

The Influence of Celebrity Endorsers and Online Promotion on Purchasing Decision through Brand Image

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ABSTRACT

This study aims to analyze the influence of celebrity endorsers and online promotions on purchasing decisions through brand image as a mediating variable on SKINTIFIC and Tasya Farasya products as celebrity endorsers. This type of research is quantitative research using primary data. This study uses Structural Equation Modeling (SEM) AMOS 21 analysis tool. Based on the results of the study, it showed that celebrity endorsers had a positive and significant effect on purchasing decisions, online promotion had a positive and significant effect on purchasing decisions, celebrity endorsers had a positive and significant effect on brand image, online promotion had a positive and significant effect on brand image, brand image had a positive effect and significantly to purchasing decisions, brand image is able to mediate the influence of celebrity endorsers on purchasing decisions, and brand image is able to mediate online promotions on purchasing decisions.

INTRODUCTION

Currently the whole world is experiencing a very serious epidemic, including Indonesia, so it has a direct impact on the activities and survival of people throughout the world, namely the Covid-19 pandemic. The Institute for Development and Finance or can be abbreviated as INDEF (2020) said that the impact that was felt was very heavy in the economic sector, both at the national micro level in the short term and in the long term, so that with this there was a demand for restrictions on people's movement space in order to reducing the percentage of transmission of the Covid-19 virus, including changes in shopping behavior among Indonesian people from conventional shopping behavior to shopping online or on networks (Choerunisa & Indrawati, 2021).

The government has made many efforts to break the chain of spread of the Covid-19 virus, such as social distancing, PSBB (Large-Scale Social Restrictions), PPKM (Implementation of Activity Restrictions) and many other things. This appeal from the government also has an impact on the corporate sector and Micro, Small and Medium Enterprises (MSMEs) which cannot freely trade their products due to restrictions on opening hours and strict regulations from the government causing many workers to be forced to work at home or what can be called WFH (Work From Home). Thus, requiring companies to compete strictly means companies have to rack their brains to create various strategies to attract more consumer attention to their products. Companies are required to be more active and creative in meeting consumer needs for their products well and efficiently. Companies must be able to learn what products are currently popular with consumers in the market. Moreover, in the beauty sector, many beauty companies have created new products during this pandemic, such as makeup, skincare and others, which are very popular with consumers, especially women.

Promotional marketing strategies have a big influence on sales, so companies can promote their products using various strategies so that an advertisement can attract the attention of consumers. Companies must be creative in making advertisements to attract consumers to make purchases of the product.

Therefore, many Indonesian citizens are using internet technology during this pandemic to carry out all their work activities from online shopping, studying, online, working and many other activities carried out during this pandemic by using the cellphones and internet they have. . Therefore, the internet in Indonesia is currently experiencing very rapid development during the current pandemic, because everyone is taking part in using the internet which continues to develop in this increasingly sophisticated and modern era. According to the data portal report, the number of internet users in Indonesia currently, to be precise in January 2022, has reached 204.7 million people. Meanwhile, the internet percentage level in Indonesia will reach 73.7% of the total population at the beginning of 2022. Kemp also said that internet use in Indonesia will increase by 2.1 million people or 1% from 2021 to 2022 (Suara.com), so that This moment can be used by companies to increase the

number of people's buying interest in a product or service they have, especially on social media.

(Augusty, 2006) said that purchasing decisions can be made based on the consumer's mental statement which reflects plans to purchase a number of products from a certain brand. Schiffman and Kanuk in (Choerunisa & Indrawati, 2021) say that motivation is an impulse that exists in a person that forces us to take action, therefore a person's purchasing interest has a big influence on that motivation. To increase someone's interest in buying a product, the company must create a strategy that can make consumers interested in the product. The company must be able to create a strategy to increase interest in purchasing their product by using promotions, because promotion is a very effective marketing strategy for companies in attracting attention consumers with various kinds of innovation and creativity in promoting products.

Currently, consumers tend to be proactive, namely actively looking for information when purchasing a product. Consumers will search for information through search engines on the internet and through social media where consumers carry out two-way communication to get more information or product reviews. The social media currently popular with Indonesian people are Instagram, Twitter, YouTube, Tiktok, Whatsapp. Moreover, Instagram and Tiktok are currently very popular among Indonesians because of the many interesting features provided, they can express themselves using these two social media.

Therefore, promotions make it easier for companies to promote their products because they are widely accessible to consumers. One strategy that can introduce or promote a product is to use the features of someone who has charisma, the ability to attract consumers and has its own charm. This can be called a celebrity endorser, a celebrity endorser is a public figure, a figure who is known to many people with expertise in certain aspects and can influence attitudes towards consumer behavior regarding the product. Someone who is often used to become a celebrity endorser is a public figure, entertainer, athlete, artist who has influence and is widely known by the public. It is hoped that using this marketing strategy by utilizing celebrity endorsers can increase product sales and be able to have an influential impact so that it can create a brand image that can be widely recognized by the public and can color the product that is being endorsed so that it can score sales that continue to increase. By utilizing the celebrity endorser strategy in the company's marketing strategy, this strategy is one of the strategies that is known and liked by the public and is considered capable of forming a brand image.

The celebrity endorser strategy has the fame of a celebrity or public figure that consumers hope will be interested in a brand or product. The rapid use of social media at this time is a great opportunity for celebrity endorsers to provide a way to promote a product or service. One of the popular celebrity endorsers is Tasya Farasya who is a famous artist on social media and already has millions of followers on each of her social media accounts. Tasya Farasya is a celebrity endorser or beauty blogger who actively shares content about skincare product reviews on every social media she has. In terms of reviewing Tasya Farasya, she

often uses the testimonial review technique, where she tries it regularly once a week to try the product. This is to show the performance results on his face in his Instagram story with the product knowledge he has.

Therefore, many products are sold out or are sought after by consumers because Tasya Farasya's appeal is able to make consumers want to buy the product being reviewed. Like the skincare product which is currently viral, namely SKINTIFIC, SKINTIFIC is a skincare and beauty product originating from Canada which was only present in Indonesia in August 2021. SKINTIFIC provides several types of skincare which are available in Indonesia, Skintific 5X Ceremaid Barrier Repair Moisture Gel is one of the SKINTIFIC products that is much loved by skincare lovers, which Tasya Farasya reviewed in an upload on her personal TikTok account, thereby forming a very good Brand Image for SKINTIFIC products so that in the purchasing process consumers have to wait several weeks to be able to get the product or in other words others are pre-orders, and there are many more products reviewed by Tasya Farasya which form a good Brand Image.

Therefore, many companies offer to collaborate with Tasya Farasya as a celebrity endorser to increase buying interest in a product, choosing Tasya Farasya to become a celebrity endorser not because Tasya Farasya has millions of followers on every social media, but the company chooses Tasya Farasya as celebrity endorser because seeing Tasya Farasya's potential and success is a plus for companies to consider her as a celebrity endorser and Tasya Farasya is a relevant public figure for promoting endorsed products. However, currently there are many companies that promote their products using non-celebrities, usually advertising promotions that use non-celebrities are less popular with the public due to their lack of influence in attracting consumers in attracting consumers' attention to the product being reviewed, such as TikTokers, people who have viral on social media, and the like that are not from celebrities, athletes, entertainers and the like that are trusted by companies to increase sales of their products. Currently, there are many products that already have a good product image, such as one of the local beauty products from PT Paragon Technology and Innovation, namely Maybelline products which have a very good brand image, so that these products have been used by famous models abroad, namely Gigi. Hadid. From the above phenomenon, this is the background for researchers to create new research entitled "The Influence of Celebrity Endorsers and Online Promotions on Purchasing Decisions through Brand Image". Based on the background described above, this research aims to analyze the influence of celebrity endorsers and online promotions on purchasing decisions through brand image. This research is a pure replication of research (Lestari & Wahyono, 2021). The difference in this research is in terms of the setting used. In this research, researchers are interested in conducting research on SKINTIFIC products which are endorsed by Tasya Farasya through followers of Tasya Farasya's social media accounts.

THEORETICAL REVIEW

Research requires a basic concept in the form of theory and methods to be used as a basic reference in research. The following is the basic theory used in research:

1. Celebrity Endorsers

Celebrity endorsers are figures or public figures who are widely known by the public because of their achievements, so they are able to attract public attention in product promotions with the ability to convey messages in good advertising. Most people will feel interested in this product because of the celebrity endorser. According to (Royan, 2004), celebrities are a concrete manifestation of various images or associations that consumers think about a brand. If a brand can be associated with being a brand that is energetic, youthful and full of stamina, then a celebrity must also represent all these associations. According to (Royan, 2004) also defines that an endorser is a person who is directly involved in marketing communication for a product, either directly or indirectly. In advertising, the endorser is used as a spokesperson so that the brand quickly sticks in the minds of consumers so that consumers have the desire to immediately buy the brand on the product. According to (Shafira & Ferdinand, 2017), celebrity endorsers are people who are generally remembered and used by businesses to influence consumers to use or demonstrate their products. Celebrity endorsers are defined as celebrities and are presented to the general public and advertising consumers. Usually the characters used in this category include certain people in the military, famous athletes, politicians, TV stars, businessmen, film stars and artists (Kalangi, et al., 2019). According to Tjiptono in (Lestari, 2021) the factors that influence a customer's purchasing decision are between the customer and the producer after the customer uses the company's products and services and realizes that these products and services provide added value. Factors that influence key business purchases that influence individual decisions knowing the factors that influence purchasing decisions can help a company implement its strategy and enable a person to decide to purchase the products the company offers.

2. Online Promotion

According to Pribadi in (Lestari, 2021), online advertising has several advantages, including multimedia, interactive and real-time. According to (Ramsunder, 2011) states that e-marketing is the use of electronic media sources as the main media for marketing, including: use of the internet, the benefits of e-marketing for purchases include convenience, simplicity and privacy. Purchasing can work with marketing to directly and interactively compare different products from company to company. The benefit of e-marketing for sellers is that e-marketing can be used as a tool to build relationships with consumers, reduce costs, increase efficiency and gain market share quickly (Kotler & Keller, 2016).

3. Understanding Purchasing Decisions

Purchasing decisions are generally the implementation of two or more choice actions. In other terms, purchasing decisions can be designed if several options are selected. Purchasing decisions are individual activities that are exclusively related to purchasing decisions originating from the products offered by the seller. Purchasing decisions are decisions made by individual consumers and households who buy goods or services for direct consumption. Consumer purchasing decisions are also defined as a way of determining action in two or more directions. The purchasing decision process consists of five stages, namely problem recognition, information search, alternative evaluation, purchase decision and post-purchase behavior (Kotler & Keller, 2016). This process is influenced by the company's marketing and socio-cultural environment and consumer psychological conditions. External factors that can influence the decision-making process are marketing efforts through strategy and marketing, external factors of family, social class, informal and commercial sources, culture, sub-culture. The definition of a purchasing decision is the decision to use a service, or a decision better known as a purchasing decision, which is part of consumer behavior. (Kotler & Armstrong, 2018) states that purchasing decisions are decisions regarding purchasing the brand.

4. Brand Image

Based on (Kotler & Keller, 2016) explains that brand image can be interpreted in the perception and trust of consumers, like a mirror in the associations that occur in consumers' memories. According to (Widarti, 2019) A product or brand using a good illustration (image) will be easily accepted by consumers and in forming a good and strong brand image it can influence consumers to make a decision to buy the product, namely through promotions carried out by the company. According to (Yoeliastuti, et al., 2021) Brands are often defined as names, words, signs, symbols, designs, or a mixture of these and are intended to welcome goods and services that come from one consumer to other consumers who use them, differentiating them from competing products. A number of potential functions and benefits can be provided by a brand, including product utility, choice, discovery, trustworthiness, emotionality, aesthetics, novelty, social identification and personal identification.

5. Research Model

The following is a research model that shows the relationship between the variables "The influence of celebrity endorsements and online promotions on purchasing decisions through brand image." This research model can be explained in the picture below:

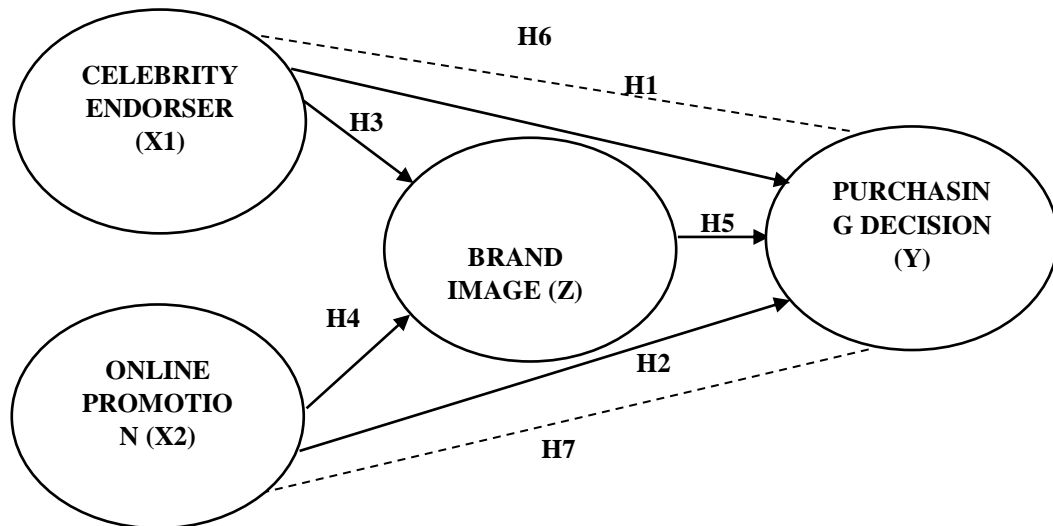


Figure 1. Conceptual Framework

Based on the framework of thinking in this research model, it can be explained that this research has 2 independent variables, namely celebrity endorsers and online promotions, and 1 dependent variable, namely purchasing decisions, and 1 mediating variable, namely brand image. In this research model the independent variable will influence the mediating variable, then the mediating variable influences the dependent variable, and the independent variable influences the dependent variable, then the independent variable influences the dependent variable through the mediating variable.

METHODOLOGY

a. Research Subjects and Objects

Research objects are the attributes of people, objects and activities for which researchers will set certain criteria and draw conclusions according to (Sugiyono, 2017). The object used in this research is Tasya Farasya in SKINTIFIC products. The subject in research is one member of the sample, just as an element is one member of the population (Uma Sekaran, 2018). The subjects of the research that the author used were respondents who would be used as samples in this research. Meanwhile, the subjects used in this research were Tasya Farasya's followers.

b. Data Type

The type of data in this research is primary data. Primary data is a collection of data taken directly from respondents (Uma Sekaran, 2018). Primary data collection was carried out through distributing questionnaires. According to (Sugiyono, 2017) a questionnaire is a data collection method for asking and filling out various written questions to respondents.

c. Sampling Technique

The sampling technique in this research used a non-probability sampling technique. According to (Uma Sekaran, 2018) the non-probability

sampling method is a sampling method where elements in the population do not have the same opportunity for each element or member of the population to be selected to be the sample. The non-probability sampling technique in this research uses a purposive sampling method. Purposive sampling is a design limited to special people who can provide the information the researcher needs, because only they are able to provide information to meet the requirements set by the research (Uma Sekaran, 2018). According to (Hair, et al., 2009) samples can be measured and determined based on the number of indicators with a guideline estimate of 5-10 times the number of indicators. In this study, the number of indicators had was 18, so the number of samples required in this study was 18 indicators multiplied by 10 so that the minimum number was 180 respondents.

d. Data Collection Techniques

The type of data used in this research is primary data which is data obtained directly from respondents or data sources by researchers related to the variables to be studied (Uma Sekaran, 2018). The method used in research in general to search for primary data is by conducting observations, interviews, and distributing questionnaires (Uma Sekaran, 2018). In this research, the primary data collection technique that will be used is by distributing a questionnaire which will be distributed via Google Form to followers of Tasya Farasya's social media account and those who have purchased SKINTIFIC products. According to (Uma Sekaran, 2018) a questionnaire is a list of written questions formulated in advance, where respondents will record their answers, usually in clearly defined alternatives. This questionnaire contains question items as a description of variable indicators. To measure this research, the Likert Scale model was used. According to (Uma Sekaran, 2018) the Likert scale is a scale designed to examine how strongly the subject agrees with the question.

e. Instrument Quality Test

Instrument Quality Testing in research can be useful for determining the success of the measurement results of the measuring instruments used. There are two tests for instrument quality testing, namely as follows:

➤ **Validity Test**

Validity test shows how real a test measures what it is supposed to measure. Validity relates to the accuracy of measuring instruments to carry out their tasks to achieve their targets. Validity relates to reality (actually). Validity is also related to the purpose of the measurement. Measurement is said to be valid if it measures the objective clearly or correctly. An invalid measuring instrument is one that produces measurement results that deviate from its purpose.

As for using confirmatory factor analysis (CFA) with the AMOS application program. CFA is used to test whether a construct has

unidimensionality or whether the indicators used can confirm a construct or variable. An indicator is said to be valid if it has a loading factor > 0.5 (Ghozali, 2016).

➤ **Reliability Test**

Reliability testing is a statistical testing procedure that is considered relevant to measure the extent of consistency of the research data that has been produced, so that it can provide relatively consistent results if the measurements are repeated. One way that can be used to test the reliability of the questionnaire in this research is to use Construct Reliability (CR). If the Construct Reliability (CR) value is > 0.7 then it can be said to be reliable, however if the Construct Reliability (CR) value is < 0.7 then it can be said to be unreliable (Ghozali, 2016).

➤ **Sample Size**

Sample size forms the basis for estimating sampling error. The estimation model uses maximum likelihood which requires a minimum of at least 100 samples and is recommended to obtain stable results with a sample size of 100-200 (Ghozali, 2016).

➤ **Data Normality Test**

Normality evaluation was carried out using the critical ratio skewness criterion of ± 2.58 with a significance value of 0.01. If the skewness data value of the critical ratio is below the absolute value of 2.58, then the data can be concluded to be normally distributed (Ghozali, 2016).

➤ **Evaluation of Outliers**

An outlier is an observation condition of data that has characteristics that look very different from other observations. And this observation appears in extreme forms, both for single variables and combination variables (Ghozali, 2016). Detection of outliers by looking at the mahalanobis distance value compared with the chi-square value criteria at the degree of freedom (according to the number of indicators) and $\alpha = 0.001$ (Ghozali, 2016). According to (Ghozali, 2016) there are steps in the SEM analysis technique used in this research which can be described as follows:

a. **Develop a Model Based on Theory**

This stage is related to developing a hypothesis (a theory) as a basis for connecting latent variables using other latent variables, and also using indicators. In essence, SEM is a confirmatory technique used to test causal relationships where changes in one variable are assumed to result in changes in other variables based on available theory. This stage is related to developing hypotheses (based on theory) as a basis for connecting latent variables using other latent variables, as well as using indicators. In essence, SEM is a confirmatory technique used to test causal relationships where changes in one variable

are assumed to result in changes in other variables according to the available theory. This research uses the multivariate Structural Equation Model (SEM) method, based on several considerations that SEM has the ability to combine measurement models and structural models simultaneously when compared to using other multivariate methods and has the ability to test direct and indirect impacts. The software used by SEM to manage this data is AMOS. Produce a research model using basic theoretical justification which produces causal relationships and research model constructs (variables), in this study there is a variable construct consisting of one independent construct, namely Celebrity Endorser and one dependent variable construct, namely Purchase Decision.

b. Arrange a Path Diagram

The path diagram is a theoretical model created in the first step which will be depicted using a path diagram, making it easier for researchers to see the causal relationships that they will test. Prepare Structural Equations. The next stage is to convert the path diagram into equations, both structural equations and measurement models.

c. Selecting the Input Matrix and Model Estimation

SEM uses input data in the form of variance and covariance matrices or correlation matrices. At this stage, parameter estimates in a model are obtained from the data because the AMOS program tries to produce a covariance matrix in the model that matches the actual covariance. A significant test is carried out by determining whether the resulting parameters are significantly different from zero. Variance measures the mean value of a sample which is a measure of metric variables. Covariance shows the linear relationship that occurs between two variables, namely x and y . If a variable has a positive linear relationship, then the covariance value is positive. If there is no relationship between variables, then the covariance value is zero.

d. Assess Structural Model Identification

In structural model analysis, problems are often encountered in the parameter estimation process. Some symptoms that often arise due to inaccurate identification include:

- There are errors in standards that are too large.
- The information matrix presented does not match expectations.
- The matrix obtained was not definitively positive.
- There is an error in the negative variance.
- There is a high correlation between the estimated coefficients (> 0.9).

e. Assess Goodness-Of-Fit criteria

- The suitability test between the theoretical model and empirical data can be seen at the goodness-of-fit statistical level. A model is said to be fit if the covariance matrix of a model is the same as the covariance of the data matrix (observed). Model fit can be measured based on testing various fit indices obtained from AMOS, based on evaluating the fulfillment of SEM assumptions (normality assumptions, outlier assumptions, multicollinearity and singularity assumptions), measurement models and full equation model analysis as well as structural goodness of fit criteria.
- χ^2 - Chi-square Statistics
A model being tested can be said to be good or suitable if the Chi-square value is low. The smaller the χ^2 value, the better the model and it can be accepted based on probability with a cut-off value of $p > 0.05$ or $p > 0.10$ (Hulland, 1999).
- RMSEA (The Root Mean Square Error of Approximation)
RMSEA is a measure to correct the tendency of the Chi-square statistic to reject models with large sample sizes. An RMSEA value between 0.05 to 0.08 is an acceptable measure. According to (Ghozali, 2016) states that the results of the RMSEA empirical test are suitable for testing large numbers of confirmatory models or competing strategy models.
- AGFI (Adjusted Goodness Fit Index)
AGFI is a development of GFI which is adjusted to the ratio degree of freedom or proposed model with degree of freedom until null model. According to (Ghozali, 2016) the recommended value for AGFI is the same as GFI, namely > 0.90 .
- CMIN/DF
CMIN/DF is the Chi-square value divided by the degree of freedom. (Ghozali, 2016) recommends that a value > 2.00 for this ratio is a suitable measure.
- TLI (Tucker Lewis Index)
A measure to incorporate parsimony measures into a comparison index between the proposed model and the null model. The TL value ranges from 0 to 1.0. The recommended Tucker Lewis Index value is greater than or equal to 0.90 (Ghozali, 2016).
- CFI (Comparative Fit Index)
The CFI value ranges from 0-1, where if it is close to 1 it indicates that the data has the highest level of fit or a very

good fit (Arbuckle, 1997). The following is a summary of the indices above that can be used to test the feasibility of a model, which can be seen in the table below:

Table 1. Criteria of Goodness of Fit

No.	Criteria	Cut Of Value
1.	Chi-square (X2)	Minimum value expected
2.	X ² - Significance Probability	≥ 0.05
3.	Relative X2 (CMIN/DF)	≤ 2.00
4.	GFI (Goodness of Fit Index)	≥ 0.90
5.	AGFI (Adjusted Goodness of Fit Index)	≥ 0.80
6.	Tucker-Lewis Index (TLI)	≥ 0.90
7.	Comparative Fit Index	≥ 0.90
8.	Root Mean Square Error of Approximation (RMSEA)	≤ 0.08

Source: (Ghozali, 2016)

f. Interpretation and Modification Model

The final stage of SEM is to interrupt when the resulting model has been accepted. Meanwhile, modification of the model is needed because the results obtained in the sixth stage do not fit. However, all modifications must take into account or be based on supporting theory.

g. Mediation Test

The mediation test in this research uses the Sobel test. The Sobel test is used to determine mediation in celebrity endorsers and online promotions. A variable is called mediation if the variable influences the relationship between the independent and dependent variables (Ghozali, 2016). The Sobel test can be used to determine the indirect influence between the independent variable (X) and the dependent variable (Y) through the mediating variable. The formula for the Sobel test is as follows:

$$Sab = \sqrt{b^2S\alpha^2 + \alpha^2Sb^2 + S\alpha^2 Sb^2}$$

Information:

Sat: The size of the standard error of the indirect effect

α: Path of the independent variable (X) with the dependent variable (Y1)

b : Path of the intervening variable (Y1) with the dependent variable (Y2)

sa : Standard error coefficient a

sb: Standard coefficient b

To test the significance of the indirect influence, it is necessary to calculate the t value of the coefficient ab using the formula:

$$t = \frac{ab}{Sab}$$

Information:

a: Regression coefficient of the independent variable on the mediating variable

b : Regression coefficient of the mediating variable on the dependent variable

Sa: Standard error of coefficient a

Sb: Standard error of coefficient b

The assumption in the Sobel test requires a fairly large sample size, if the sample is small then the Sobel test is less conservative (Ghozali, 2016).

RESULTS

Instrument Quality Test

1. Validity Test

The validity test was carried out before showing that all the indicators in the question were suitable to be used as research instruments in conducting a sample test of 200 respondents. The significance level in the validity test is 5% if the probability is < 0.05 , then the question is invalid (Ghozali, 2016). The following are the results of the validity test:

Table 2. Validity Test

Variables	Indicator	Factor Loading	Cut off	Information
Celebrity Endorser	CE1	0.916	> 0.5	Valid
	CE2	0.807		Valid
	CE3	0.891		Valid
	CE4	0.897		Valid
	CE5	0.840		Valid
	CE6	0.893		Valid
Online Promotion	PO1	0.818	> 0.5	Valid
	PO2	0.784		Valid
	PO3	0.664		Valid
	PO4	0.712		Valid
Brand Image	CM1	0.737	> 0.5	Valid
	CM2	0.523		Valid
	CM3	0.814		Valid
Purchasing Decision	KP1	0.704	> 0.5	Valid
	KP2	0.665		Valid
	KP3	0.669		Valid
	KP4	0.678		Valid
	KP5	0.715		Valid

Source: Data processed by author (2023)

Table 2 presented shows that based on the results of the CFA validity test using AMOS version 21, the factor loading value for all questions from each

variable is greater than 0.5, so it can be stated that all questions are declared valid and can be used for further testing.

2. Reliability Test

Reliability testing can be done to see how consistent a question instrument is. An instrument can be declared reliable if the component reliability value is greater than 0.7. The following are the results of the reliability test :

$$\text{Construct Reliability} = \frac{(\sum \text{Factor Loading})^2}{(\sum \text{Factor Loading})^2 + \sum \text{Measurement Error}}$$

Table 3. Reliability Test

Variables	CR	Cut off	Information
Celebrity Endorser	0.951	> 0.7	Reliable
Online Promotion	0.833		Reliable
Purchasing Decision	0.816		Reliable
Brand Image	0.738		Reliable

Source : Data processed by author (2023)

The table 3 presented shows that based on the results of the CFA reliability test using AMOS version 21, the component reliability value for all statement items for each variable is greater than 0.7. So it can be stated that all question items can be declared valid and can be used for further testing.

3. Research Results (Hypothesis Test)

In accordance with the model that has been developed in this research, the data analysis tool used is SEM which is operated using AMOS version 21 software. There are seven stages of modeling and structural equation analysis, namely:

a. Theoretical Model development

The model development in this research uses exogenous variables, mediating variables and endogenous variables. The exogenous variables tested are celebrity endorsers and online promotions. The mediating variable tested is brand image and the endogenous variable tested is purchasing decisions.

b. Prepare a Path/Flow Diagram

After developing a theory-based model, the next step is to compile the model in the form of a flow diagram which will make it easier to see the causal relationships that will be tested. In a flow diagram, the relationship between constructs will be expressed through arrows. Straight arrows show direct causal relationships between constructs and other constructs. Measuring the relationship between variables in SEM is called a structural model. Based on the existing theoretical basis, a path diagram for SEM is created as follows:

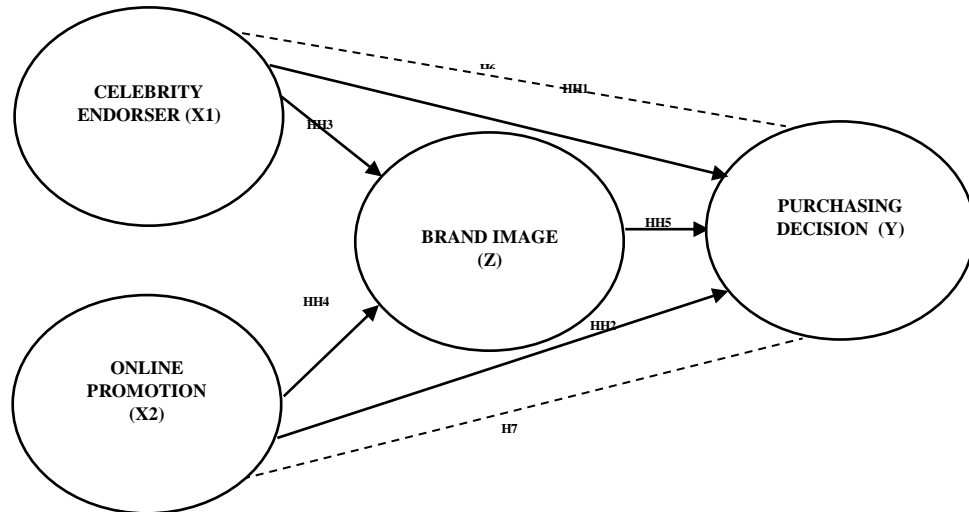


Figure 2. Conceptual Framework

4. Converting Path Diagrams into Structural Equations

The model that has been expressed in the flow diagram in step 2 is then expressed in the structural equation:

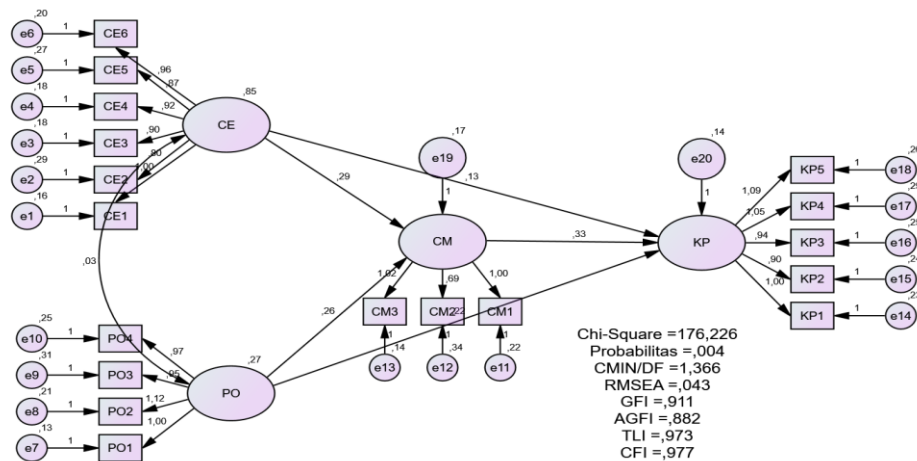


Figure 3. Structural Equation
 Source : Data processed by author (2023)

5. Data Normality

The Normality Test is carried out using the z value (critical ratio or C.R on AMOS output) from the skewness and kurtosis values of the data distribution. The critical value is ± 2.58 , at a significance level of 0.01 according to (Ghozali, 2016). Data Normality Test Results can be seen in the following table:

Table 4. Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
KP5	1	5	0,023	0,134	-0,130	-0,376
KP4	1	5	-0,092	-0,531	-0,333	-0,962
KP3	1	5	0,113	0,651	0,383	1,107
KP2	1	5	-0,123	-0,708	0,154	0,444
KP1	1	5	0,137	0,793	0,426	1,230
CM3	1	5	0,229	1,322	1,318	3,805
CM2	1	5	-0,037	-0,212	0,873	2,521
CM1	1	5	0,052	0,303	0,770	2,223
PO4	1	5	-0,359	-2,073	0,700	2,020
PO3	1	5	0,141	0,817	0,496	1,431
PO2	1	5	-0,206	-1,189	-0,240	-0,694
PO1	1	5	0,073	0,420	0,600	1,732
CE6	1	5	-0,558	-3,221	0,454	1,312
CE5	1	5	-0,536	-3,093	0,525	1,515
CE4	1	5	-0,465	-2,683	0,356	1,029
CE3	1	5	-0,564	-3,254	0,625	1,804
CE2	1	5	-0,438	-2,529	0,463	1,335
CE1	1	5	-0,456	-2,634	0,298	0,861
Multivariate					-6,634	-1,748

Source : Data processed by author (2023)

Based on table 4, it shows that the univariate normality test is mostly normally distributed because the critical ratio (c.r) value for kurtosis and skewness is in the range of ± 2.58 , while in multivariate data meets normal assumptions because the values - 1,748 is within the range of ± 2.58 .

6. Assess goodness-of-fit criteria

Assessing goodness-of-fit criteria is one of the main objectives in SEM analysis to find out how far the hypothesized model is in the "Fit" category or fits the data sample. Goodness-of-fit results can be displayed on the following data:

Table 5. Goodness-of-fit Criteria

<i>Goodness of fit index</i>	<i>Cut-off value</i>	Research Model	Model
<i>Chi-square</i>	Diharapkan kecil	176,226	Fit
<i>Significant Probability</i>	$\geq 0,05$	0,065	Fit
RMSEA	$\leq 0,08$	0,043	Fit
GFI	$\geq 0,90$	0,911	Fit
AGFI	$\geq 0,90$	0,883	Marginal
CMIN/DF	$\leq 2,0$	1,366	Fit
TLI	$\geq 0,90$	0,973	Fit
CFI	$\geq 0,90$	0,977	Fit

Source : Data processed by author (2023)

Based on the results in table 5 above, it shows that the research model is close to being a good fit model. CMIN/DF is a parsimonious suitability index which measures the goodness of fit of the model by the number of coefficients with estimates expected to achieve suitability. The results of CMIN/DF in this study were 1.366, indicating that the research model was fit.

The Goodness of Fit Index (GFI) shows that the overall level of model suitability has been calculated from the squared residuals in the predicted model compared to the actual data. The GFI value in this research model is 0.911, where this value is close to the recommended level, namely ≥ 0.90 , which shows that the research model is fit.

RMSEA is an index used to compensate for chi-square values in large samples. The RMSEA value in this study is 0.043 with the recommended value ≤ 0.08 , this shows that the research model value is fit.

AGFI is a GFI that has been adjusted to the ratio of degrees of freedom from the null model. The AGFI value in this research model is 0.883 with the recommended value being ≥ 0.90 which shows that the research model is marginally fit.

TLI is a suitability index that is less influenced by sample size. The TLI value in this research model is 0.973 with the recommended value being ≥ 0.90 , this shows that the value in this research model is fit.

CFI is an index that is relatively insensitive to sample size and model complexity. The CFI value in this study is 0.977 with a recommended value of ≥ 0.90 , this shows that this research model is fit.

7. Hypothesis Test

Hypothesis testing carried out in this research is to answer the questions in this research or analyze the structural model relationships. Hypothetical data analysis can be seen from the standardized regression weight value which shows the coefficient of influence between the variables in the following table:

Table 6. Variables Correlation

No.	Hypothesis	Estimate	S.E.	c.r.	p	Result
H1	Celebrity Endorser → Purchasing Decision	0,132	0,046	2,857	0,004	Positive Significant
H2	Promosi Online → Purchasing Decision	0,215	0,075	2,882	0,004	Positive Significant
H3	Celebrity Endorser → Brand Image	0,292	0,045	6,486	0,000	Positive Significant
H4	Promosi Online → Brand Image	0,255	0,080	3,189	0,001	Positive Significant
H5	Brand Image → Purchasing Decision	0,331	0,100	3,302	0,000	Positive Significant

Source : Data processed by author (2023)

According to the data processing in the table, it states that the CR value has an influence by showing a value above 1.96. Then, for p values below 0.05 there is an influence (Ghozali, 2016). This can be seen in the following table explanation:

1. Influence of Celebrity Endorsers on Purchasing Decisions

Based on the research results, the estimated coefficient value is 0.132, the C.R. of 2.857 and a P value of 0.004 so it can be concluded that Celebrity Endorser has a significant positive effect on Purchasing Decisions. This means that the better the Celebrity Endorser, the more Purchasing Decisions will increase. Therefore, (H1) states that "Celebrity Endorser has a positive and significant influence on Purchasing Decisions" is accepted.

2. The Effect of Online Promotion on Purchasing Decisions

Based on the research results, the estimated coefficient value is 0.215, the C.R. of 0.075 and a P value of 0.004 so it can be concluded that Online Promotion has a significant positive effect on Purchasing Decisions. This means that the better the online promotion, the more it will increase purchasing decisions. Therefore, (H2) states that "Online Promotions have a positive and significant effect on Purchasing Decisions" is accepted.

3. Influence of Celebrity Endorser on Brand Image

Based on the research results, the estimated coefficient value is 0.292, the C.R. is 6.486 and the P value is 0.000, so it can be concluded that Celebrity Endorser has a positive and significant effect on Brand Image. This means that the better the Celebrity Endorser, the more the Brand Image will improve. therefore (H3) states that "Celebrity Endorser has a positive and significant effect on Brand Image" is accepted.

4. Effect of Online Promotion on Brand Image

Based on the results of the research values, the estimated coefficient value is 0.255, the C.R. of 3.189 and a P value of 0.001 so it can be concluded that Online Promotion has a significant positive effect on Brand Image. This means that the better the online promotion, the better the brand image. Therefore, (H4) states that "Online Promotion has a positive and significant effect on Brand Image" is accepted.

5. Influence of Brand Image on Purchasing Decisions

Based on the results of the research values, the estimated coefficient value is 0.331, C.R. value. of 3.302 and a P value of 0.000 so it can be concluded that Brand Image has a significant positive influence on Purchasing Decisions. This means that the better the Brand Image, the better the Purchasing Decision. Therefore, (H5) states that "Brand Image has a positive and significant effect on Purchasing Decisions" is accepted.

6. Influence of Celebrity Endorser on Purchasing Decisions through Brand Image

Parameter estimation uses the sobel test to determine the influence of Celebrity Endorser on Purchasing Decisions through Brand Image.

Based on the results of the Sobel test calculation with a Sobel test statistic of 2.948, it can be concluded that brand image can mediate the influence of celebrity endorsers on purchasing decisions, so that (H6) is accepted.

This is shown based on a significance level of 0.005 and a calculated value of $2.948 > 1.96$.

7. The Influence of Online Promotion on Purchasing Decisions through Brand Image

The estimated parameters use the Sobel test to determine the influence of Online Promotion on Purchasing Decisions through Brand Image.

Based on the results of the Sobel test calculation with a Sobel test statistic of 2.295, it can be concluded that brand image can mediate the influence of online promotions on purchasing decisions, so that (H7) is accepted. This is shown based on a significance level of 0.005 and a calculated value of $2.295 > 1.96$.

DISCUSSION

This Based on the results of tests carried out on respondents who had previously purchased SKINTIFIC skincare products using the Structure Equation Modeling (SEM) analysis technique, the results showed as follows:

1. The Influence of Celebrity Endorsements on Purchasing Decisions
The first hypothesis states that Celebrity Endorser has a positive and significant effect on Purchasing Decisions. This means that the higher the value of the celebrity endorser variable, the more it will be able to improve purchasing decisions. From the discussion above, it can be explained that the creation of purchasing decisions cannot be separated from the influence of celebrity endorsers, where in order to increase purchasing decisions, companies must increase their celebrity endorsers. This is in line with the first hypothesis and also with research conducted by (Lestari, 2021).
2. The Effect of Online Promotion on Purchasing Decisions
The second hypothesis states that online promotions have a positive and significant effect on purchasing decisions. This means that the better the consumer's perception of online promotional variables, the more they will be able to improve purchasing decisions. From the discussion above, it can be explained that to improve purchasing decisions, companies must increase online promotion of products. This is in line with the second hypothesis and also with research conducted by (Lestari, 2021).
3. Influence of Celebrity Endorser On Brand Image
The third hypothesis states that Celebrity Endorser has a positive and significant effect on purchasing decisions. This means that the better the consumer's perception of the celebrity endorser variable, the more they will be able to improve the brand image. From this discussion, it can be explained that the more famous the celebrity endorser, the easier it is for consumers to remember the brand image of the product. This is in line with the third hypothesis and also with research conducted by (Lestari, 2021) and (Andriani & Setiyati, 2020).

4. The Effect of Online Promotion on Brand Image

The fourth hypothesis states that Online Promotion has a positive and significant effect on Brand Image. This means that the better the consumer's perception of online promotional variables, the more they will be able to improve the brand image. From this discussion, it can be explained that the more attractive the advertisement for a product, the better the brand image will be. By increasing information about the product, the brand image will be easier for consumers to remember. This is in line with the fourth hypothesis and also with research conducted by (Lestari, 2021) and (Andriani & Setiyati, 2020).

5. Influence of Brand Image on Purchasing Decisions

The fifth hypothesis states that Brand Image has a positive and significant effect on Purchasing Decisions. This means that the better the consumer's perception of the brand image variable, the more they will be able to improve purchasing decisions. From this discussion, it can be explained that to improve purchasing decisions, the company's brand image must be managed well. This is in line with the fifth hypothesis and also with research conducted by (Lestari, 2021).

6. Influence of Celebrity Endorser on Purchasing Decisions through Brand Image as a Mediating Variable

The sixth hypothesis states that Brand Image is able to mediate the influence of Celebrity Endorser on Purchasing Decisions. Celebrity Endorsers are advertising supporters who are often known as advertising stars who are known by many people for their success in their respective fields (Andriani & Setiyati, 2020). Purchasing decisions are the actions of a potential consumer in choosing a product with all existing considerations (Andriani & Setiyati, 2020). Brand image is a form of consumer understanding of a brand as a whole (Manggalania & Soesanto, 2021). The results of this research indicate that brand image can mediate the influence of celebrity endorsers on purchasing decisions. This is done with the success of celebrity endorsement to increase purchasing decisions, which is also inseparable from the physical appearance or packaging of the product which is able to attract consumer interest, the suitability of the price of the product, the various variations of the company's products as a characteristic compared to other products which are able to create a brand image memory in consumers' minds, thereby encouraging consumers to make purchasing decisions.

The results of this research show that Brand Image can mediate the influence of Celebrity Endorser on Purchasing Decisions. This research is in line with research conducted by (Lestari, 2021).

7. The Influence of Online Promotion on Purchasing Decisions through Brand Image as a Mediating Variable

The seventh hypothesis states that Brand Image is able to mediate the influence of Online Promotion on Purchasing Decisions. Online promotion is the main tool for companies to influence consumers

(Andriani & Setiyati, 2020). The results of this research indicate that brand image can mediate the influence of online promotions on purchasing decisions. This shows that the increase in online promotion cannot be separated from the creation of a good brand image for the product. Creating a brand image can be done by creating superiority in the product as well as the uniqueness or characteristics of the product. With a brand image and online promotion, the product will be easily remembered by consumers, thereby increasing purchasing decisions for the product.

The results of this research show that Brand Image can mediate the influence of Online Promotion on Purchasing Decisions. This research is in line with research conducted by (Lestari, 2021).

CONCLUSIONS AND RECOMMENDATIONS

Based on the research results, it can be concluded that the influence of celebrity endorsers on online promotion through brand image as an intervening variable in SKINTIFIC skincare products is as follows:

- The research results show that celebrity endorsers have a positive and significant influence on purchasing decisions for SKINTIFIC products. This shows that the better the consumer's perception of celebrity endorsers, the more they will increase purchasing decisions for SKINTIFIC products.
- The research results show that online promotions have a positive and significant effect on purchasing decisions for SKINTIFIC products. This shows that the better the consumer's perception of online promotions, the more they will increase purchasing decisions for SKINTIFIC products.
- The research results show that celebrity endorsers have a positive and significant effect on the brand image of SKINTIFIC products. This shows that the better the consumer's perception of celebrity endorsers, the more the brand image of SKINTIFIC products will improve.
- The research results show that online promotions have a positive and significant effect on the brand image of SKINTIFIC products. This shows that the better the consumer's perception of online promotions, the more the brand image of SKINTIFIC products will improve.
- The research results show that brand image has a positive and significant effect on purchasing decisions. This shows that the better the consumer's perception of the brand image, the greater the purchasing decision for SKINTIFIC products.
- The research results show that brand image can mediate the influence of celebrity endorsers on purchasing decisions for SKINTIFIC products. This shows that the better the consumer's perception of the brand image as mediation, the greater the influence of celebrity endorsers on purchasing decisions for SKINTIFIC products.
- The research results show that brand image can mediate the influence of online promotions on purchasing decisions for SKINTIFIC products.

This shows that the better the consumer's perception of the brand image as mediation, the greater the influence of online promotions on purchasing decisions for SKINTIFIC products.

In this research, there are several suggestions given to future researchers so that they can carry out and obtain better research results in the future, for Company SKINTIFIC should, in determining potential celebrity endorsers, pay more attention to the life background of potential celebrity endorsers, so as not to make consumers perceive bad things about the celebrity endorser when they become SKINTIFIC icons.

FURTHER STUDY

For Further Researchers are as follows:

- It is recommended that future researchers create more open questions and complement data collection methods with interviews or direct observation to enrich the discussion so as to obtain more accurate and in-depth results.
- It is recommended for future researchers to expand the scope of research by expanding the research population environment.
- It is recommended that future researchers use other factors that can influence consumer purchasing decisions by using other variables, such as price variables and product quality.

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