The Influence of Celebrity Endorsers and Price on Purchasing Decisions for Wardah Products

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Abstract. This study aims to examine the influence of celebrity endorsers and prices on purchasing decisions for wardah products. The object of this study was a female resident of Kelangoan Village who used Wardah cosmetics. Data collected as many as 100 respondents using questionnaires with purposive sampling techniques. Data analysis was carried out using multiple linear regression analysis method with SPSS statistical test application version 22. The results of the t test showed that price had a significant partial effect, while celebrity endorsers did not have a paarsial influence on the purchase decision of Wardah products. The results of the F test show that celebrity endorsers and price together or simultaneously have a significant influence on the purchase decision of Wardah products.

Keywords: Celebrity Endorser, Price, Purchasing Decisions

1. Introduction

Modern lifestyles offer convenience and practicality in supporting one's appearance, including the use of beauty and care products. Cosmetics have become an essential need for many women to enhance their attractiveness. Various types of cosmetics are easily available on the market; however, consumers must be selective when choosing and using them, as some manufacturers may use ingredients harmful to the body. Wardah is one of the cosmetic brands that promotes a halal image. The products, produced by PT Paragon Technology & Innovation, have been certified halal by the Indonesian Ulema Council (LP POM MUI), ensuring product safety and consumer trust.

One of the factors that can attract consumers to purchase Wardah products is the use of celebrity endorsers. According to [1], selecting celebrities for endorsement in advertising must consider the celebrity's credibility. Credibility refers to attractiveness, expertise, and trustworthiness [2]. Furthermore, the higher the perceived credibility of an endorser, the greater the consumer's purchase intention toward the advertised product [3]. Conversely, low endorser credibility may result in lower consumer interest in the product [4]. The use of celebrity endorsers aims to

enhance consumer confidence and strengthen a product's image, which can influence attitudes and behaviors toward purchasing decisions. Celebrity endorsers can have a strong influence on consumers' brand choices and purchasing behavior [5]. Wardah employs celebrity endorsers who wear the hijab in daily life, reinforcing the brand's Islamic image and strengthening consumer perception of the message being conveyed.

In addition to celebrity endorsements, price is also an essential factor influencing purchasing decisions. Price represents the value exchanged to obtain a product or service and significantly determines market demand [6]. Price is a critical consideration for consumers when making purchase decisions [7]. When consumers perceive that the price offered aligns with the product's value, they are more likely to make repeat purchases. In a competitive market, the level of price is determined by the interaction of demand and supply [8] Celebrity endorsers and price are both factors that can influence consumers' purchasing decisions for Wardah products. A purchasing decision refers to the process through which consumers select products to satisfy their needs and desires.

Based on previous research findings, results remain inconsistent. Therefore, this study aims to examine "The Influence of Celebrity Endorsers and Price on Purchasing Decisions for Wardah Products (Case Study: Klangonan Village, Kebomas District, Gresik Regency)."

2. Literature Review

Celebrity Endorser

A celebrity endorser is a public figure who is used in advertisements to promote a product or brand. The use of such figures can strengthen the brand image and attract customer attention [9]. There are five attributes of celebrity endorsers that contribute to effective communication, commonly known as the TEARS model—Trustworthiness, Expertise, Attractiveness, Respect, and Similarity [10]. These dimensions determine how consumers perceive and respond to the endorser's message. When an endorser possesses high credibility and attractiveness, consumers are more likely to trust and be influenced by the brand being promoted.

The effectiveness of celebrity endorsement depends on the match between the endorser's image and the product's characteristics. If the celebrity's image aligns with the brand's values, it enhances brand recall and increases purchase intention. Conversely, a mismatch may reduce the credibility of the message and negatively affect consumer perception [11]. Therefore, companies must carefully select endorsers who represent their target market and brand positioning.

Price

Price represents the monetary value paid by consumers in exchange for goods or services [12]. It is a crucial element in marketing strategy, as it directly affects consumer perception, market

positioning, and purchasing behavior. A suitable pricing strategy helps companies maintain competitiveness while providing value to consumers.

Price is often one of the main determinants of consumer purchasing decisions [13]. Consumers generally evaluate whether the price offered corresponds to product quality and personal benefits. When the perceived value exceeds the cost, the consumer tends to make a purchase. Moreover, price competition strongly influences a company's ability to survive in a dynamic market environment. Several components of price, such as list price, discounts, and payment terms, play important roles in shaping consumer preferences [14].

Purchasing Decisions

A purchasing decision refers to a process undertaken by consumers to identify needs, search for information, evaluate alternatives, and make a final choice to buy a product [15]. The process usually involves five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior [16].

Purchasing decisions are influenced by several factors, including product quality, brand image, price, promotion, and consumer perception. A good purchasing decision results in consumer satisfaction and loyalty, which contribute to the company's long-term success [17].

The indicators of purchasing decisions include product selection, brand selection, timing of purchase, and method of payment [18]. Understanding these indicators helps companies develop more effective marketing strategies to increase sales and customer retention.
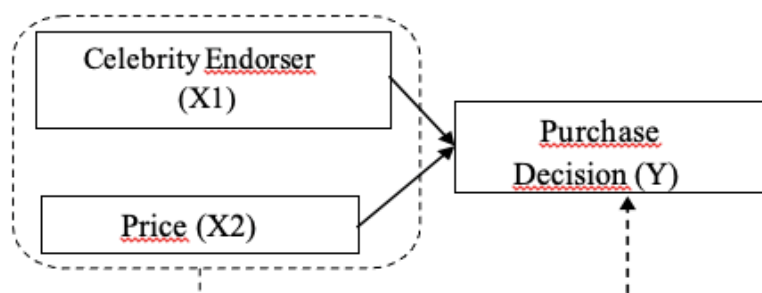

Figure 1. Conceptual Framework

Note :
X1, X2   : Independent Variables (Celebrity endorser and Price)
Y   : Dependent Variable (Purchasing Decisions)

Hypothesis

Based on theory and framework above, the hypothesis in this research is:
1. It is suspected that Celebrity Endorsers partially have a significant influence on Wardah's cosmetic product purchase decisions

2. Alleged Price partially has a significant influence on Wardah's cosmetic product purchase decision
3. It is suspected that Celebrity Endorser and price simultaneously have a significant influence on Wardah's cosmetic product purchase decision

3. Research Method

Research Approach

This study employs a field research method that focuses on real phenomena occurring within a community. It can also be categorized as a case study with a descriptive–quantitative approach. The descriptive method is used to answer problem formulations related to how consumers perceive Wardah's brand, price, and purchasing decisions [19]. The quantitative approach emphasizes the analysis of numerical data processed using statistical techniques. Data collection was conducted through questionnaires, which serve as the main research instrument [20].

This study utilized both primary and secondary data sources. Primary data were obtained through questionnaires distributed to respondents regarding their perceptions of celebrity endorsers and prices that influence purchasing decisions. Secondary data were collected from books, journals, online sources, and other relevant documents that support the study's conceptual framework and literature review.

Population and Sample

The population of this research comprised all female residents of Kelangoan Village who use Wardah cosmetics. Since the exact population size was unknown (infinite), the sample was determined using the purposive sampling technique. This method involves selecting respondents based on specific criteria relevant to the research objectives. In this case, the sample included women aged 18–35 years who use Wardah cosmetics. The sample size was calculated using the formula for an unknown population, as suggested in [19]:

$$n = (Z_{\alpha/2}.\sigma/ e)^2 = (1.96.0.25/ 0.05)^2 = 96.04$$

Based on this calculation, the final sample consisted of 100 respondents, ensuring a 95% confidence level and an error margin of 5%.

Data Collection Method

Data were collected through three main methods:
a. Observation, by recording relevant information such as company background and organizational structure.
b. Interview, conducted through direct communication with respondents.
c. Questionnaire, distributed to respondents to measure their opinions and perceptions related to celebrity endorsers, price, and purchasing decisions.

The questionnaire used a Likert scale to assess attitudes and perceptions. Prior to distribution, the instrument was tested for validity and reliability to ensure measurement accuracy [20].

Data Analysis Technique

Data analysis was performed using multiple linear regression to determine the effect of celebrity endorser quality and price on purchasing decisions. Prior to hypothesis testing, classical assumption tests were conducted, including normality, multicollinearity, and heteroscedasticity tests, to ensure data suitability. Subsequently, hypothesis testing employed the t-test, F-test, and coefficient of determination (R^2). The analysis was conducted using SPSS version 22 to obtain precise statistical results.

4. Result and Discussion

This section presents the results of data analysis, including instrument testing, classical assumption tests, regression analysis, and hypothesis testing, followed by a discussion of findings.

Test Results of Research Instruments Validity Test

Validity and reliability tests were conducted to assess the quality of the questionnaire instrument used in this study. The validity test measured the correlation between each item and the total score. Based on the r product-moment value with a significance level of 5%, the standard validity value was 0.312. The results showed that all 21 questionnaire items were valid, with correlation coefficients ranging from 0.337 to 0.755, exceeding the minimum threshold of 0.312.

The reliability test used Cronbach's Alpha, where an instrument is considered reliable if the value exceeds 0.6. The results indicated a Cronbach's Alpha of 0.892 for all 21 items, which means the questionnaire had a high level of internal consistency. This finding aligns with the reliability classification proposed in [21], indicating that the instrument is "very reliable."

Reliability Test

The following are the results of the reality test from the questionnaire instrument in this study:

Table 1. Recapitulation Table of Reliability Test Results

Cronbach's Alpha	N of Items
0,892	21

Table 1. shows the results of the reliability test of this study from 21 questions have a Cronbach's Alpha value of 0.892, which is greater than 0.6. Based on the provisions of reliability criteria,

where a research instrument is said to be reliable if the value of Cronbach's Alpha > 0.6 so that this research instrument is declared reliable, this is evidenced from the numbers 0.892 > 0.6. According to Gulford, a value of 0.892 in the reliability test means that the questionnaire in this study has a very close relationship (very reliable).

Classical Assumption Test

Before performing regression analysis, the classical assumption tests were conducted to ensure data validity, including normality and multicollinearity tests. The Kolmogorov–Smirnov test result was 0.200, which is greater than 0.05. Therefore, the data were normally distributed. The Variance Inflation Factor (VIF) values for the independent variables were 1.079, less than 10. This result confirms the absence of multicollinearity among the independent variables. Thus, the data met the classical assumption criteria and were suitable for regression analysis.

Multiple Linear Regression Analysis

A simple linear regression analysis test is used to determine the effect of one independent variable on one dependent variable. Then multiple linear regression is used to determine the effect of one or more independent variables on the dependent variable.

Table 2. Multiple Linear Regression Test Results

	Coefficients[a]				
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
1 (Constant)	11,032	2,908		3,794	0,000
Celebrity Endorser	0,086	0,064	0,129	1,344	0,128
Price	0,514	0,134	0,367	3,841	0,000

[a]Dependent Variable : buying desicion

Table 2. shows the results of multiple linear regression analysis tests which show that between the influence of *celebrity endorsers* (X1) and price (X2) on purchasing decisions (Y), it is known that the value of the regression coefficient X1 is 0.086, then X2 is 0.514 and the constant value is 11.032. Thus, the regression equation obtained is Y = 11.032 + 0.086 X1 + 0.514 X2. Where Y is the purchase decision, while X1 is the *celebrity endorser* and X2 is the price.

Test T (Partial)

The T hypothesis test is performed to determine the effect of each independent variable on the dependent variable. In testing the T Test using SPSS *Statistic* 22. The following is a table of t-test results:

Table 3. Test Results t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11,032	2,908		3,794	0,000
Celebrity Endorser	0,086	0,064	0,129	1,344	0,128
Price	0,514	0,134	0,367	3,841	0,000

Based on the results of the t test, the following conclusions can be drawn:

1. The celebrity endorser variable partially had no significant effect on the buying interest of Wardah consumers.
2. Price variables partially have a significant effect on the buying interest of Wardah consumers.

F Test (Simultaneous)

The F hypothesis test is performed to determine the effect of independent variables simultaneously or together on the dependent variable. In testing Test F using SPSS Statistic 22. The test results of Test F are as follows:

Table 4. F Test Results

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	303,439	2	151,719	10,435	,000^b
Residual	1410,351	97	14,540		
Total	1713,790	99			

^aDependent Variable : buying desicion

Based on table 4 in column F calculate on greater than F table with (10.435 > 3.09) with a value of sig.< 0.05 with (0.000 < 0.05). Based on the above, it can be concluded that the variables of celebrity endorser and price together or simultaneously affect the buying interest of Wardah consumers significantly.

Multiple determinant coefficients (test R^2)

The coefficient of determination test aims to determine the amount of contribution or percentage (%) of the independent variable to the dependent variable. The value used in this case is the Adjusted R square value because it can go up or down if an independent variable is added to the model. The results of the coefficient of determination test in this study are as follows:

Table 5. Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,421[a]	0,177	0,160	3,81310

[a]Predictors : (Constant), Price, Celebrity Endorser

Based on table 5, the Adjusted R Square value is 0.160 or equal to 16%. This figure shows that the variables celebrity endorser (X1) and price (X2) affect as much as 16% of Wardah's consumer buying interest. While the rest were influenced by other variables outside the regression model in this study.

Discussion

The findings indicate that the celebrity endorser variable does not significantly influence purchasing decisions for Wardah products, while price has a positive and significant effect. These results support previous studies suggesting that price is one of the primary determinants of consumer purchase behavior [6]–[8].

Although celebrity endorsement is often considered an effective marketing strategy, its influence depends on the credibility and relevance of the endorser. In this study, the results imply that Wardah's use of celebrity endorsers may not sufficiently differentiate consumer decisions, possibly because consumers are already familiar with the brand or prioritize affordability over celebrity influence.

Price, on the other hand, remains a critical factor in shaping consumer behavior, particularly in competitive cosmetic markets. Consumers tend to associate reasonable pricing with value and accessibility, consistent with findings in [12]–[14]. Therefore, Wardah's pricing strategy plays a more decisive role in influencing consumers' final purchasing decisions compared to celebrity endorsements.

5. Conclusion

Based on the results of the analysis, it can be concluded that the celebrity endorser variable partially has no significant effect on purchasing decisions for Wardah products, while the price variable partially has a significant positive effect. Simultaneously, both celebrity endorser and price variables have a significant joint effect on purchasing decisions, as shown by the F-test results. Furthermore, the adjusted R^2 value of 0.160 indicates that celebrity endorser and price variables together explain 16% of the variation in purchasing decisions, while the remaining 84% is influenced by other factors not included in this study.

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