The Influence of Celebrity Endorser and Product Quality on Purchasing Decisions for Scarlett Products (Case Study of Scarlett Product Customers in Cimahi City)

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A R T I C L E I N F O

A B S T R A C T

The goal of this study was to ascertain how much influence celebrity endorsers and product quality have on purchasing decisions for Scarlett products. The research methods used are descriptive methods and associative methods. Scarlett product customers in Cimahi City are the unit of analysis on this study. Based on the results of the sample calculation using the lemeshow formula because the population is not known with certainty, there were 96 respondents in the study's samples. Multiple linear regression analysis is the technique utilized for analysis, in addition, t-test and F-test are also carried out. The findings of the research, the dependent variable (purchasing decision) is influenced by the independent factors (celebrity endorser and product quality) by 72.5%. The influence of celebrity endorser factors on purchasing decisions is 5.6%. While the influence of product quality is 66.9%. The implication of this research is that Scarlett products can review the criteria for using celebrity endorsers by having a good image and continuing to improve product quality for the better so that it can increase customer purchasing decisions

INTRODUCTION

Beauty and self-care products are in high demand among the public in Indonesia these days. People realize the importance of taking care of their skin and body so that many companies have come up with quality products in the field of beauty and self-care. Article 1 of the Minister of Health Regulation Number 1175/MENKES/PER/VIII/2010 Cosmetics production license refers to substances or treatments for the human body's exterior (epidermal, hair, nails, lips, external genitalia), as well as for the teeth, oral mucosa, especially for cleaning, perfuming, changing appearance, improving body odor or maintaining good health. Due to the tight competition at this time, Felicya Angelista as one of the entrepreneurs who plunged in this field did not make her waver in issuing her products, namely Scarlett. Based on the Compas website in the April-June 2022 period, Scarlett occupies the second position of the Top 10 Indonesian skin care product brands.

With the increasingly fierce business competition, Scarlett continues to aggressively promote its products through celebrity endorsers, one of which is Song Joong Ki and improve Product Quality which can influence customers in decision making.

Scarlett's collaboration with domestic and foreign celebrities is able to open up sales to get higher. Shimp (2014: 168) states that the use of celebrity endorsers, namely artists are used as publicity stars in media such as print media, social media and television media. As well as, Kotler and Keller (2016: 590) state that the messages conveyed by celebrity endorsers through popular sources are able to get audience attention. Therefore, through popularity and a good image as a celebrity, celebrities are usually able to influence customers with their attractiveness and ability to communicate so that they influence purchasing decisions.

Another business strategy for Scarlett products is to prioritize product quality and safety. Tjiptono (2015: 231) states that the producer's subjective information of something that may be offered as an attempt to reap organizational goals thru pleasurable patron needs and goals, in accordance with the competence and potential of the organization and marketplace purchasing energy. Product quality undoubtedly affects purchasing decisions, product quality can be accepted in the main elements that influence consumer purchasing behavior (Nurjamad, 2017). Therefore, product quality can provide encouragement to customers to decide something.

The largest failure in building relationships among dealers and purchaser is a lack of accept as true with (Erpurini, Alamsyah, & Kencana, 2022). With the trust among the seller and the customers inside the product, the phurch can decide to buy repeatedly and inside the long term. In line with Nitisusastro (2013: 195) states that purchasing decisions are a manner of interplay among affective, cognitive, behavioral and environmental factors with which people make barter or transactions to acquire the products or offerings wanted. Purchasing decisions will occur when customers search for information about the desired product, and when someone decides to buy by looking at the product quality or product function

In February 2023, researchers have conducted a pre-survey to customers of Scarlett products as many as 20 respondents. The phenomena that occur regarding celebrity endorsers, product quality and purchasing decisions include an unfavorable image currently owned by Song Joong Ki and the message conveyed is less understandable, product quality regarding the durability of Scarlett products is less durable, the price of Scarlett products is less affordable and the stability of the product can influence purchasing decisions.

Primarily based in this background, the researcher is interested in engaging a study entitled "The Influence of Celebrity Endorsers and Product Quality on Purchasing Decisions for Scarlett Products".

LITERATURE REVIEW
The Effect of Celebrity Endorser on Purchasing Decisions

According to Shimp (2014: 335) explains that celebrity endorser is a television or movie star, famous athletes and sometimes deceased celebrity who is often used to endorse a product in magazine advertisements, sports broadcasts, television advertisements that support a product. There are several dimensions in celebrity endorsers, namely trustworthiness, expertise, attractiveness, respect, and similarity.

In previous research, namely according to Anas & Sudarwanto (2020) entitled "The Influence of Celebrity Endorsers on Purchasing Decisions at Eiger Store Royal Plaza Surabaya" with the outcomes declaring that the Celebrity Endorser variable has a significant effect on Purchasing Decisions, with a t-count greater than the t-table, that's 2.203 > 1.983.

Based primarily on the findings of the aforementioned research, it is evident that between celebrity endorsers and purchasing decisions is one aspect that is not overlooked because celebrity endorsers are in charge of conveying messages in products such as their usefulness, advantages and quality of the product. With this, celebrity endorsers will influence the attitudes and behavior of customer purchasing decisions properly towards marketed products.
H1: Celebrity Endorser affects the Scarlett Product Purchasing Decision.
The Effect of Product Quality on Purchasing Decisions

According to Tjiptono (2015:105), product quality is defined as directly describing the performance of a product through evaluations such as reliability, usability, aesthetics, etc. There are several dimensions in product quality, namely performance, features, reliability, conformance to specifications, durability, serviceability, aesthetics and perceived quality.

In previous research, namely according to Nardo & Prasetiyo (2022) entitled "The Effect of Product Quality and Price Perception on Purchasing Decisions for Hoanda Beat Motorbikes at CV Dealers. Supra Jaya Motor Cianjur" when the results show that the product quality variable significantly influences purchasing decisions, the t-count exceeds the t-table, which equals 3.080>1.994 with a Sig cost. 0,003 < 0,05.

Based on the findings of the research mentioned above, it can be said that product quality is a significant factor in the decisions that buyers will make regarding their purchases. Maintaining product quality and consistency will

improve company performance which is considered good or high, product sales will increase, so that it can influence customer attitudes towards purchasing decisions.

H2: Product quality affects the Scarlett Product Purchasing Decision.

The Effect of Celebrity Endorser and Product Quality on Purchasing Decisions

Explaining purchasing decisions is an aspect of consumer behavior, which is the study of how people, groups, and organizations pick, purchase, utilize, and how goods, services, ideas, or experiences meet their needs and aspirations, according to Kotler & Keller (2016: 194). When making a purchase, consumers must consider a number of factors, including the goods, brand, supplier, timing, price, and payment method.

In previous research, namely according to Novianti (2022) entitled "The Effect of Celebrity Endorser and Product Quality on Purchasing Decisions for Pixy Cosmetics" with the outcomes stating that shows purchasing decisions are significantly impacted by both the product quality and celebrity endorser variables at the same time, with an F count that is higher than the F table, namely 28.690 > 3.359446 with a Sig value. 0.000 < 0.05 and contributed 61.4%.

Based on the results of the research above, it can be concluded that celebrity endorsers and product quality have an influence on purchasing decisions that will be made by customers. By using celebrity endorsers and maintaining product quality consistently and even better, it can influence customer attitudes in deciding purchases, if sales increase, it will have a good impact on the company and really help the company to achieve its goals.

H3: Celebrity Endorser and Product Quality affect the Scarlett Product Purchasing Decision.
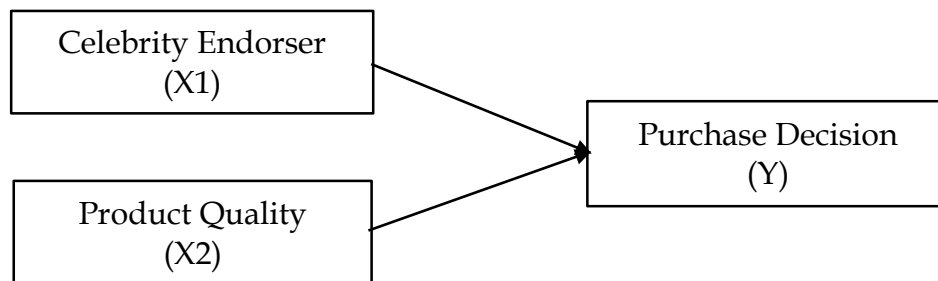
Figure 1. Research paradigm

METHODOLOGY
Research Design

The research method used in the studies is quantitative research method with descriptive and associative method approaches. The descriptive method, according to Sugiyono (2017: 35), is research done to ascertain the existence of independent variables, either only on one or more variables (independent variables or independent variables), without comparing the variables themselves and seeking relationships with other variables. Sugiyono (2017: 37) claims that the associative technique is a formulation of research topics that inquires about the connection between two variables.

Population and Sampling Technique
Population
　　　According to Sugiyono (2017: 289), a population is a generalization area made up of objects or subjects with specific characteristics and features that researchers set up to study in order to draw conclusions. In this study, the population consists of Scarlett product customers in Cimahi City, the exact numbers of which are unknown.

Sample
　　　Sugiyono (2017: 215) claims that the sample reflects the size and makeup of the population. The sample withdrawn in this study applied the Lemeshow formula with an unidentified population of Scarlett customers. A sample calculation using the Lemeshow formula approach can be used to determine the number of samples with an unknown total population, according to Riyanto & Hatmawan (2020: 13–14). Using the Lemeshow formula, determine the quantity of samples as follows:

$$n = \frac{Z^2 \times P(1 - P)}{d^2}$$

Description:
d　　　= Alpha (0.10) or sampling error is equal to 10%
n　　　= Number of samples
Z　　　= Z score at 95% confidence = 1.96
P　　　= Maximum estimate 50% = 0.5
　　　The number of samples acquired using this formula is as follows:

$$n = \frac{(1.96)^2 \times 0.5 (1 - 0.5)}{(0,10)^2}$$

n = 96.04 rounded up to 96

　　　Then the results acquired the quantity of samples wanted in this study have been 96 respondents. This take a look at uses non-probability sampling techniques with purposive sampling procedures. Non-probability sampling, according to Sugiyono (2017: 84), is a sampling approach that does not give each component or population member an equal chance to be chosen as a sample. Purposive sampling, however, is a sampling technique with some considerations, according to Sugiyono (2017: 85). Taking into account in this analysis are:

1. Respondents reside in Cimahi City.
2. Respondents have seen the Scarlett product advertisement promoted by Song Joong Ki through Instagram.
3. Have bought, used and finished 2 bottles/jars of Scarlett products.

Operational Variables
　　　To be clearer about the operational research variables that researchers use are as follows:

Table 1. Variable Operationalization

Variables	Definition	Dimensions	Indicator	Scale	Item
Celebrity Endorser	Shimp (2014: 335) explains that celebrity endorser is a television or movie star, famous athletes and sometimes deceased celebrity who is often used to endorse a product in magazine advertisements, sports broadcasts, television advertisements that support a product.	Trustworthiness	Trusted to have a good image	Ordinal	1
			Have honesty in delivering product messages	Ordinal	2
		Expertise	Ability to communicate advertising messages	Ordinal	3
			Experience in advertising	Ordinal	4
		Attractiveness	Have a handsome and good-looking face	Ordinal	5
			Has popularity	Ordinal	6
		Quality Respect	Has good achievements	Ordinal	7
			Have an attractive personality	Ordinal	8
		Similarity	Have the same needs	Ordinal	9
			Gender differences have similarities in caring for the body	Ordinal	10
Product Quality	Tjiptono (2015: 105) product quality is defined as directly describing the performance of a product through evaluations	Performance result	Using the best ingredients	Ordinal	1
			Produce useful products	Ordinal	2
		Additional features or privileges (Features)	Has an attractive scent	Ordinal	3
			Has a lot of diversity (variants) of products	Ordinal	4
		Reliability	Do not sell failed or rejected products	Ordinal	5

Variables	Definition	Dimensions	Indicator	Scale	Item
	such as reliability, usability, aesthetics, etc		Have good products	Ordinal	6
		Conformance to Specfication	Safe for pregnant and nursing mothers	Ordinal	7
			Already licensed by BPOM and halal certified.	Ordinal	8
		Durability	Has an expiration period (expired)	Ordinal	9
			Has a durable and long-lasting durability	Ordinal	10
		Serviceability	Fast response to orders	Ordinal	11
			Respond to customer complaints	Ordinal	12
		Aesthetics	Has effective and efficient packaging	Ordinal	13
			Has an attractive product design	Ordinal	14
		Perceived Quality	Has a fairly affordable price	Ordinal	15
			One of the most well-known brands	Ordinal	16
Purchase Decision	Kotler and Keller (2016: 194) purchasing decisions is an aspect of consumer behavior, which is the study of how people, groups, and	Product selection	Uses (benefits) and materials used	Ordinal	1
			Number of product variants	Ordinal	2
		Brand choice	Product is optimized	Ordinal	3
			The product brand has a good reputation	Ordinal	4
		Choice of dealer	The price of the product helps	Ordinal	5

Variables	Definition	Dimensions	Indicator	Scale	Item
	organizations pick, purchase, utilize, and how goods, services, ideas, or experiences meet their needs and aspirations		me make a purchase decision		
			Can be purchased easily	Ordinal	6
		Purchase Time	Purchase products at least once every 6 months	Ordinal	7
			Purchasing products more than twice	Ordinal	8
		Purchase amount	Make purchases as needed	Ordinal	9
			Make purchases according to desire	Ordinal	10
		Payment Method	Product purchase transaction	Ordinal	11
			Payment method	Ordinal	12

Source: Created by Researchers, 2023

RESULTS
Descriptive Analysis Results

Based entirely on the findings of 96 respondents who participated in a survey that was distributed. There's a standard weight fee to describe the information that has been accumulated. The resulting standard weight fee is as follows:

Table 2. Value for Standard Weight

Weight Value	Category
96 - 173	Not very good
174 - 251	Not good
252 - 329	Good enough
330 - 407	Good
408 - 485	Very good

Source: Process Data, 2023

Table 3. Recapitulation of Celebrity Endorser Variable Weight (X1)

Statement	SS (5)		S (4)		RR (3)		TS (2)		STS (1)		Actual Weight	Category
	F	B	F	B	F	B	F	B	F	B		
Trustworthiness												
Song Joong Ki is believed to have a good image to improve the brand image of Scarlett products.	0	0	13	52	42	126	30	60	11	11	249	Not good
Song Joong Ki has honesty in conveying messages about the advertised product.	15	75	48	192	25	75	8	16	0	0	358	Good
Expertise												
Song Joong Ki has the ability to communicate advertising messages	1	5	11	44	41	123	35	70	8	8	250	Not good
Song Joong Ki has experience in starring in an advertisement	33	165	43	172	20	60	0	0	0	0	397	Good
Attractiveness												
Song Joong Ki is a handsome and good-looking endorser.	59	295	29	116	8	24	0	0	0	0	435	Very good
Song Joong Ki is already popular	44	220	40	160	12	36	0	0	0	0	416	Very good

Statement	SS (5)		S (4)		RR (3)		TS (2)		STS (1)		Actual Weight	Category
	F	B	F	B	F	B	F	B	F	B		
(known) to the public and often appears in various media.												
Quality Respect												
Song Joong Ki has good achievements in his field, namely entertainment	46	230	31	124	12	36	7	14	0	0	404	Good
Song Joong Ki has an interesting personality	2	10	38	152	45	135	11	22	0	0	319	Good enough
Similarity												
Song Joong Ki also has needs in terms of body care	14	70	26	104	45	135	9	18	2	2	329	Good enough
Both women and men have the same need to take care of their bodies.	56	280	32	128	8	24	0	0	0	0	432	Very good
Average weight of *Celebrity Endorser* variables (X1)											358,9	**Good**
Lowest Value of *Celebrity Endorser* variable (X1)											249	**Not good**
Highest value of *Celebrity Endorser* variable (X1)											435	**Very good**

Information:
SS = Strongly Agree, S = Agree, RR = Doubtful, TS = Disagree, STS = Strongly Disagree, F = Frequency, and B = Weight

Source: Data Processed by Researchers, 2023

Primarily based at the table above, it can be seen that the Celebrity Endorser variable has an actual weighted average value of 358.8 and rounded up to 359, the actual weighted average value is in the good category because it is in the range 330-407. There is the lowest weight value on the statement "Song Joong Ki is believed to have a good image to enhance the brand image of Scarlett products" with a value of 249 and there is the highest weight value, namely "Song Joong Ki is a handsome and attractive endorser" with a value of 435.

Table 4. Recapitulation of Product Quality Variable Weight (X2)

Statement	SS (5)		S (4)		RR (3)		TS (2)		STS (1)		Actual Weight	Category
	F	B	F	B	F	B	F	B	F	B		
Performance **result**												
Scarlett uses the finest ingredients in its products	28	140	53	212	15	45	0	0	0	0	397	Good
Scarlett produces products that are beneficial for beauty and self-care	30	150	51	204	15	45	0	0	0	0	399	Good
Additional *features* or privileges (*Features*)												
Scarlett has an attractive scent in each product variant.	48	240	38	152	10	30	0	0	0	0	422	Very good
Scarlett has a wide variety of products.	13	65	28	112	39	117	16	32	0	0	326	Good enough
Reliability												
Scarlett does not sell failed or rejected products	29	145	38	152	29	87	0	0	0	0	384	Good
Scarlett has a good product in increasing public consumer satisfaction and often appears in various media.	28	140	49	196	19	57	0	0	0	0	393	Good
Conformance to Specfication												
Scarlett is safe for pregnant and nursing mothers	28	140	43	172	25	75	0	0	0	0	387	Good

Statement	SS (5)		S (4)		RR (3)		TS (2)		STS (1)		Actual Weight	Category
	F	B	F	B	F	B	F	B	F	B		
Scarlett is licensed by BPOM and halal certified.	49	245	47	188	0	0	0	0	0	0	433	Very good
Durability												
Scarlett has a normal *expiration* date.	35	175	61	244	0	0	0	0	0	0	419	Very good
Scarlett has a durable and long-lasting durability	3	15	7	28	43	129	31	62	12	12	246	Not good
Serviceability												
Scarlett responds quickly to bookings through any medium	25	125	45	180	18	54	8	16	0	0	375	Good
Scarlett responds to customer complaints in the event of an error in purchase	18	90	48	192	24	72	6	12	0	0	366	Good
Aesthetics												
Scarlett has effective and efficient packaging (easy to carry around).	24	120	50	200	22	66	0	0	0	0	386	Good
Scarlett has an attractive product design	31	155	49	196	16	48	0	0	0	0	399	Good
Perceived Quality												
Scarlett is reasonably priced	7	35	15	60	23	69	33	66	18	18	248	Not good
Scarlett is one of the most	37	185	46	184	13	39	0	0	0	0	408	Very good

Statement	SS (5)		S (4)		RR (3)		TS (2)		STS (1)		Actual Weight	Category
	F	B	F	B	F	B	F	B	F	B		
well-known brands.												
Average weight of Product Quality variables (X2)											374,25	Good
Lowest value of Product Quality variable (X2)											246	Not good
Highest value of Product Quality variable (X2)											433	Very good

Information:
SS = Strongly Agree, S = Agree, RR = Doubtful, TS = Disagree, STS = Strongly Disagree, F = Frequency, and B = Weight

Source: Data Processed by Researchers, 2023

Based on the table above, it can be seen that the Product Quality variable has an actual weighted average value of 374.25 and rounded up to 374, the actual weighted average value is included in the good category because it is in the range 330-407. There is the lowest weight value in the statement "Scarlett has a durable and long-lasting durability" with a value of 246 and there is the highest weight value, namely "Scarlett already has a permit from BPOM and is halal certified" with a value of 433.

Table 5. Recapitulation of Purchase Decision Variable Weight (Y)

Statement	SS (5)		S (4)		RR (3)		TS (2)		STS (1)		Actual Weight	Category
	F	B	F	B	F	B	F	B	F	B		
Product selection												
The usefulness (benefits) and materials used in Sscarlett products made me make a purchase.	23	115	73	292	0	0	0	0	0	0	407	Good
The many variants of Scarlett allow me to choose which type of product I will buy.	31	155	49	196	10	30	6	12	0	0	393	Good
Brand choice												
The Scarlett product	21	105	41	164	23	69	11	22	0	0	360	Good

Statement	SS (5)		S (4)		RR (3)		TS (2)		STS (1)		Actual Weight	Category
	F	B	F	B	F	B	F	B	F	B		
advertised by Song Joong Ki has been optimized to make me have confidence in Scarlett products.												
Scarlett brand has a good reputation	34	170	49	196	13	39	0	0	0	0	405	Good
Choice of dealer												
The price of Scarlett products helps me in deciding on a purchase because it is affordable.	8	40	9	36	28	84	32	64	19	19	243	Not good
Scarlett products can be purchased easily due to the large availability of products.	36	180	49	196	9	27	2	4	0	0	407	Good
Purchase Time												
I purchase Scarlett products at least once every 6 months.	6	30	17	68	43	129	22	44	8	8	279	Good enough
I have purchased Scarlett products more than twice	24	120	72	288	0	0	0	0	0	0	408	Very good
Purchase amount												
I make purchases of Scarlett products with	22	110	74	296	0	0	0	0	0	0	406	Good

Statement	SS (5)		S (4)		RR (3)		TS (2)		STS (1)		Actual Weight	Category
	F	B	F	B	F	B	F	B	F	B		
the amount as needed												
I purchase Scarlett products according to my wishes	27	135	55	220	5	15	6	12	3	3	385	Good
Payment Method												
Scarlett product purchase transactions can be done easily	30	150	57	228	9	27	0	0	0	0	405	Good
Scarlett's payment methods have kept up with the current digitalization technology.	46	230	43	172	7	21	0	0	0	0	423	Very good
Average weight of the Purchase Decision variable (Y)											376,75	Good
Lowest value of Purchase Decision variable (Y)											243	Not good
Highest Value of Purchase Decision variable (Y)											423	Very good

Information:
SS = Strongly Agree, S = Agree, RR = Doubtful, TS = Disagree, STS = Strongly Disagree, F = Frequency, and B = Weight

Source: Data Processed by Researchers, 2023

Based on the table above, it can be seen that the Purchasing Decision variable has an actual weighted average value of 376.75 and rounded up to 377, the actual weighted average value is in the good category because it is in the range 330-407. There is the lowest weight value in the statement "The price of Scarlett products helps me in deciding to buy because the price is affordable" with a value of 243 and there is the highest weight value, namely "Scarlett's payment method has followed the development of current digitalization technology" with a value of 423.

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To see the results of the significance of Celebrity Endorser on the Scarlett Product Purchasing Decision, it could be visible inside the more than one linear regression output results below:

Table 6. Multiple Linear Regression Analysis

	Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	10.081	2.486		4.056	.000
	Celebrity Endorser	.100	.077	.093	1.297	.198
	Product Quality	.534	.048	.788	11.030	.000

a. Dependent Variable: Purchase Decision

Source: Results of SPSS Software Output Version 25, 2023

Based totally at the analysis results in table 6, it's far received:

B = 10,081
X1 = 0,100
X2 = 0,534

The following describes the multiple linear regression equation model:

$$Y = 10.081 + 0.100 X1 + 0.534 X2$$

So from this equation, it can be seen that:

1. Celebrity Endorser and Product Quality variables, each have a positive influence on Purchasing Decisions.
2. The positive sign of the constant value (β) is 10.081. The presence of a positive sign denotes a relationship between the independent and dependent variables. This demonstrates that the Purchase Decision value is 10.081 if the Celebrity Endorser and Product Quality variables are taken to be 0.
3. The coefficient value for the Celebrity Endorser variable (X1) is positive 0.100. This value indicates that the Celebrity Endorser variable has a positive influence on the Purchasing Decision variable, which means that every 1 unit increase in the Celebrity Endorser variable will affect the purchase decision by 0.100, assuming that other variables are not examined in this study.
4. The coefficient value for the Product Quality variable (X2) is positive 0.534. This value indicates that the Product Quality variable has a positive influence on the Purchasing Decision variable, which means that every 1 unit increase in the Product Quality variable will affect the purchase decision by 0.534, assuming that other variables are not examined in this study.

Table 7. Simultaneous Determination Coefficient Analysis Results

	Model Summary			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851[a]	.725	.719	2.74294

a. Predictors: (Constant), Product Quality, Celebrity Endorser

Source: Results of SPSS Software Output Version 25, 2023

From table 7 above, it indicates that the check end result value of the coefficient of determination (R Square) obtained a value of 0.725 or 72.5%, this

means that the independent variables, namely *Celebrity Endorser* and Product Quality simultaneously or together, are able to influence the Purchasing Decision by 72.5%. While the remaining 27.5% (100% - 72.5% = 27.5%) is influenced by other factors not examined.

Table 8. Analysis Results of the Coefficient of Determination Pearson Correlation

Correlations		Celebrity Endorser	Product Quality	Purchase Decision
Celebrity Endorser	Pearson Correlation	1	.649**	.604**
	Sig. (2-tailed)		.000	.000
	N	96	96	96
Product Quality	Pearson Correlation	.649**	1	.849**
	Sig. (2-tailed)	.000		.000
	N	96	96	96
Purchase Decision	Pearson Correlation	.604**	.849**	1
	Sig. (2-tailed)	.000	.000	
	N	96	96	96

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Results of SPSS Software Output Version 25, 2023

It could be visible that the Celebrity Endorser pearson correlation value is 0.604 and the pearson correlation value is 0.849.

Table 9. Partial Determination Coefficient Analysis Results

Variables	Standardized Coefficients	Correlation
	Beta	Zero-Order
Celebrity Endorser	0,093	0,604
Product Quality	0,788	0,849

Source: Data Processed by Researchers, 2023

So to find out the partial effect on each variable, the following calculations are carried out:

1. Celebrity Endorser variable (X1) = 0.093 x 0.604 x 100% = 0.056172 (rounded to 5.6%).
2. Product Quality Variable (X2) = 0.788 x 0.849 x 100% = 0.669012 (rounded up to 66.9%).
3. 0.056172 (X1) + 0.669012 (X2) = 0.725184 (rounded to 72.5%).

   Primarily based on the above calculations, it can be visible that the results of the partial determination coefficient test, namely the greatest influence of the Product Quality variable (X2) of 66.9% while the Celebrity Endorser variable (X1) is 5.6%. Then according to the results of the simultaneous determination coefficient test of 2 variables, a value of 72.5% is obtained.

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The hypothesis test, consisting of the t-test and F-test, is then conducted after the regression test and the coefficient of determination test, as follows:

Table 10. T-test Results

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	22.847	3.324		6.873	.000
	Celebrity Endorser	.649	.088	.604	7.354	.000
1	(Constant)	11.261	2.322		4.850	.000
	Product Quality	.574	.037	.849	15.547	.000

a. Dependent Variable: Purchase Decision

Source: Results of SPSS Software Output Version 25, 2023

It is known that:

t table = t (a/2 : n-k-1)

a = 5% = t (0.05/2: 96-2-1)

= 0,025 : 93 = 1,98580 = 1,986

Based on the results of the t table test and t count with a level a = 5%, the magnitude of t count is 1.986. In accordance with the t test decision making (partial) shows that the significance value of the influence of *Celebrity Endorser* (X1) on Purchasing Decisions (Y) is 0.000 <0.05 and the value of t count (7.354)> t table (1.986). So the partial hypothesis proposed, namely H1: $\beta yx1 \neq 0$ and H_0 is rejected and H_1 is accepted, meaning that there is a significant influence of *Celebrity Endorser* (X1) on Purchasing Decisions (Y). And shows that the significance value of the effect of Product Quality (X2) on Purchasing Decisions (Y) is 0.000 <0.05 and the value of t count (15.547)> t table (1.986). So the partial hypothesis proposed, namely H1: $\beta yx2 \neq 0$ and H_0 is rejected and H_1 is accepted, meaning that there is a significant effect of Product Quality (X2) on Purchasing Decisions (Y).

Table 11. F-test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1844.450	2	922.225	122.576	.000[b]
	Residuals	699.706	93	7.524		
	Total	2544.156	95			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Celebrity Endorser

Source: Results of SPSS Software Output Version 25, 2023

It is known that:

F table= f (n - k - 1)

= 96 - 2 - 1 = 93

F table= 3.09

Based on the results of the F-table is 3.09. In accordance with the F-test (simultaneous) decision making, it shows that the significance value of the influence of *Celebrity Endorser (*X1) and Product Quality (X2) on Purchasing Decisions (Y) is 0.000 <0.05 and the value of F count (122.576) > F-table (3.09). So the proposed simultaneous hypothesis, namely H1: $\beta yx1 \neq \beta yx2 \neq 0$ and H_0 is rejected and H_1 is accepted, meaning that there is a significant influence of *Celebrity Endorser* (X1) and Product Quality (X2) on Purchasing Decisions (Y).

DISCUSSION
The Influence of *Celebrity Endorsers* on Purchasing Decisions for Scarlett Products

Based on the results of multiple linear regression tests, it shows that the Celebrity Endorser variable has a positive effect of 0.100 on the Purchasing Decision variable. With the partial test results (t-test) it is known that the t value (7,354)> t table (1,986) and has a significant value of 0.000 <0.05. The results of this study indicate that Celebrity Endorser partially has a significant effect on Purchasing Decisions. The Celebrity Endorser variable has a standardized coeffisients beta value of 0.093 and a zero order correlation value of 0.604. Then the effect of Celebrity Endorser on Purchasing Decisions is 5.6%.

Currently, the use of Celebrity Endorsers in Scarlett Products plays an important role in the marketing process of Scarlett Products. By using celebrities or famous figures both domestically and abroad, this is one of Scarlett Products' strategies so that more people know about the product both in Indonesia and abroad so that more people are interested in the product, more people will decide to make a purchase on Scarlett Products. This is in accordance with the statement of Kotler and Keller (2016: 590) which states that "Messages conveyed by celebrity endorsers through popular sources are able to get the attention of the audience".

The findings of this study are consistent with earlier research by Ahmad Aulia Anas and Tri Sudarwanto from the Faculty of Economics at Surabaya State University in 2020, which found that the Celebrity Endorser variable significantly improved purchasing decisions.

The Influence of Product Quality on Purchasing Decisions for Scarlett Products

Based on the table of multiple linear regression test results, it shows that the Product Quality variable has a positive effect on the Purchasing Decision variable of 0.534. With the partial test results (t-test) it is known that the t value (15.547)> t table (1.986) and has a significant value of 0.000 <0.05. The results of this study indicate that Product Quality partially has a significant effect on Purchasing Decisions. The Product Quality variable has a standardized coeffisients beta value of 0.788 and a zero order correlation value of 0.849. It can be seen that the effect of Product Quality on Purchasing Decisions is 66.9%.

Currently, clients' purchasing decisions are heavily influenced by the quality of the products they are considering. According to Kotler and Armstrong (2016: 283), product quality is "The ability of a product to demonstrate its function, this includes durability, reliability, accuracy, ease of use, and product repair, as well as other product attributes". Where the majority of customers will repurchase the product because they feel the results of using the product. With this, Scarlett must continue to evaluate the quality of its products so that customers do not switch to other brands.

The findings of this study are consistent with earlier research done in 2022 by Leo Nardo and Budi Prasetyo at Pasim National University, which demonstrates that the Product Quality variable has a substantial favorable effect on Purchasing Decisions for Honda Beat motorbikes.

The Influence of Celebrity Endorser and Product Quality on Purchasing Decisions for Scarlett Products in Cimahi City

Based on the results of simultaneous testing (F-test), it is known that the value of F count (122.576)> F table (3.09) and has a significant value of 0.000 <0.05. The results of this study indicate that Celebrity Endorser and Product Quality simultaneously have a significant effect on Purchasing Decisions. The results of the coefficient of determination (R Square) test obtained a value of 0.725 or 72.5%, which means that the Celebrity Endorser and Product Quality variables are simultaneously or together able to influence purchasing decisions by 72.5%. While the remaining 27.5% (100% - 72.5% = 27.5%) is influenced by other factors not examined.

Therefore, currently Celebrity Endorser and Product Quality both play an important role in customers making purchasing decisions. "Purchasing decisions are a process of interaction between affective attitudes, cognitive behavioral and environmental factors with which humans make barter and transactions to obtain the products or services needed" (Nitisusastro, 2013: 195).

The findings of this study are consistent with earlier investigation carried out by Tita Ajeng Novianti at Wijaya Kusuma University Surabaya in 2020, which demonstrated that the variables Celebrity Endorser and Product Quality simultaneously have a significant impact on the Purchase Decision of Pixy cosmetics in West Surabaya.

CONCLUSIONS AND RECOMMENDATIONS
Conclusions
After the researchers conducted the research, the following conclusions were obtained:
1. The Celebrity Endorser variable (X1) is included in the "Good" category with the average actual weight value of the Celebrity Endorser variable (X1) which is 358.9 rounded up to 359.
2. The Product Quality variable (X2) is included in the "Good" category with the average actual weight value of the Product Quality variable (X2) of 374.25 rounded up to 374.
3. The Purchasing Decision Variable (Y) is included in the "Good" category with an average actual weighted value of the Purchasing Decision variable (Y) of 376.75 which is rounded up to 377.

4. There is a positive and significant influence between the Celebrity Endorser variable (X1) on the Scarlett Product Purchasing Decision (Y). The Celebrity Endorser variable (X1) has an influence of 5.6%.
5. There is a positive and significant influence between the Product Quality variable (X2) on the Scarlett Product Purchasing Decision (Y). The Product Quality variable (X1) has an influence of 66.9%.
6. There is a positive and significant influence between the Celebrity Endorser (X1) and Product Quality (X2) variables on the Scarlett Product Purchasing Decision (Y). Celebrity Endorser (X1) and Product Quality (X2) variables have an influence of 72.5%. While the remaining 27.5% is influenced by other factors not examined.

Recommendations
1. It is recommended that Scarlett Products review the criteria for using Celebrity Endorsers as a good image (face) for the company or product issued such as choosing celebrities who have a good image and expertise in their fields. So that it can make customers more confident in deciding to buy the product.
2. It is recommended for companies to improve product quality related to the durability of Scarlett Products and pay more attention to the current price. So that customers will continue to use Scarlett Products because of their good quality at the right price for a long time.
3. It is recommended that companies do not raise product prices high so as not to make customers disappointed or occasionally for companies to provide discounts, so that customers will not switch to products of different brands at more affordable prices.
4. It is recommended for Celebrity Endorsers used by Scarlett Products to be more optimal in advertising these products so that they can increase purchasing decisions that will be made by customers.
5. The results of this study indicate that the Product Quality variable has a greater influence than the Celebrity Endorser variable, it is recommended for companies to improve product quality related to the durability of Scarlett products, so that the better the quality, the better the purchasing decisions that will be made by customers.
6. It is recommended for companies to pay more attention to the use of Celebrity Endorsers by having a good image and continuing to improve product quality for the better so that it can increase customer purchasing decisions.

FURTHER STUDY

This observe nevertheless has many shortcomings, such as influences that may be less influential and need to be delivered so that further research still needs to be performed on the influence of celebrity endorsers and product quality on purchasing decisions.

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