The Factors That Influence The Purchasing Decisions Local Cosmetic Products

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ABSTRACT: The purpose of this study was to analyze the effects of celebrity endorsers, brand image, brand trust, and lifestyle on purchasing decisions of local cosmetic products. The method used in this study uses primary data with a sample of 178 respondents, both users and those who have used local cosmetic products. Data collection techniques use non-probability sampling. The data used in this study uses validity tests, reliability tests, classical assumption tests, T tests, F tests, multiple linear analysis, and coefficient of determination. The findings revealed that celebrity endorsement, brand trust, and lifestyle influence the purchase of local cosmetic products, whereas brand image has no effect. Celebrity endorsers, brand image, brand trust, lifestyle and price simultaneously influence the decisions of local cosmetic product buyers.

Keywords: brand image, brand trust, celebrity endorser, lifestyle, price, purchase decision

INTRODUCTION

The cosmetic industry is currently a prima donna for women, so there is an increasing demand for cosmetic products. The emergence of the industry makes competition very competitive, even though various types of cosmetics have been widely spread everywhere both outside and within the country (Herawati & Muslikah, 2020). With the emergence of a variety of cosmetics, consumers can sort out products according to the character of their respective skin compatibility without any side effects that pose a risk to their skin . Beauty can be pursued and become a goal for women, where the face is not only radiant, but increasingly wants to be achieved (Mirwan, 2021; Pratiwi, 2018; Pratiwi & Susilowati, 2020). The following is Figure 1. 10 best-selling local skincare brands in e-commerce.

Figure 1. 10 Best Selling Local Skincare Brands in E - Commerce

Source: (Compas, 2022)

Figure 1 states that the 3 best-selling local product brands for care during the period 1-18 February 2021 at Tokopedia and Shopee are MS Glow, Scarlett, and Somethinc. Sales for local cosmetics are also quite great, where the achievement of the top three brands of MS Glow is Rp. 38.5 billion, Scarlett Rp. 17.7 billion, and SomeThinc of Rp. 8.1 billion. Total sales in the marketplace reached Rp 91.22 billion with a total of 1,285,529 transactions.

Beauty is very important, so women are willing to spend money on treatment or buying cosmetics and good quality and have already registered with BPOM. The development of local cosmetic products has become skincare, bodycare and cosmetics, and has official distributors and members in Indonesia. The use of local product quantities is due to the claim that it is safe for all people without exception for pregnant women and breastfeeding mothers. Some of the best-selling local products in e-commerce in 2021.

The purchase decision is a process of making a purchase decision which includes determining what to buy or not to buy and the decision is obtained from activities (Pangastuti et al., 2019; Song et al., 2019). The factors that influence consumers in making purchasing decisions on a product there are several factors including those seen from celebrity endorsers, brand image, brand trust, lifestyle and price (Suphasomboon & Vassanadumrongdee, 2022). A purchase decision is an integration that is used to combine knowledge to choose two or more alternative behaviors and choose one of them (Bozza et al., 2022). Consumer purchasing decisions are the selection of two or more alternative choices. In other words, alternative choices must be available for someone to make a decision (Mazur-Wierzbicka, 2021; Sadiq et al., 2021). Conversely, if the consumer has no alternative to choose and is really forced to make certain purchases and certain actions, then the situation is not a decision (Hermans, 2022; Staniewski & Awruk, 2022).

The first factor that influences purchasing decisions is celebrity endorsers and is an important part of a product marketing campaign. The expectation from the use of celebrity endorsement is that the image or quality of the celebrity will move towards the product and stimulate sales (Afriliantini et al., 2019; Isman et al., 2022; Kurniawati, 2022). Local cosmetic products have many celebrity endorsers, such as, Nagita Slavina, Ivan Gunawan, Aurel Hermansyah, and

Windy Cantika Aisah as celebrity endorsers, thus causing local products to be in demand and in demand by Indonesian consumers (Nursiti & Fameira, 2021; Rahayu & Sutedjo, 2022; Septiani et al., 2020). that celebrity endorsers are icons or often referred to as direct sources to deliver a message and or demonstrate a product or service in promotional activities that aim to support the effectiveness of delivering product messages (M. Li et al., 2022; Y. Li et al., 2022; Munawaroh et al., 2021).

Brand image is a representation of the overall perception of the brand, which is formed from information and past experiences of the brand. The image of the brand relates to attitudes in the form of beliefs and preferences towards a brand (Citra & Santoso, 2016; Fatchiyah & Sukmono, 2021; Purnamawati et al., 2022). Brand image determines consumer perceptions of a product in making purchasing decisions. The better the brand image of a product or service, the stronger consumer confidence in the product and encourages the desire to make purchasing decisions (Agmeka et al., 2019; Alzate et al., 2022; Lopes et al., 2020).

Brand trust is the willingness of consumers to trust the brand with all the risks because of the expectations promised by the brand in providing positive results for consumers (Puspita & Suryoko, 2018). Lifestyle is no less important today. The lifestyle includes hobbies or hobbies to beautify her appearance (Ajitha & Sivakumar, 2017; Hengky et al., 2021). Brand trust is the expectation of reliability and good intentions of the brand. Based on this definition, brand trust reflects two important components. First, namely, consumer confidence that the product is able to fulfill the promised value or, in other words, the perception that the brand is able to meet consumer expectations by fulfilling brand promises, which ultimately creates customer satisfaction. Secondly, consumer confidence that the brand is able to prioritize consumer interests when problems in product consumption arise unexpectedly (Huang, 2022; Watanabe et al., 2021).

Lifestyle influences purchasing decisions because people's interest in various goods is influenced by their lifestyle and the goods they buy reflect that lifestyle (Fitriana et al., 2019). Therefore, lifestyle has a strong influence in various aspects of the customer's purchasing decision process, even to the evaluation stage after purchasing a product (Ardhianti et al., 2022). Lifestyle is 'how a person lives, including how a person uses his money, how he allocates his time, and so on (Tana & Bessie, 2020).

The hypotheses in this study consist of (H_1): celebrity endorser affects purchasing decisions, (H_2): brand image affects purchasing decisions, (H_3): brand trust affects purchasing decisions, (H_4): lifestyle affects purchasing decisions, and (H_5): celebrity endorser, brand image, brand trust, and lifestyle simultan eously affect purchasing decisions.

METHOD

This study uses a quantitative approach (Creswell & Creswell, 2018; Sugiyono, 2014). This approach is used to measure the relationship between celebrity endorser variables, brand image, brand trust, and lifestyle on purchasing decision variables. In this study, there are five variables that will be measured. Where celebrity endorser, brand image, brand trust, and lifestyle are independent variables that will affect purchasing decisions as the dependent variables. The

sampling technique used in this study is non-probability sampling, a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Diba, 2020). The data sampling technique is based on certain considerations, namely the criteria for respondents who are domiciled in Greater Jakarta, male and female, aged 15 - 64 years used or have used local cosmetic products. Data was collected by distributing questionnaires in order to reach respondents widely.

RESULT AND DISCUSSION
1. Respondent Profile

The respondent's profile is 178 respondents, which includes the gender of the respondent, the age of the respondent, the respondent's occupation, the income of the respondent and can be seen in the following table:

Table 1. Characteristics of respondents

	Category	Number of respondents	Percentage
Gender	Male	63	35%
	Female	115	65%
Age	15 - 23 years	145	81%
	24 - 35 years	17	10%
	36 - 45 years	14	8%
	> 46 years	2	1%
Job	Student	129	72%
	Entrepreneur	9	5%
	Employee	26	15%
	Government employees	11	6%
	Other	3	2%
Incomes	≤ Rp. 1.000.000	43	24%
	Rp. 1.000.000 - Rp. 5.000.000	119	67%
	≥ Rp. 5.000.000	16	9%

Source: Data Processing Results (2021)

2. Validity Test

Validity is a measure that shows the level of an instrument being said or considered valid if it is able to measure what is desired or is able to obtain appropriate data from the variables studied (Astuti et al., 2021). The following are the results of Table 2. as follows:

Table 2. Validity Test results

No	Variable	r count	No	Variable	r count
	Celebrity Endorser			**Lifestyle**	
1.	Item_1	0,836	1.	Item_1	0,906
2.	Item_2	0,862	2.	Item_2	0,952
3.	Item_3	0,826	3.	Item_3	0,905

Brand Image			Purchase Decision		
1.	Item_1	0,654	1.	Item_1	0,558
2.	Item_2	0,774	2.	Item_2	0,803
3.	Item_3	0,685	3.	Item_3	0,803
4.	Item_4	0,844	4.	Item_4	0,797
	Brand Trust		5.	Item_5	0,848
1.	Item_1	0,834			
2.	Item_2	0,865			
3.	Item_3	0,865			
4.	Item_4	0,811			
5.	Item_5	0,743			

Source: Data Processing Results (2021)

Based on Table 2. the results of the calculation of the validity of the 20 statements that will be included in this research model, then all statement items can be declared valid, because they have an r value above 0.3610. It can be concluded that all indicators in this study are valid.

3. Reliability Test

Reliability tests are carried out to find out how far the measurement results remain consistent if two or more measurements are made of the same symptoms using the same measuring instrument. The value of an instrument is said to be reliable if the value of Cronbach Alpha (a) is > 0.60 and vice versa. To see the results of the reliability test in this study, it can be seen in Table 3. as follows:

Table 3. Reliability Test results

Variable	Cornbatch's Alpha
Celebrity Endorser (X_1)	0,793
Brand Image (X_2)	0,701
Brand Trust (X_3)	0,864
Lifestyle (X_4)	0,904
Purchase Decision (Y)	0,821

Source: Data Processing Results (2021)

Based on Table 3. the calculation results from the reliability test above, it can be explained that each variable has a Cronbach's Alpha value > 0.60, meaning that it can be concluded that all variables in this study are declared reliable.

4. Multiple Linear Regression Analysis

Regression analysis is an approach used to define the mathematical relationship between the

independent variables and the dependent variable. The results of this regression analysis can be seen in Table 5.

Table 5. Multiple Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.647	1.417		4.694	.000
	Celebrity Endorser	.291	.134	.194	2.188	.032
	Brand Image	.108	.095	.090	1.138	.048
	Brand Trust	.271	.109	.274	2.587	.012
	Lifestyle	.192	.082	.213	2.455	.015

a. Dependent Variable: Purchase Decision

Source: Data Processing Results (2021)

$$Y = 6{,}647 + 0{,}291\ X_1 + 0{,}108\ X_2 + 0{,}271\ X_3 + 0{,}192\ X_4 + e$$

The results of the multiple linear regression analysis above can be explained as follows:

a) Constant value

The constant value of 6.647 indicates that the positive constant value means that celebrity endorser (X_1), brand image (X_2), brand trust (X_3), and lifestyle (X_4), are considered constant, so it is estimated that the purchase decision of local cosmetic products (Y) is 6.646.

b) The coefficient value of the celebrity endorser variable (X_1)

Celebrity endorser regression coefficient value (X_1) is 0.291 with a positive coefficient value, meaning that if the response to celebrity endorsers increases, the decision to purchase cosmetics for local products will increase.

c) Coefficient value of brand image variable (X_2)

The value of the brand image regression coefficient (X_2) is 0.108 with a negative coefficient value. These results indicate that if the response to brand image increases, then the decision to purchase local cosmetic products will increase.

d) The coefficient value of the brand trust variable (X_3)

The value of the brand image regression coefficient (X_3) is 0.271 with a positive coefficient value. These results indicate that if the response to brand trust increases, then the decision to purchase local cosmetic products will increase.

e) Lifestyle variable coefficient value (X_4)

The lifestyle regression coefficient (X_4) is 0.192 with a positive coefficient value. This means that if the response to lifestyle increases, the decision to purchase local cosmetic products will increase.

5. **Effect of Celebrity Endorser, Brand Image, Brand Trust, and Lifestyle Partially On The Purchasing Decisions Local Cosmetic Products**

The t-test is a test of the regression coefficients of each celebrity endorser variable, brand image, brand trust, and lifestyle on the purchasing decision variable to find out how much influence the independent variable has on the dependent variable. The results of the t test in this study can be seen in Table 6.

Table 6. t Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	6.647	1.417		4.694	.000
Celebrity Endorser	.291	.134	.194	2.188	.032
Brand Image	.108	.095	.090	1.138	.048
Brand Trust	.271	.109	.274	2.587	.012
Lifestyle	.192	.082	.213	2.455	.015

a. Dependent Variable: Purchase Decision

Source: Data Processing Results (2021)

a. **The Influence Of Celebrity Endorser On The Purchasing Decisions Local Cosmetic**

The results of research on celebrity endorsers that has been carried out can be obtained with a t-count value of 2.188 > t table 1.985 with a probability of 0.032 < 0.05. It can be concluded from the t-test results that Ho is rejected and H_1 is accepted. This shows that celebrity endorsers have an effect on buying decisions. Celebrity endorsers play a role in promoting and conveying messages according to the benefits of the product. It means that the more celebrity endorsers can be trusted, have attractiveness, and the expertise they have is very supportive in terms of promoting products and also delivering messages that are delivered clearly and easily understood, the purchasing decisions will increase. This may eventually entice customers to buy the product.

b. **The Influence Of Brand Image On The Purchasing Decisions Local Cosmetic**

The calculated t value is 1.138 > t table 1.985 with a probability of 0.048 < 0.05. These results indicate that the brand image variable affects the user or has used local cosmetic products. The brand is an image for the company. In this case, the brand is an important part of the company's success. The brand image that is attached to the product is well entrenched in the eyes of consumers. In the end, the brand image plays an important role in making purchasing decisions. If the brand image is well developed, it can be said that purchasing decisions have an effect.

c. **The Influence Of Brand Trust On The Purchasing Decisions Local Cosmetic**

The results of the research on brand trust have been carried out. The t value is 2.587 > t table 1.985 with a probability of 0.012 < 0.05. The results of this test can be concluded that Ho is rejected and H_1 is accepted, meaning that brand trust has an effect on purchasing decisions for local cosmetic products. Brand trust is a factor that influences purchasing decisions because brand trust given by local cosmetic products fulfills good values in the minds of consumers and creates a high sense of trust, resulting in product purchases. The more trusted the brand, the more influence or impetus on purchasing decisions.

d. **The Influence Of Lifestyle On The Purchasing Decisions Local Cosmetic**

Based on the test results on the t arithmetic value of 2.455 > t table 1.985 with a probability of 0.015 < 0.05, the results of this test can be concluded that Ho is rejected and H1 is accepted. means that lifestyle influences purchasing decisions for local cosmetic products. Lifestyle is a factor that influences purchasing decisions, so that lifestyle can also be interpreted as someone's desire to fulfill and desire daily life, and is also a driving factor that affects attitudes and also affects purchasing activities in product use.

6. Effect of Celebrity Endorser, Brand Image, Brand Trust, and Lifestyle Simultaneously On The Purchasing Decisions Local Cosmetic

The F test shows whether the celebrity endorser variable, brand image, brand trust, and lifestyle used in the model have a joint influence on the purchasing decision variable. The decision-making criteria for the F test are as follows: The results of the f test in this study can be seen in Table 7.

Table 7. F Test Results (Simultaneous)

ANOVA[a]

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	257.678	5	51.536	34.947	.000[b]
	Residual	138.423	172	1.474		
	Total	396.101	177			

a. Dependent Variable: purchasing decision

b. Predictors: (Constant) : celebrity endorser, brand image, brand trust, lifestyle

Source: Data Processing Results (2021)

Based on Table 7. f test (ANOVA) the calculated F value is 34,947 > F table 2.31 with a level of 0.000 < 0.05, meaning that the celebrity endorser variable, brand image, brand trust, lifestyle and jointly affect purchasing decisions. local cosmetic products.

7. Coefficient of Determination (R^2)

The value (R^2) states that the influence of the celebrity endorser variable, brand image, brand trust, and lifestyle is large on the dependent variable of purchasing decisions. This means that the model used is getting stronger to explain the influence of the independent variables studied on the dependent variable. The following results of the calculation of the coefficient of determination can be seen in Table 8.

Table 8. Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827[a]	.691	.672	1.215

Source: Data Processing Results (2021)

Table 8. shows the Adjusted R square which is 0.672 or 67.2%. This shows that the influence of celebrity endorsers, brand image, brand trust, lifestyle and price on purchasing decisions of local cosmetic products is 67.2%. This means that the independent variable can explain 67.2% of the variation in the dependent variable, and the remaining 32.8% is influenced by other variables that are not included in this study.

CONCLUSION

This research shows that celebrity endorsers, brand trust, and lifestyle influence the purchasing decisions of local cosmetic products. Celebrity endorsers are a very important factor in influencing purchasing decisions. The results of this study indicate that celebrity endorsers have a positive effect on purchasing decisions, which means that celebrity endorsers play a very important role in promoting products in order to increase purchases of local cosmetic products. These findings suggest that brand trust influences consumer purchasing decisions positively. Lifestyle influences purchasing decisions for local cosmetic products. Lifestyle is a basic driving factor that influences attitudes and influences purchasing activities in product use. These results indicate that lifestyle has a positive effect on purchasing decisions. The brand image does not affect users, nor have they ever used local cosmetic products. The brand image attached to local cosmetic products has been well entrenched in the eyes of consumers. In the end, the brand image is not important in making purchasing decisions and has no effect.

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