The 2nd Conference on Management, Business, Innovation, Education, and Social Science (CoMBInES)

Taichung, Taiwan 3-6 March, 2022

THE INFLUENCE OF ADVERTISING, CELEBRITY ENDORSEMENT, BRAND AWARENESS, AND BRAND IMAGE ON PURCHASE INTENTION OF LOCAL SKINCARE PRODUCTS

Erilia Kesumahati[1], Febrianti[2]
Faculty Business and Management, Universitas Internasional Batam[1, 2]
{erilia.kesumahati@uib.ac.id[1], febriiilee2002@gmail.com[2]}

ABSTRACT

This study aims to determine whether there is a significant positive effect of advertising, celebrity endorsement, brand image and brand awareness on purchase intention of local skincare products in Batam City. This study used 200 respondents using a purposive sampling method, namely only respondents who had used local skincare in Batam City who were respondents in this study. This study used the SPSS version 26.0 program for analysis of respondent demographic data and then continued with testing using the SmartPLS version 3.0 program for analysis of the relationship between variables. Based on the results of hypothesis testing, the data showed that advertising, celebrity endorsement, brand awareness and brand image have a significant positive effect on purchase intention. Based on the results of this study, in increasing purchase intention of local skincare products, it is recommended that local skincare business actors be able to increase customer purchase interest first through the creation of good advertising, celebrity endorsement, brand awareness, and brand image.

Keywords: *Advertising, celebrity endorsement, brand awareness, brand image, purchase intention.*

INTRODUCTION

Indonesia is a large enough cosmetics market that this business will be promising for manufacturers who want to grow in the country. The potential of this cosmetics market, among others, lies in the growing number of young people or millennials. Another potential is the trend of people using natural products (back to nature), which opens up opportunities for natural beauty products, such as local skincare products (Kemenperindustrian.com, 2021).

As stated in the National Industrial Development Foundation Plan (RIPIN) 2015-2035, the government sees the cosmetics industry as a large industry. The national cosmetics industry grew by 20%, four times the pace of national economic growth in 2017. The growth increase was driven by strong demand from both the domestic and export markets, in line with trends focused on body care. Product as the first request. Cosmetics have become the basic desire of women and become the main target of the cosmetic industry. The domestic cosmetics industry is expected to expand from 153 companies in 2017 to more than 760 companies by 2021. As many as 95% of the domestic cosmetics industry is small and medium enterprises (SMEs), the rest is large industries (Merdeka.Com, 2021).

Cosmetics are divided into two categories, one is therapeutic cosmetics, namely skincare products, and the other is color cosmetics, namely color makeup. Skincare products are in high demand by residents and foreign tourists. Hopefully with a

good brand, domestic cosmetics can also be successful, and overseas cosmetics can also be successful. Massive promotion for local cosmetics is necessary to better understand it in the international market. Countries that have done this and are ready to compete with Asian market leaders, namely South Korea and Thailand, are developing industries in the sector (Kemenperindustrian.com, 2021).

Cosmetics are widely developed in major cities, one of which is Batam. Batam, as one of the major cities in Indonesia, is a shopping center for local branded goods and imports from various countries, such as Korean, Japanese, Chinese, American, European cosmetics. One of the items that tourists are most interested in is beauty products such as cosmetics or accessories (Kepriau.com, 2019).

In 2020 the world of local beauty is growing rapidly. Many local brands are launching the latest skincare products with various advantages. Natural basic ingredients that can meet the skin needs of Indonesian women. Some local skin care brands show the quality of products competing with foreign products. 10 local skincare brands have brands and are trusted by the public throughout 2020 namely Somethinc, Avoskin, Votre peau, Lacoco, The Aubree, Elsheskin and Sensatia Botanical, N'pure, Bhumi and Skin Dewi Dewi (Kumparan.com, 2020).

Skincare has become one of the trends of Batam society. More and more people understand and realize the need to maintain healthy skin. In fact, more and more people are starting to disseminate various skincare information about various skincare products that are widely produced and developed. The skin is the largest part of the human body, which covers and protects the body. Given the health of the skin, its function still functions properly. Maintaining healthy skin can help you look clean, neat, and comfortable. Skincare is the care you do to keep your skin healthy and functioning. Skin care as a means to overcome various skin problems that arise

such as acne, melasma and scarring (Merdeka.com, 2021).

LITERATURE REVIEW

The development of local cosmetic brands in Batam makes companies that have brands must be ready with innovation by advertising, collaboration with artists as celebrity endorsements, brand image and brand awareness so that people know, get information, products conveyed their benefits and interest in buying. Local skincare brands in demand by the people of Batam are Somethinc, Avoskin, Votre Peau, Lacoco, The Aubree, Elsheskin and Sensatia Botanical.

According to Dehghani et. al (2016) Consumers find the value of advertising when the advertised message is relevant to their needs. The value of ad exchange between advertisers and consumers through content while advertising works effectively. The value of advertising as an overall assessment and representation on social media.

Paramhita & Purnamie (2019) state that celebrity endorser can act as communication representative for many company. Consumers are very sensitive to the emotional appeal presented in advertisements by famous celebrities. Through advertising, manufacturers can form a strong brand image of their brand to consumers. Dabbous & Barakat (2020) that social media has changed the company to reach customers. Social marketing is growing to more than two billion internet users, providing opportunities to build brand awareness and influence purchasing decisions. Social media such as Facebook, Twitter, and YouTube are becoming more important for spreading information and therefore companies are investing heavily in social media.

Social media is rapidly transforming contemporary marketing i.e. building relationships between marketers and consumers, creating new possibilities and opportunities with the goal of increasing

consumer brand awareness. The image of a product is on the consumer's mind, or the consumer's response to the brand name, logo or impression. Brand image is contained in the features, technologies or products carried by advertising, promotion or users. Consumers evaluate a product before buying, brand image is used as an extrinsic signal (Wang & Wang, 2017).

According to Dehghani & Tumer (2015), brand image is about a brand stored in the memory of consumers. Brand image is used as a warning to remember brand information, brand image has real and virtual associations in the consumer's mind. Consumers try to access tangible and intangible product and/or service associations from brand images through media channels, thereby gathering market intelligence. A brand generates the trust necessary to sell, and customers will buy based on the images associated with it.

Permatasari (2016) mention that advertising endorser is one of the public relations strategies in our daily lives, the goal is to use celebrity endorsers who are reputable, professional, and attractive to make consumers in a short time, increase purchase intentions and brand awareness. Advertising support plays an important role in the transfer of information between producers and consumers. The goal is to attract the attention and attention of consumers to achieve the goal of communication with consumers.

Purchase intention is the customer's intention to buy a product with a particular brand. To increase purchase intentions companies can advertise their products and use celebrity endorse to improve brand image. The company uses celebrity endorsements as an advertising strategy. Brand image as a fundamental definition of brand equity that facilitates the emergence of brands in the minds of consumers when they think of certain product criteria (Ningrat & Yasa, 2019).

Research from Waqas et. al (2020) states that celebrity endorsement is a common advertising strategy to develop brand image. Due to increasing competition, and the abundance of advertising of other companies, marketers prefer celebrity support into marketing communication strategies to gain consumer attention, develop interest, increase desire, and motivate them towards buying actions and also strengthen bonds with corporate brands.

Therefore, researchers used advertising and celebrity endorsement as independent variables in this study. The variables that will be used as intervening in this research are brand awareness and brand image. The company uses celebrity endorsements as an advertising strategy. Brand image as a fundamental decision in brand equity, which makes it easy for the brand to appear in the minds of consumers when thinking about certain product criteria. Purchase intention is the consumer's intention to buy a product with a certain brand in the future. To increase purchase intention, companies can advertise their products and use celebrity endorsements to improve brand image. (Ningrat & Yasa, 2019). The proposed model is presented as below:

Figure 1. Proposed Model
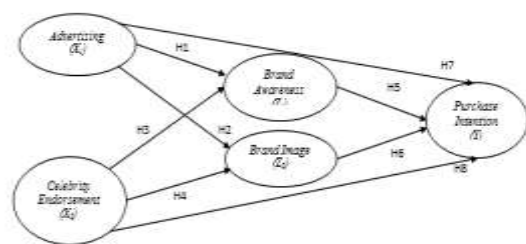
RESEARCH METHOD

Design in Research

This study is one of the studies conducted to determine the factors that will influence the purchase intention of the Batam

community towards local skincare interests. This study uses advertising, celebrity endorsement, brand awareness, and brand image as independent variables. Meanwhile purchase intention is used as dependent variable.

The object of this research is local skincare in the city of Batam. The sample used in this study was the community who use local skincare. The skincare referred to in this study are Somethinc, Avoskin, Votre Peau, Lacoco, The Aubree, Elsheskin and Sensatia Botanical. The sample selection method used is purposive sampling, namely the selection of samples is not random but in accordance with predetermined criteria. Purposive sampling is a sampling technique for data sources with certain considerations (Sugiyono, 2018). This study uses samples that have met the desired criteria, namely respondents who use local skincare products.

- **Variable Definition**

a. Purchase Intention

Purchase intention is the consumer's intention to buy a product with a certain brand in the future (Ningrat & Yasa, 2019). To increase purchase intentions, companies can advertise their products using celebrity endorsements, and to increase brand awareness (Ningrat & Yasa, 2019). Purchase intention in this study is measured by parameters developed by Ningrat & Yasa (2019) which are 5 questions in the questionnaire, namely: customers look for information about local skincare products, customers consider buying local skincare products, customers try local skincare products, customers know more information about local skincare products and customers have local skincare products.

b. Advertising

Advertising as a strategy to increase consumer buying intentions. Advertising is one of the promotional media used to convey

messages in order to create and influence consumer behavior (Ningrat & Yasa, 2019). Advertising in this study was measured by the parameters developed by (Ningrat & Yasa, 2019) in the form of 3 questions in the questionnaire, namely: the brand is the attraction of local skincare product advertisements that is clearly visible, customers prefer local skincare advertisements that can motivate them to have products. local skincare, and customers prefer advertisements for very attractive local skincare products.

c. Celebrity Endorsement

Celebrity endorsement is used to increase brand awareness, which means that the better the celebrity endorser shown through a positive image, physical attractiveness, and high popularity, the greater the customer's purchase intention (Ningrat & Yasa, 2019). Celebrity endorsements in this study were measured by the parameters developed by (Ningrat & Yasa, 2019) in the form of 3 questions in the questionnaire, namely: celebrity endorsers of local skincare products have a positive image, celebrity endorsers of local skincare products have good physical attractiveness, and celebrity endorsers of local skincare products have popularity.

d. Brand Awareness

Brand awareness is the ability of a brand to enter the minds of consumers. Brand awareness can influence purchase intentions and consumer purchasing decisions so that companies try to increase brand awareness, one of which is through promotions in several media (Ningrat & Yasa, 2019). Brand awareness in this study was measured by parameters developed by (Ningrat & Yasa, 2019) in the form of 4 questions in the questionnaire, namely: I know and know local skincare products, I know information about local skincare product brands, I can remember local skincare products, and I know the

difference between local skincare products and other skincare products.

e. Brand Image

Brand image is a powerful tool to influence more consumers and motivate them to buy products. Consumers are influenced by social, personal and psychological factors that influence their perception of the brand (Waqas et. al, 2020). Brand image in this study was measured by the parameters developed by Waqas et. al (2020) which is in the form of 3 questions in the questionnaire, namely: The brand image of skincare products affects me in buying it, I prefer to buy local skincare products that have a good brand image in the market, I care about product brand image when I look for products new skincare products and my loyalty to local skincare products that I buy will be increased if the product has a good brand image.

Data Collection Techniques

The data collection technique used is by the method of distributing questionnaires and was carried out through the creation of a google form. The created questionnaire was distributed online. The statement on the questionnaire is divided into two parts which will be filled out by the respondent. The first part of the questionnaire contains the demographic characteristics of the respondents, and the second part of the questionnaire contains the influence of several variables on the research to be studied. The variable statement was adapted through research articles conducted by Ningrat & Yasa (2019) dan Waqas et. al (2020).

The data used in this study is divided into two types of data. The first data is primary data which contains data obtained from the object of research and the second data is secondary data obtained from journals, websites, etc.

Data Analysis Method

a. Descriptive Statistic

The data analysis tool used to determine descriptive statistical data (quantity and presentation of respondents' demographic characteristics) in this study, namely Statistical Package for the Social Sciences (SPSS) version 23. Respondents' demographic data in the study were reviewed from gender, age, occupation, education, and average monthly income. In addition, there is also data on customer purchase behavior such as how long to use local skincare, local skincare places to buy, and local skincare brands.

b. Quantitative Analysis Methods

This study used data analysis using structural equation modeling methods which are multivariate statistical analysis techniques used to analyze structural relationships. This technique is a combination of factor analysis and multiple regression analysis, and is used to analyze the structural relationship between measured variables and latent constructs (Kline, 2015). The software used for SEM analysis in this study is SmartTPLS version 3.0.

Discussion

This study used data that has been collected from July to August 2021 through an online questionnaire (google form) to people in Batam who buy and use local skincare. The completed questionnaires that were returned and filled out were amounting to 200 questionnaires so that they can be used into the next data analysis.

Table 1. Gender

Category	Frequency	Percent
Male	12	6.00%
Female	188	94.00%
Total	200	100%

Based on gender, as many as 94% or 188 people of the respondents are female and

as many as 6% or 12 people of the respondents are male.

Table 2. Age

Category	Frequency	Percent
< 17	1	0.50%
17 – 26	196	98.00%
27 – 36	2	1.00%
37 – 46	1	0.50%
47 – 56	-	-
> 56	-	-
Total	200	100%

Based on the age of the respondents, as many as 98% or 196 people aged 17-26 years, 1% or 2 people aged 27-36 years, 0.5% or 1 person aged <17 years and 1% or 1 person aged 37-46 years.

Table 3. Education

Category	Frequency	Percentage
Primary School	-	-
Junior High School	1	0.50%
High School	106	53.00%
Diploma	6	3.00%
Bachelor's Degree	84	42.00%
Master's Degree	3	1.50%
Doctoral Degree	-	-
Total	200	100%

Based on education data, there were 53% or 106 people who have completed high school education, 42% or 84 people who have graduated from bachelor's degrees, 3% or 6 people have graduated from Diploma, 1.5% or 3 people who have graduated Masters and only 0.5% or 1 person who has graduated from junior high school. Based on the data, it can be seen that the respondents who buy the most local skincare are the younger generation with high school education. This is because this questionnaire was distributed to students who are young people.

Table 4. Occupation

Category	Frequency	Percent
Student	147	73.50%
Private employee	37	18.50%
Entrepreneur	10	5.00%
Civil Servant	-	-
Others	6	3.00%
Total	200	100%

Based on occupation data, 73.5% or 147 people were still students, 18.5% or 37 were private employees, 5% or 10 were entrepreneurs and 3% or 6 respondents have other occupation.

Table 5. Income

Category	Frequency	Percent
< Rp. 5.000.000,-	167	83.50%
Rp. 5.000.000. - Rp. 10.000.000	24	12.00%
Rp. 10.000.001. - Rp. 15.000.000	-	-
Rp. 15.000.001 - Rp. 20.000.000	3	1.50%
> Rp. 20.000.000,-	6	3.00%
Total	200	100%

Based on monthly income data, there were 83.5% or 167 people who earned less than Rp. 5,000,000, while 12% or 24 people earned with a range from Rp 5,000,001 - Rp 10,000,000, 3% or 6 people earned more than Rp. 20,000,0000, and the remaining 1.5% or 3 people with an income of Rp. 15,000,0001 - Rp. 20,000,000. If it is related to the respondent's job data, it is concluded that most of the respondents are still students who do not have a large income because they may have just started a career.

Table 6. Ever/never seen a celebrity endorse of a local product.

Category	Frequency	Percent
Yes	199	99.50%
No	1	0.50%
Total	200	100%

Based on data that have/never seen celebrity endorsers of local products, as many as 99.5% or 199 people have seen celebrity endorsers of local products, and the remaining 05% or 1 person have never seen celebrity endorsers of local products.

Table 7. Social media for local skincare promotions.

Category	Frequency	Percent
Instagram	176	88.00%
Facebook	-	-
Twitter	1	0.50%
YouTube	-	-
Others	23	11.50%
Total	200	100%

Based on data on the frequency of social media that is used to see local skincare promotions, there were 88% or 176 people who see local skincare promotions via Instagram, 11.5% or 23 people who see local skincare promotions through others, and only 0.5% or 1 person who see local skincare promotions via twitter.

Table 8. Local skincare brands in demand

Category	Frequency	Percent
Somethinc	98	49.00%
Avoskin	57	28.50%
Votre peau	2	1.00%
Lacoco	30	15.00%
The Aubree	-	-
Elsheskin	8	4.00%
Sensatia Botanical	5	2.50%
Total	200	100%

Based on the table above, there were 49% or 98 people who are interested in Somethinc, 28.5% or 57 people who were interested in Avoskin, 15% or 30 people who were interested in Lacoco, 4% or 8 people who were interested in Elsheskin, and the remaining 2.5% or 5 people were interested in Sensatia Botanical.

Table 9. Celebrity names that promote local skincare

Category	Frequency	Percent
Tasya Farasya	49	24.50%
Suhay Salim	37	18.50%
Molita Lin	27	13.50%
Titan Tyra	21	10.50%
Rachel Venya	12	6.00%
Sara Robert	8	4.00%
Jessica Jane	7	3.50%
Jerome Polin	5	2.50%
Nagita Slavina	4	2.05%
Abel Cantika	3	1.50%
Sarah Ayu	3	1.50%
Nanda Arsyinta	2	1.00%
Others	22	11.00%
Total	200	100%

Based on the frequency data, there were 24.5% or 49 people who were interested in a local celebrity, namely Tasya Farasya, 18% or 37 people who were interested in a local celebrity, namely Suhay Salim, 13.5% or 27 people who were interested in a local celebrity, namely Molita Lin, 10.5% or 21 people who were interested in local celebrities, namely Tytan Tyra, 6% or 12 people who were interested in local celebrities, namely Rachel Venya. Next its is followed by 4.0% or 8 people who were interested in local celebrities

namely Sara Robert, Jessica Jane as much as 3.5% or 7 people who were interested, 2.5% or 5 people who were interested in local celebrity Jerome Polin, 2.05% or 4 people who were interested in local celebrities namely Nagita Slavina. Meanwhile there were people who interested in Abel Cantika and Sarah Ayu as much as 1.5% or 3 people, Nanda Arsyinta, 1% or 2 people who were interested in local celebrities and the remaining 22 people or 11.1% were people who like other celebrities.

Analysis Methods
a. *Outer Model*
1. Convergent Validity

An outer loading test on a SmartPLS program that produces a value above 0.5 is generally considered important to be declared significant (Hair et. al, 2014). In the early stages of outer loading testing, all indicators that have an outer loading value above 0.5 are indicators 1, 2, 3, from advertising variables, indicators 1, 2, 3, 4 from brand awareness variables, indicators 1,2,3,4 from brand image variables, indicators 1, 2, 3, from celebrity endorsement variables, indicators 1, 2, 3, 4, 5 of purchase intention variables. Thus, these indicators are valid and included in this study. Outer loading test obtained a valid outer loading value as seen in the following table.

1.1 Outer Loading Test

It can be concluded that all outer loading values in Table 10 are worth more than 0.6 and are valid. This is in accordance with the statement of Hair, Risher, Sarstedt, & Ringle (2019) which say that the outer loading value greater than 0.5 is valid data. It can be seen in the Table 10 that Price has the highest outer loading value compared to other variables. This shows that price has the strongest correlation with these variables. Although the other items have a smaller outer loading compared to price, the other items also have a strong correlation because they have far exceeded the number 0.6

Table 10. *Outer Loadings*

Variable	Loading Factor	Description
Advertising 1	0.704	Valid
Advertising 2	0.773	Valid
Advertising 3	0.804	Valid
Brand Awareness 4	0.680	Valid
Brand Image 1	0.842	Valid
Brand Image 2	0.741	Valid
Brand Image 3	0.680	Valid
Brand Image 4	0.538	Valid
Celebrity Endorsement 1	0.718	Valid
Celebrity Endorsement 2	0.677	Valid
Celebrity Endorsement 3	0.698	Valid
Purchase Intention 1	0.802	Valid
Purchase Intention 2	0.611	Valid
Purchase Intention 3	0.804	Valid
Purchase Intention 4	0.805	Valid
Purchase Intention 5	0.697	Valid

1.2 AVE

Average Variance Extracted (AVE) testing is conducted to determine the validity of each construct. The requirement in the validity of this construct is that AVE must have a value above 0.5(Latan & Noonan, 2017). The results of the study contained in the SmartPLS output showed that the entire AVE value is more than 0.5 so that it can be concluded that all indicators are declared valid. This can be seen in the following table:

Table 11. AVE

Variable	AVE	Description
Advertising	0.580	Valid
Brand Awareness	0.530	Valid
Brand Image	0.503	Valid
Celebrity Endorsement	0.483	Valid
Purchase Intention	0.559	Valid

2. Reliability Test
2.1 Composite Reliability

Reliability is the assessment of reliability levels between multiple measurement variables. The value of construction can be considered reliable if the compound reliability value ≥ 0.70 (Hair et. al, 2014). The results of the study in SmartPLS output showed a composite reliability value of ≥ 0.7 for all variables, so that it can be concluded entirely reliable.

Table 12. Composite Reliability Test

Variable	Composite Reliability	Description
Advertising	0.805	Reliable
Brand Awareness	0.818	Reliable
Brand Image	0.798	Reliable
Celebrity endorsement	0.737	Reliable
Purchase intention	0.863	Reliable

2.2 Cronbach Alpha

Cronbach's Alpha is a measure of reliability that has values ranging from zero to one, the higher the Cronbach's alpha value indicates the higher its reliability. Cronbach's Alpha reliability value ≥ 0.70 (Hair et. al, 2014). The results of the study contained in the SmartPLS output showed the value of Cronbach's Alpha ≥ 0.7 for all variables, so it can be concluded entirely reliable.

Table 13. Cronbach *Alpha*

Variable	*Cronbach's Alpha*	Conclusion
Advertising	0.804	Reliable
Brand Awareness	0.816	Reliable
Brand Image	0.799	Reliable
Celebrity Endorsement	0.737	Reliable
Purchase Intention	0.861	Reliable

b. Inner Model
1. Direct Effect

Variables can be said to have a significant relationship if they have a significance value of 5% (value P < 0.05) or a statistical t-value > 1.96 (Hair et. al, 2014). The following table shows the significant positive results of the relationship of advertising, brand awareness, brand image, celebrity endorsement on purchase intention variable.

Table 14. *Path Coefficient*

Path X ⟶ Y (*Direct*)	t-statistics	p-value	Results
Advertising ⟶ Brand Awareness	7.468	0.000	**Accepted**
Advertising ⟶ Brand Image	4.273	0.000	**Accepted**
Celebrity Endorsement ⟶ Brand Image	6.621	0.000	**Accepted**
Celebrity Endorsement ⟶ Brand Awareness	3.916	0.000	**Accepted**
Brand Awareness ⟶ Purchase intention	4.242	0.000	**Accepted**
Brand Image ⟶ Purchase intention	4.037	0.000	**Accepted**
Advertising ⟶ Purchase intention	2.724	0.007	**Accepted**
Celebrity Endorsement ⟶ Purchase intention	2.355	0.019	**Accepted**

H1: Advertising has a significant positive effect on brand awareness. The results of the study are consistent with Ningrat & Yasa (2019), Khan et.

al (2016), Nofal et. al (2020), and Dehghani et. al (2016).

H2: Advertising has a significant positive effect on brand image. The results of this test are consistent with Hendrino (2018), Waqas et. al (2020), Febriyantoro (2020), and Dehghani & Tumer (2015).

H3: Celebrity endorsements have a significant positive effect on brand awareness. The results of this test are consistent with Ningrat & Yasa (2019), Wijayaningrum (2018), Ndlela (2016), Prambudi (2018), Nugraha dan Setyanto (2018), Amitay et. al (2019), and Paramhita & Purnamie (2019).

H4: Celebrity endorsements have a significant positive effect on brand Image. The results of this test are consistent with Ayu et. al (2020), Ningrat & Yasa (2019), Wijayaningrum (2018), Ndlela (2016), Prambudi (2018), Nugraha dan Setyanto (2018), Amitay et. al (2019), and Paramhita & Purnamie (2019).

H5: Brand awareness has a significant positive effect on purchase intention. The results of this test are consistent with Ningrat & Yasa (2019), Dehghani et. al (2016), Wijayaningrum (2018), Ndlela (2016), Prambudi (2018), Nugraha dan Setyanto (2018), Sivaram (2019), Novansa (2017), Amitay et. al (2019), Paramhita & Purnamie (2019), and Febriyantoro (2020).

H6: Brand image has a positive effect on purchase intention. The results of this test are consistent with Ayu et. al (2020), Lusiah et. al (2018), Shrestha (2019), Novansa (2017), Permatasari (2018), Widjaja (2015), Hendrino (2018), Waqas et. al (2020), Dewi dan Ekawati (2021), Nasir et. al (2016), Siregar et. al (2019), and Dehghani & Tumer (2015).

H7: Celebrity endorsement has a significant positive effect on purchase intention. The results of this test are consistent with Wijayaningrum (2018), Ndlela (2016), Lusiah et. al (2018),

Rachmat et. al (2019), Priatna (2018), Amitay et. al (2019), Waqas et. al (2020), Dewi dan Ekawati (2021), Paramhita & Purnamie (2019), Priatna (2018), and Siregar et. al (2019).

H8: Advertising has a significant positive effect on purchase intention. The results of this test are consistent with Dehghani & Tumer (2015), Permatasari (2018), Priatna (2018), Hendrino (2018), Mei Ling Goh (2020), and Febriyantoro (2020).

2. R Square

The main evaluation criteria for structural models are the size of the Square R and the significance of the path coefficient. The SEM PLS approach is predictable to explain the variant of endogenous latent variables, so the R square construct target level should be high. However, a high R square level assessment depends on a particular research discipline (Hair et. al, 2011). In the test results attached to Table 15 it can be seen that the purchase intention has an adjusted R square value of 0.620. It can be said that purchase decisions are influenced by advertising, celebrity endorsement, brand awareness and brand image by 62% and another 38% is influenced by other variables. Brand awareness which has an adjusted R square value of 0.396 or 39.6% which means brand awareness is influenced by advertising and celebrity endorsements by 39.6% and another 60.4% is influenced by other variables. Brand image that have an adjusted R square value of 0.49.5 which means brand image is influenced by advertising and celebrity endorsements by 49.5%, while the other 50.5% is influenced by other variables.

Table 15. *R Square Test*

Variable	Adjusted R Square	Percent
Brand Awareness	0.396	39.6%
Brand Image	0.495	49.5%
Purchase Intention	0.620	62.0%

3. Standardized Root Mean Square Residual (SRMR)

Standardized root mean square residual is the difference between the observed correlation and the model matrix correlation resulting in inference. So that the value in SRMR can be said to be a measure of the compatibility of the correlation matrix in the model. According to Kline (2015), if it has an SRMR value smaller than 0.1 then it can be said that the resulting model matches or matches the data. The results of the study in SmartPLS output showed the value of SRMR ≤ 0.1 then it can be said that the resulting model matches or matches the data.

Table 16. Standardized Root Mean Square Residual

	SRMR
Saturated Model	0,058
Estimated Model	0,061

3. Goodness of Fit Model

The Goodness of Fit (GoF) model is the overall starting point of the model's assessment. If the model does not match the data, most likely the results obtained do not have meaning and the conclusions obtained become ambiguous. A model is declared good if it has a GoF value greater than or greater than 0.36 (Latan & Noonan, 2017). GoF small = 0.10, medium GoF value = 0.25 and GoF value large > 0.36. Based on calculations, the GoF value in this study is 0.517 which falls into the large category, so it can be concluded that the model in this study is good.

Table 17. Standardized *Root Mean Square Residual*

Average of Communality/AVE	R Square Average	GoF Value
0.531	0.504	0.517

The formula for calculating GoF is:

$$GoF = \sqrt{Comm \ x \ R^2}$$

GoF = Goodness of Fit
$\overline{Comm}$ = Average Communality Index
$\overline{R^2}$ = Average R Square
GoF : 0.517

From the results of the GoF, it is concluded that it is classified as a strong GoF because it exceeds 0.517.

LIMITATIONS

Limitations of the study is:

1. Variables used are still limited so they cannot explain brand awareness variables and brand images more fully. This is seen from the adjusted value of R square variable purchase intention i.e 62.0%, brand awareness i.e 39.6% and brand image i.e 49.5%. Other variables that can be used to explain purchase intention include: quality (Khan et. al, 2016), brand loyalty (Ndlela, 2016), attitude towards ads (Prambudi, 2018), perceived quality (Sivaram, 2019), price (Novansa, 2017), brand equity (Permatasari, 2018), product differentiation (Rachmat et. al 2019), green consumer buying behavior (Waqas et. al, 2020), purchase decision (Dewi & Ekawati (202); Nofal et, al (2020)), and purchase behavior (Ndlela, 2016).

2. This study uses only small sample and conducted in 1 city only. Hence the study

result can not be generalized to other situations.

RECCOMENDATIONS

Recommendations given for future research include:

1. Further research can be done using sample targets or different types of products.
2. Local skincare manufacturers should create effective marketing strategies to increase business success based on the results of this study. The thing that can be done is to increase advertising to increase brand awareness of products and produce local skincare with diverse and innovative features at affordable prices also using celebrity endorsements that have a positive and talented influence, thus affecting the brand image in local skincare users. Thus, it will be easier to attract consumers in buying and using local skincare products from those manufacturers.
3. Further research can use several other independent variables that have not been studied in this study so as to provide a more comprehensive explanation of purchase intention variable such as: brand identification, brand preference, perceived risk, customer satisfaction, and trust. In addition, other variables can also be used to explain quality, brand loyalty, attitude towards ads, perceived quality, price, brand equity and product differentiation.

REFERENCES

Ayu, I. G., Febriati, U., Nyoman, N., & Respati, R. (2020). The Effect of Celebrity Endorser Credibility and Product Quality Mediated by Brand Image on Purchase Intention. American Journal of Humanities and Social Sciences Research, 4(3), 464–470.

Dabbous, A., & Barakat, K. A. (2020). Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. Journal of Retailing and Consumer Services, 53(November 2018), 101966. https://doi.org/10.1016/j.jretconser.2019.101966

Dehghani, M., Niaki, M. K., Ramezani, I., & Sali, R. (2016). Evaluating the influence of YouTube advertising for attraction of young customers. Computers in Human Behavior, 59, 165–172. https://doi.org/10.1016/j.chb.2016.01.037

Dehghani, M., & Tumer, M. (2015). A research on effectiveness of Facebook advertising on enhancing purchase intention of consumers. Computers in Human Behavior, 49, 597–600. https://doi.org/10.1016/j.chb.2015.03.051

Dr. Osly Usman, M. B. (n.d.). The Influences of Advertising Endorser, Brand Image, Brand Equity, Price Promotion, on Purchase Intention. State University.

Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. Cogent Business and Management, 7(1). https://doi.org/10.1080/23311975.2020.1787733

Hafizh Novansa, H. A. (2017). A study on Demonetization and its Impact on Corruption and Black Money. Saudi Journal of Humanities and Social Sciences, 2(8), 621–632. https://doi.org/10.21276/sjhss

Hair, Joseph E, J. et al. (2014). A Primer on partial least squares structural equation modeling (PLS-SEM). In Profesional

Psychology (SAGE publi). California, USA.

Hair, J. F., Ringle, C. M., Sarstedt, M., Hair, J. F., Ringle, C. M., & Sarstedt, M. (2014). PLS-SEM : Indeed a Silver Bullet PLS-SEM : Indeed a Silver Bullet. (January 2015), 37–41. https://doi.org/10.2753/MTP1069-6679190202

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. European Business Review, 31(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Hendrino. (2018). Analysis of Mobile Advertising Effect on Purchase Intention With Brand Image As the Intervening Variables (Case Study: Telkomsel Mobile Coupon). International Seminar & Conference on Learning Organization ISCLO, 6(Kocabas 2005), 371–383.

Hengky latan, R. noonan. (2017). Hengky Latan, Richard Noonan (S. I. Publishing, Ed.). https://doi.org/10.1007/978-3-319-64069-3

Kemenperindustrian.Com. (2021). Widget_Iframe. Retrieved from https://www.who.int/emergencies/diseases/novel-coronavirus-2019.

kepriau.com. (2019). toko-kosmetik-terlengkap-di-batam. Retrieved from https://www.who.int/emergencies/diseases/novel-coronavirus-2019

Khan, A. A., Jadoon, S., & Tareen, N. A. K. (2016). Impact of Advertising on Brand Awareness and Commitment in Female Apparel Industry. International Journal of Academic Research in Business and Social Sciences, 6(3), 79–94. https://doi.org/10.6007/ijarbss/v6-i3/2041

Kline, R. B. (2015). Principles and Practice of Structural Equation Modeling. In Guilford Publications.

Kumparan.Com. (n.d.). 10-brand-skin-care-lokal-yang-jadi-favorit-di-sepanjang-2020.

Latan, H., & Noonan, R. (2017). Partial Least Squares Path Modeling.

Lusiah, M., Noviantoro, D., & Halim, L. T. (2018). The Effect of Endorsement and Brand Image on Purchase Decision of Online Culinary Product. 46(Ebic 2017), 530–533. https://doi.org/10.2991/ebic-17.2018.83

M.Sivaram. Niknik Ahmad Munawar, H. A. (2019). Mentorship Program As an Effective Teacher Development Program At Sekolah Pelita Harapan in Indonesia. Dijms, 1(2), 232–246. https://doi.org/10.31933/DIJMS

Mei Ling Goh, Hwee Chin Ang, S. H. T. (2020). Examining the Determinants of Consumer Purchase Intention towards Mobile Advertising. An International Journal, 12(2), 89–103.

Merdeka.Com. (2021). Skincare adalah Perawatan untuk Kulit agar Tetap Sehat, Ketahui Langkahnya. In Merdeka.Com. Retrieved from https://www.merdeka.com/jateng/skincare-adalah-perawatan-untuk-kulit-agar-tetap-sehat-ketahui-langkahnya-kln.html

Nasir, N., Khan, S., Sabri, P., & Nasir, S. (2016). Celebrity Endorsement and Consumer Buying Intention With the Mediating Role of Brand Performance: an Empirical Consumer Perception Study in Fmcg Sector of Pakistan. Science International, 28(1).

Ndlela, Thubelihle, T. C. (2016). Celebrity Endorsement Advertising: Brand Awareness, Brand Recall, Brand Loyalty as Antecedence of South African Young Consumers' Purchase Behaviour. Journal of Economic and Behavioral Studies, 8, 79–90.

Ningrat, A. A. A. P. N. S., & Yasa, N. N. K. (2019). The Effect of Advertising and Celebrity Endorsement on Purchase Intention with Brand Awareness as Intervening Variable. American Journal of Humanities and Social Sciences

301

Research *(AJHSSR), 3*(10), 221–231.

Nofal, R., Calicioglu, C., & Aljuhmani, H. Y. (2020). The impact of social networking sites advertisement on consumer purchasing decision: The mediating role of brand awareness. International Journal of Data and Network Science, 4(2), 139–156. https://doi.org/10.5267/j.ijdns.2020.2.003

Nugraha, A., & Setyanto, R. P. (2018). The Effects of Vlogger Credibility as Marketing Media on Brand Awareness to Customer Purchase Intention. Journal of Research in Management, 1(2). https://doi.org/10.32424/jorim.v1i2.20

Paramhita, A. S. K., & Purnamie, N. M. (2019). the Role of Brand Awareness Mediates the Relationship Credibility Between Endorser and Online Purchase Intention Through Online Shopping Site Bukalapak.Com. Journal of Management and Business, 18(2), 35–45. https://doi.org/10.24123/jmb.v18i2.346

Permatasari, F. F. (2016). The influence of advertising endorse, brand image, brand equity,price promotion on purchase intention.

Prambudi, M. T. (2018). Comparing Between Local and International Endorsement. Prosiding Industrial Research Workshop and National Seminar, 9, 684–691.

Priatna, L. A. (2018). The Impact of Advertising Appeal , Celebrity Endorsement and Repetition Advertising in Television Advertisement Toward Purchase Intention OPPO Smartphone.

Prof.Dr.Sugiyono. (2018). Metode Penelitian Bisnis, Pendekatan Kuantitatif, Kualitatiff, Kombinasi, dan R&D (Edisi 3 Ce; Alphabeta, Ed.). Bandung.

Putu Novi Triska Dewi, N., & Wayan Ekawati, N. (2021). The Role of Brand Image Mediated The Effect of Celebrity Endorser'sCredibility on Purchase Decisions for Vivo Smartphone in Denpasar. American Journal of

Humanities and Social Sciences Research, (5), 290–301. Retrieved from www.ajhssr.com

Rachmat, R. A. H., Hurriyati, R., & Sultan, M. A. (2019). Product Differentiation, Celebrity Endorsement and Purchase Intention: Case Study of Makuta Cake Bandung, West Java, Indonesia. Global Business and Management Research, 11(1), 275–283. Retrieved from https://search.proquest.com/docview/2236131934?accountid=31562

Shrestha, S. K. (2019). Factors of Brand Image and Television Purchase in Kathmandu City. *The Batuk, 5*(2), 43–60. https://doi.org/10.3126/batuk.v5i2.30117

Siregar, F. R. A., Sadalia, I., & Sembiring, B. K. F. (2019). The Influence of Celebrity Endorser to the Purchase Intention of Medan Napoleon Cake with Brand Image as Intervening Variable. 100(Icoi), 619–623. https://doi.org/10.2991/icoi-19.2019.108

Wang, Y.-H., & Wang, N.-C. (2017). An Empirical Study of the Effect of Endorser on Purchase Intention-Evidence from Uniqlo. International Journal of Business and Social Science, 8(7), 172–179.

Waqas, M., Qalati, S. A., Shakir, H., & Ashraf, S. F. (2020). Effects of Celebrity Endorsement , Promotional activities , Packaging of products , and Brand image , on Green Consumer buying behavior. Paradigms, 14(1), 66–72. https://doi.org/10.24312/1930140110

Widjaja, A. A. (2015). The Impact of L'Oréal Paris Fall Repair's Celebrity Endorsement towards Consumer Purchase Intention with Brand Image as a Mediating Variable. iBuss Management, *3*(2), 214–221.

Wijayaningrum, L. A. (2018). The Effect Of Celebrity Endorser On Brand Awareness And It's Impact On Purchase Decision (Study on Undergraduate Student User of Oppo Smartphone in Malang City). *Administrasi Bisnis, 60*(3), 78–86.

Yemima Amitay1, Hery Winoto Tj2, Saparso3, *Soegeng Wahyoedi4, & Faculty. (2019). The impact of celegram Endorsement on Purchase Intention: The Mediating effects of customer attitute and brand awareness. 145 (Icebm 2019), 478–484. https://doi.org/10.2991/icmemm-18.2019.13