of the products they have.

### **Relationship between celebrity endorser and word of mouth**

As a public figure, greetings from a celebrity will be more easily remembered by the public or their fans. Likewise, when a celebrity promotes a product, it will quickly become the talk of the community or its fans. The more popular a celebrity endorser is, the more fans will hear and like the product it promotes. (Ismayanti and Santika, 2017) in their research also confirmed that there was an influence of celebrity endorsers on word of mouth.

#### **Relationship between brand image and word of mouth**

A positive brand image will form a positive word of mouth communication. This indicates that the better the image of a brand, the higher the word of mouth that occurs. This statement also supports Permadi's research (2017) which states that brand image variables have a significant effect on word of mouth.

#### **Relationship between celebrity endorser and brand image**

According to Cholifah (2017) there is a positive and significant influence between the celebrity endorser variable on brand image which shows that the celebrity endorser has been trusted by the community and is able to convey, convince the public to choose a product.

Success in building a brand image is largely determined by consumer perceptions of the celebrity who is the product icon. Therefore companies must be selective in choosing celebrity endorsers in order to create a positive brand image in the eyes of consumers. Companies to choose the right celebrity endorser will be able to determine the success of product marketing because brand image is very easy to build by figures who are credible and popular in the eyes of the public.

#### **Relationship between celebrity endorser on purchase decision**

Research conducted by Sagia and Situmorang (2018) proves that celebrity endorsers simultaneously or partially have a positive and significant effect on the purchase decision of a product. The more often a celebrity endorser promotes a product, the purchase of the product will increase.

Celebrities are public figures who are often imitated by the public, especially their followers. As an idol, whatever is used and promoted by these celebrities tends to be followed, including in the selection and use of products.

#### **Relationship between brand image and purchase decision**

Consumers will usually be consistent in buying the same brand as long as the product still meets their expectations both in terms of quality and satisfaction by using or consuming the product. In this regard, companies need to maintain brand image and even improve it so that they can maintain customer loyalty to keep buying these products.

The results of research conducted by Kristanto et al (2017), stated that brand image has a significant effect on purchasing decisions, so companies must be able to improve these factors which can influence purchasing decisions. If a brand has a bad image to consumers, it is likely that consumers are not interested in buying or using that brand. Therefore companies must be

smart in building an image, in the sense of how a company can attract consumers and in the minds of consumers the company has a positive image or a good image.

#### **Relationship between word of mouth and purchase decision**

According to Ibrahim & Yuliati (2017) explained that Word of Mouth has a positive and significant effect on purchase decisions. Word of Mouth is very effective when the person who conveys information about a product or recommends it is someone who is known and trusted so that people who hear do not hesitate to buy the product. The higher the credibility of a person then his words will hear more. The ability to convince potential customers through explanations that are pleasant to hear, systematic and convincing will have a huge impact on purchasing decisions.

#### **Relationship between celebrity endorser, word of mouth and purchase decision.**

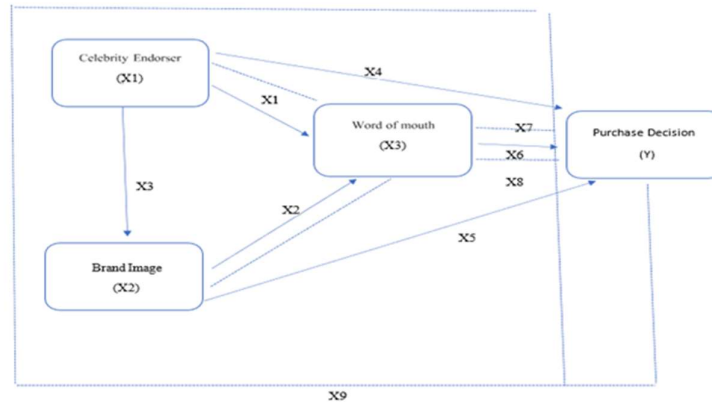
The influence between celebrity endorser and word of mouth with purchase decision indicates that purchase decision will increase if the celebrity endorser is done well and the word of mouth is positive. The more popular the Celebrity Endorser, the more people talk about it, including the products they are promoting, the greater the level of purchasing decisions of the products they are promoting. Research conducted by Farida (2017) explains that celebrity endorsers with word of mouth will be recognized by the public more quickly.

#### **Relationship between brand image, word of mouth and purchase decision.**

A good brand image of a product when strengthened verbally by word of mouth will be more easily accepted by consumers. Familiar product image factors are certainly one of the reasons consumers don't hesitate in making decisions when making purchases. Therefore, brand image and word of mouth have a very significant influence on purchasing decisions. The existence of a good brand image will lead to word of mouth conversations by consumers who have used the company's products to new consumers who will use the company's products, then indirectly these new consumers will make purchasing decisions.

#### **Relationship between brand image, word of mouth and purchase decision.**

Consumers basically have the behavior to evaluate products or services before deciding to buy these goods or services. It can be seen that consumers in making purchasing decisions are also influenced by the celebrity endorser that is used to promote the product and the image of a product that comes to the minds of consumers when the brand name is mentioned. A positive image can make it possible to make a purchase. In addition to celebrity endorsers and brand image which influence purchase decisions, word of mouth also influences purchase decisions. The ease of word of mouth in communication can increase the value of a product.



**Figure 1. Hypothesis framework**  
**Source: Data processed by author (2022)**

## RESEARCH METHODS

### Research Approach

This study uses a quantitative approach. According to (Sugiyono, 2016) the quantitative approach is a research approach used to test hypotheses with research instruments through certain samples and populations. The reason for using a quantitative approach is to determine the effect between research variables. This research started from Juli 2022 – August 2022 to look for phenomena related to the variables in this study.

### Data and Sample

The sampling technique in this study used purposive sampling. According to (Sugiyono, 2016) purposive sampling is a sampling technique for certain reasons. This technique was chosen because the sample used in this study has certain characteristics. The sample criteria in this study are domiciled in DKI Jakarta and have purchased MS Glow with an age range of 17-55 years. In determining the sample size, this study refers to the formula (Hair et al., 2010), namely the minimum sample size for analysis using LISREL, which is 200 samples. So, this study used a sample of 200 respondents.

### Data Collection Techniques

The data used in this research is primary data, using a survey method through distributing questionnaires through Google Forms on several social media to MS Glow customers. The variables in this study were measured using a Likert scale. The Likert scale is used to measure the views, opinions, and attitudes of an individual or group of people towards social phenomena (Sugiyono, 2016). This study uses a Likert-type scale with an interval of 1 to 5 (1 = totally disagree, 2 = disagree, 3 = slightly agree, 4 = agree, 5 = totally agree).

### Data Analysis Techniques

The data analysis technique that will be used in this research is multivariate analysis method with Structural Equation Modeling (SEM). SEM is used in this study because it can determine the direct and indirect effects and their magnitude. In the data processing, the researcher used

SPSS Version 26 as a statistical application to test validity and reliability, and also LISREL Version 8.8 software for confirmatory factor analysis (CFA) testing and hypothesis testing.

## RESULTS AND DISCUSSION

Based on the results of the questionnaires that had been filled in by 200 respondents, it showed that the most frequently filled questionnaires were women, 59.5% and men, 40.5%. Based on age, most of the questionnaires were filled with the age range of 17-24 years, namely 59.5 years, 25-34 years of 31.0%, 35-44 years of 9.0%, and 44-55 years of 0.5%. Based on domicile, most of the domiciles are East Jakarta with 38.0%, Central Jakarta with 20.0%, South Jakarta with 18.0%, West Jakarta with 14.0%, North Jakarta with 8.0%, and the Seribu Islands with 2.0%. Based on occupation, most of the questionnaires were filled out by students or university students by 46.5%, private employees by 25.5%, entrepreneurs by 19.5%, and civil servants by 7.5%. Based on the last education, most of the questionnaires were filled with bachelor's degree education by 70.5%, high school education by 18.5%, diploma education by 5.5% and under high school by 5.5%.

The validity test is carried out by taking into account the validity requirements, if  $r \text{ count} \geq r \text{ table}$  then it is said to be valid with a significance level of 5%, which in this case the value of  $r \text{ table}$  from the number of samples 200 is 0.138. The results of the validity test show that all indicators are said to be valid.

**Table 1 . Validity test result**

Variables	Indicators	r-value	r-table	Explanation
Celebrity Endorser (X <sub>1</sub> )	CE1	0,910	0,138	Valid
	CE2	0,929	0,138	Valid
	CE3	0,904	0,138	Valid
	CE4	0,938	0,138	Valid
	CE5	0,930	0,138	Valid
	CE6	0,886	0,138	Valid
	BI1	0,768	0,138	Valid
	BI2	0,907	0,138	Valid
Brand Image (X <sub>2</sub> )	BI3	0,924	0,138	Valid
	BI4	0,937	0,138	Valid
	BI5	0,769	0,138	Valid
	BI6	0,774	0,138	Valid
	BI7	0,848	0,138	Valid
	BI8	0,852	0,138	Valid
Word of mouth (X <sub>3</sub> )	WOM1	0,947	0,138	Valid
	WOM2	0,885	0,138	Valid
	WOM3	0,957	0,138	Valid
	WOM4	0,960	0,138	Valid
Purchase Decision (Y)	PD1	0,828	0,138	Valid
	PD2	0,764	0,138	Valid
	PD3	0,682	0,138	Valid
	PD4	0,695	0,138	Valid
	PD5	0,886	0,138	Valid
	PD6	0,906	0,138	Valid

PD7	0,924	0,138	Valid
PD8	0,900	0,138	Valid

Source: Data processed by author (2022)

The reliability test in this study used Cronbach's Alpha method. If Cronbach's alpha value is less than 0.6 then it is said to be less good, but if Cronbach's alpha value is 0.7 then it is said to be accepted, and if Cronbach's alpha value is 0.8 then it is said to be good. The results of the reliability test show that all indicators are said to be reliable.

**Table 2 . Reliability test result**

Variables	Cronbach's Alpha	Explanation
Celebrity Endorser (X <sub>1</sub> )	0,961	Reliabel
Brand Image (X <sub>2</sub> )	0,942	Reliabel
Word of Mouth (Y)	0,954	Reliabel
Purchase Decision (Y)	0,932	Reliabel

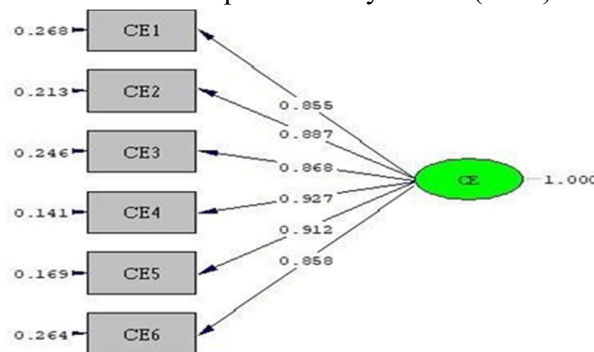
Source: Data processed by author (2022)

Confirmatory Factor Analysis (CFA) is an analysis used to check whether the measurement model built is in accordance with the initial hypothesis through a standardized solution of  $\geq 0.5$  for each indicator (Hair et al., 2010). This study uses First Order Confirmatory analysis.

**Table 3 . Celebrity Endorser first order construct**

Goodness of Fit Indices	Cut-Off Value	Hasil	Evaluasi Model
Chi-Square ( <i>p-value</i> )	> 0,05	0,04	NOT FIT
RMSR	$\leq 0.05$	0,02	FIT
GFI	$\geq 0.90$	0,85	NOT FIT
RSMEA	$\leq 0.08$	0,07	FIT
AGFI	$\geq 0.90$	0,66	NOT FIT
CFI	$\geq 0.90$	1,00	FIT
NNFI	$\geq 0.90$	0,99	FIT

Source: Data processed by author (2022)



Chi-Square=17.71, df=9, P-value=0.03868, RMSEA=0.070

Figure 2. Celebrity Endorser first order construct model.

Source: Data processed by author (2022)



The result is that there are three values of Goodness of Fit Indices that are not fit or do not meet the cut-off value requirements, namely the values of Chi-Square, GFI, and AGFI, so it is necessary to do re-testing by modifying indices according to the suggestions given by the Lisrel software.

**Table 4 . Last order construct celebrity endorser**

<i>Goodness of Fit Indices</i>	<i>Cut-Off Value</i>	<b>Hasil</b>	<b>Evaluasi Model</b>
Chi-Square ( <i>p-value</i> )	> 0,05	0,45	<i>FIT</i>
RMSR	≤ 0.05	0,01	<i>FIT</i>
GFI	≥ 0.90	0,98	<i>FIT</i>
RSMEA	≤ 0.08	0,00	<i>FIT</i>
AGFI	≥ 0.90	0,91	<i>FIT</i>
CFI	≥ 0.90	1,00	<i>FIT</i>
NNFI	≥ 0.90	1,00	<i>FIT</i>

Source: Data processed by author (2022)

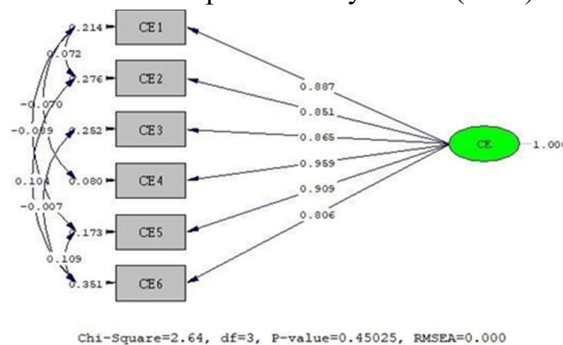


Figure 3. Celebrity endorser last order construct model

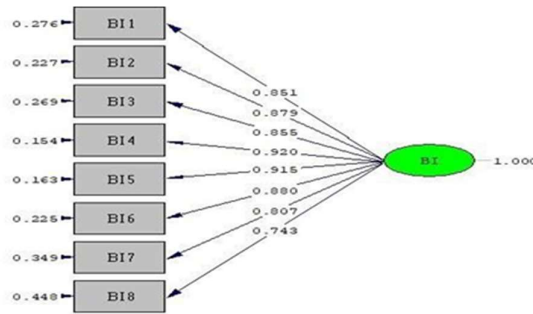
Source: Data processed by author (2022)

After re-testing by modifying indices according to the suggestions given by the Lisrel software, namely by adding error covariance to meet the fit model requirements. The results of the Goodness of Fit Indices have fulfilled the cut-off value requirements with a Chi-Square (p-value) result of 0.45; RMSR 0.01; GFI 0.98; RMSEA 0.00; AGFI 0.91; CFI 1.00; NNFI 1.00.

**Table 5 . Brand Image first order construct**

<i>Goodness of Fit Indices</i>	<i>Cut-Off Value</i>	<b>Hasil</b>	<i>Evaluasi Model</i>
Chi-Square ( <i>p-value</i> )	> 0,05	0,00	<i>NOT FIT</i>
RMSR	≤ 0.05	0,03	<i>FIT</i>
GFI	≥ 0.90	0,80	<i>NOT FIT</i>
RSMEA	≤ 0.08	0,08	<i>NOT FIT</i>
AGFI	≥ 0.90	0,64	<i>NOT FIT</i>
CFI	≥ 0.90	0,99	<i>FIT</i>
NNFI	≥ 0.90	0,99	<i>FIT</i>

Source: Data processed by author (2022)



Chi-Square=46.95, df=20, P-value=0.00060, RMSEA=0.082

Figure 4. Brand Image first order construct model

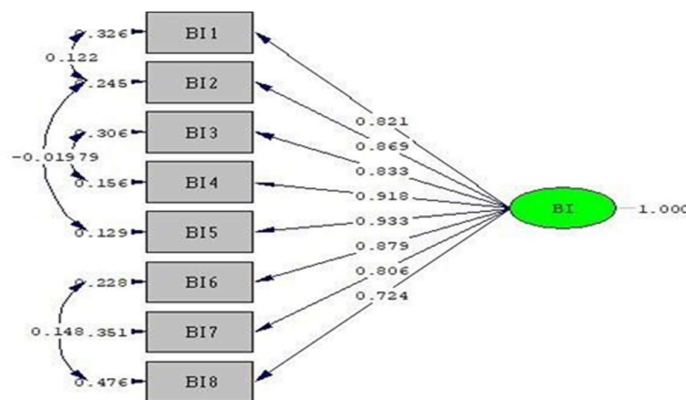
Source: Data processed by author (2022)

Based on the above instrument testing of the brand image variable with the first order construct, the results show that there are three values of Goodness of Fit Indices that do not fit or do not meet the cut-off value requirements, namely the values of Chi-Square, GFI, RMSEA and AGFI, so it is necessary to test again by modifying indices according to the suggestions given by the Lisrel software.

Table 6 . Brand image last order construct

<i>Goodness of Fit Indices</i>	<i>Cut-Off Value</i>	<b>Hasil</b>	<b>Evaluasi Model</b>
Chi-Square ( <i>p-value</i> )	> 0,05	0,07	<i>FIT</i>
RMSR	≤ 0.05	0,02	<i>FIT</i>
GFI	≥ 0.90	0,91	<i>FIT</i>
RSMEA	≤ 0.08	0,05	<i>FIT</i>
AGFI	≥ 0.90	0,92	<i>FIT</i>
CFI	≥ 0.90	1,00	<i>FIT</i>
NNFI	≥ 0.90	1,00	<i>FIT</i>

Source: Data processed by author (2022)



Chi-Square=24.77, df=16, P-value=0.07399, RMSEA=0.052

Figure 5. Brand Image last order construct model

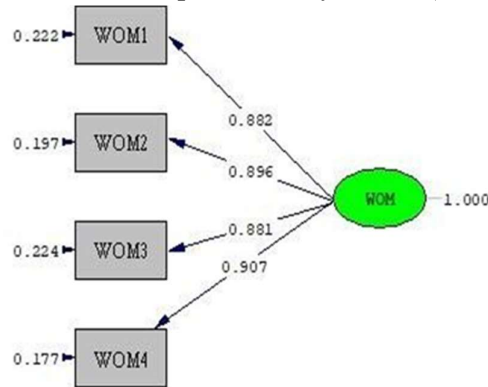
Source: Data processed by author (2022)

After re-testing by modifying indices according to the suggestions given by the Lisrel software, namely by adding error covariance to meet the fit model requirements. The results of the Goodness of Fit Indices have fulfilled the cut-off value requirements with a Chi-Square (p-value) result of 0.07; RMSR 0.02; GFI 0.91; RMSEA 0.05; AGFI 0.92; CFI 1.00; NNFI 1.00.

**Table 7 . Word of mouth first order construct**

<i>Goodness of Fit Indices</i>	<i>Cut-Off Value</i>	<b>Hasil</b>	<b>Evaluasi Model</b>
Chi-Square ( <i>p-value</i> )	> 0,05	0,12	<i>FIT</i>
RMSR	≤ 0.05	0,02	<i>FIT</i>
GFI	≥ 0.90	0,92	<i>FIT</i>
RSMEA	≤ 0.08	0,07	<i>FIT</i>
AGFI	≥ 0.90	0,92	<i>FIT</i>
CFI	≥ 0.90	1,00	<i>FIT</i>
NNFI	≥ 0.90	0,99	<i>FIT</i>

Source: Data processed by author (2022)



Chi-Square=4.29, df=2, P-value=0.11733, RMSEA=0.076

Figure 6. Word of mouth first order construct model

Source: Data processed by author (2022)

After Based on instrument testing on the 4 indicators of the word of mouth variable with the first order construct, the results show that all of the Goodness of Fit Indices values are fit. The results of the Goodness of Fit

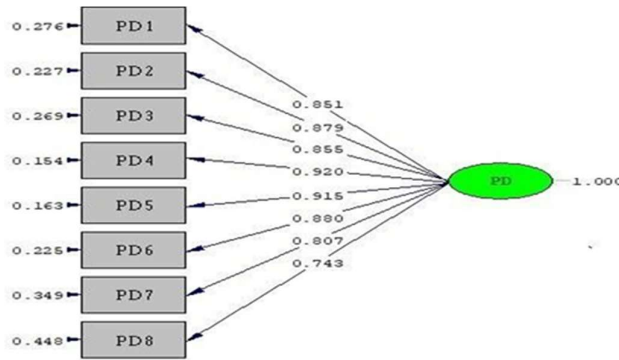
Indices meet the cut-off value requirements with a Chi-Square (p-value) result of 0.12; RMSR 0.02; GFI 0.92; RMSEA 0.07; AGFI 0.92; CFI 1.00; NNFI 0.99.

**Table 8. Purchase decision first order construct**

<i>Goodness of Fit Indices</i>	<i>Cut-Off Value</i>	<b>Hasil</b>	<b>Evaluasi Model</b>
Chi-Square ( <i>p-value</i> )	> 0,05	0,00	<i>NOT FIT</i>
RMSR	≤ 0.05	0,03	<i>FIT</i>
GFI	≥ 0.90	0,80	<i>NOT FIT</i>
RSMEA	≤ 0.08	0,08	<i>NOT FIT</i>
AGFI	≥ 0.90	0,64	<i>NOT FIT</i>
CFI	≥ 0.90	0,99	<i>FIT</i>

NNFI	$\geq 0.90$	0,99	<i>FIT</i>
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Source: Data processed by author (2022)



Chi-Square=46.95, df=20, P-value=0.00060, RMSEA=0.082

Figure 7. Purchase decision first order construct model

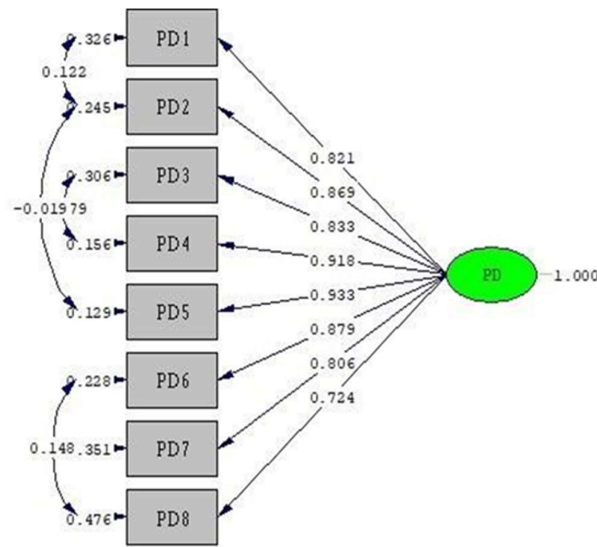
Source: Data processed by author (2022)

Based on the instrument testing above, the purchase decision variable gets the result that there are four values of Goodness of Fit Indices that are not fit or do not meet the cut-off value requirements, namely the values of Chi-Square, GFI, RMSEA and AGFI, so it is necessary to re-test by modifying indices.

Table 9. Purchase decision last order construct

<i>Goodness of Fit Indices</i>	<i>Cut-Off Value</i>	<b>Hasil</b>	<b>Evaluasi Model</b>
Chi-Square ( <i>p-value</i> )	$> 0,05$	0,07	<i>FIT</i>
RMSR	$\leq 0.05$	0,02	<i>FIT</i>
GFI	$\geq 0.90$	0,91	<i>FIT</i>
RSMEA	$\leq 0.08$	0,05	<i>FIT</i>
AGFI	$\geq 0.90$	0,92	<i>FIT</i>
CFI	$\geq 0.90$	1,00	<i>FIT</i>
NNFI	$\geq 0.90$	1,00	<i>FIT</i>

Source: Data processed by author (2022)



Chi-Square=24.77, df=16, P-value=0.07399, RMSEA=0.052

Figure 8. Purchase decision last order construct model

Source: Data processed by author (2022)

After re-testing by modifying indices according to the suggestions given by the Lisrel software, namely by adding error covariance to meet the fit model requirements. The results of the Goodness of Fit Indices have fulfilled the cut-off value requirements with a Chi-Square (p-value) result of 0.07; RMSR 0.02; GFI 0.91; RMSEA 0.05; AGFI 0.92; CFI 1.00; NNFI 1.00.

Table 10. The result of structural equational model

Hipotesis	Variabel Bebas	Pengaruh	Variabel Terikat	Standardized Total Effects	t-values	Interpretasi
H1	<i>Celebrity Endorser</i>	→	<i>Brand Image</i>	0,836	8,701	Signifikan
H2	<i>Brand Image</i>	→	<i>Word of Mouth</i>	0,890	6,756	Signifikan
H3	<i>Celebrity Endorser</i>	→	<i>Word of Mouth</i>	-0,006	-0,064	Tidak Signifikan
H4	<i>Celebrity Endorser</i>	→	<i>Purchase Decision</i>	0,045	0,644	Tidak Signifikan
H5	<i>Brand Image</i>	→	<i>Purchase Decision</i>	0,043	0,323	Tidak Signifikan
H6	<i>Word of Mouth</i>	→	<i>Purchase Decision</i>	0,877	6,999	Signifikan
H7	<i>Celebrity Endorser melalui Brand Image</i>	→	<i>Purchase Decision</i>	0,036	0,323	Tidak Signifikan
H8	<i>Brand Image melalui Word of mouth</i>	→	<i>Purchase Decision</i>	0,781	13,491	Signifikan
H9	<i>Celebrity Endorser melalui Brand Image dan Word of Mouth</i>	→	<i>Purchase Decision</i>	0,900	8,910	Signifikan

Source: Data processed by author (2022)

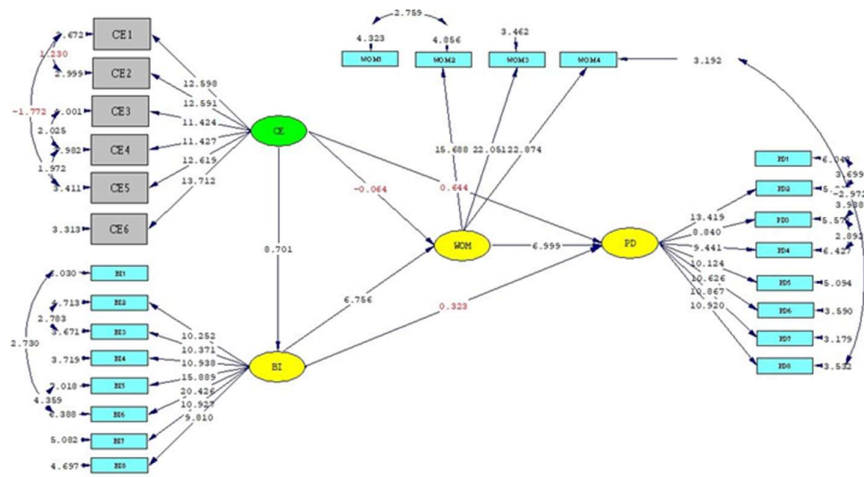


Figure 9. T-values SEM

Source: Data processed by author (2022)

If the t-value in the contention model is  $> 1.96$ , then it indicates that the hypothesis can be accepted or there is a significant influence between variables, conversely if the t-value  $< 1.96$  then it indicates that the hypothesis is rejected or there is no significant effect between variables. Based on the table above, it shows that there are nine hypotheses that have been tested and gives the result that the five hypotheses have a significant effect because they have t-values  $> 1.96$ .

1). celebrity endorser on Brand Image, has a standardized total effects value of 0.836 and t-values of  $8.701 > 1.96$ . These results indicate that the first hypothesis (H1) can be accepted because it has a significant effect. 2). Brand Image to Word of Mouth, has a standardized total effects value of 0.890 and t-values of  $6.756 > 1.96$ . These results indicate that the second hypothesis (H2) can be accepted because it has a significant effect. 3). Celebrity Endorser to Word of Mouth, has a standardized total effects value of -0.006 and t-values of  $-0.064 < 1.96$ . These results indicate that the third hypothesis (H3) cannot be accepted because it has no significant effect.

4). Celebrity endorser on purchase decision, has a standardized total effects value of 0.045 and t-values of  $0.644 < 1.96$ . These results indicate that the fourth hypothesis (H4) cannot be accepted because it has no significant effect. 5). Brand Image on Purchase Decision, has a standardized total effects value of 0.043 and t-values of  $0.323 < 1.96$ . These results indicate that the fifth hypothesis (H5) cannot be accepted because it has no significant effect. 6). Word of Mouth on Purchase Decision, has a standardized total effects value of 0.877 and t-values of  $6.999 > 1.96$ . These results indicate that the sixth hypothesis (H6) can be accepted because it has a significant effect. 7). Celebrity endorser on purchase decision through brand image, has a standardized total effects value of 0.036 and a t value of  $0.323 < 1.96$ . These results indicate that the seventh hypothesis (H5) cannot be accepted. 8). Brand image on purchase decisions

through word of mouth, has a standardized total effects value of 0.781 and t-values of 13.491 > 1.96. These results indicate that the eighth hypothesis (H8) can be accepted because it has a significant effect. 9) celebrity endorser on purchase decision through brand image and word of mouth, has an r squared value of 0.900 and t-values of 8.910 > 1.96. These results indicate that the ninth hypothesis (H9) can be accepted because it has a significant effect.

## CONCLUSION

This research has several implicit matters. In the celebrity endorser variable, the indicator that gets the highest positive response to the celebrity endorser statement on the MS Glow product has the ability to attract consumer interest. While the indicator that gets the highest negative response with the celebrity endorser's statement on the MS Glow product has an honest attitude. It can be said that MS Glow can improve the quality of celebrity endorsers, especially choosing celebrities who have honesty. However, in the brand image variable, the indicator that received the highest positive response to the statement by Ms. Glow was a well-known brand. While the indicators that get the highest negative responses with statements that they are more confident about using MS Glow because of the quality of the products and the feeling of security using MS Glow products. From these results it can be said that MS Glow can improve brand image to customers by focusing on product quality and safety of MS Glow's products, this can be done through clinical evidence that has been tested by MS Glow, and this becomes part of the product campaign to consumers.

Furthermore, on the word of mouth variable, the indicator that received the highest positive response with the statement when telling other people about MS Glow, talked about it in great detail. While indicators that get negative responses with statements intend to invite the closest people such as friends, family and relatives to buy MS Glow products. From these results it can be said that MS Glow can improve the quality of word of mouth through providing discounted prices, or membership to consumers who make product recommendations to the closest people such as friends, family and relatives to buy MS Glow. In the purchase decision indicator variable that gets the highest positive response with statements evaluating the product in making purchasing decisions. Meanwhile, the indicators that received negative responses were statements of satisfaction with the purchase of MS Glow products. From these results it can be said that MS Glow can increase product purchase satisfaction by providing discounts, or special services for repeat purchases for customers, so that it will strengthen consumer purchasing decisions.

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