

# THE EFFECT OF PRICE AND CELEBRITY ENDORSERS ON PURCHASE DECISIONS WITH BRAND IMAGE AS AN INTERVENING VARIABLE IN MS GLOW SKINCARE PRODUCTS

Endang Satriani Siregar<sup>1</sup>, Paham Ginting<sup>2</sup>, Beby Karina Fawzee Sembiring<sup>3</sup>

<sup>1,2,3</sup>Faculty of Economics and Business, Universitas Sumatera Utara

Corresponding Email: [satrianiendangbr.regar@gmail.com](mailto:satrianiendangbr.regar@gmail.com)

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## Abstract

Skincare products also support this development. The goal of skincare is to maintain healthy and firm skin through a series of skincare treatments that utilize specific products. Customers who value their appearance will undoubtedly choose skincare products that provide the highest level of happiness when worn, which of course encourages manufacturers to develop more innovative products in an effort to attract customers. MS Glow, a skincare company that has recently joined the Indonesian beauty product industry, managed to bring home the Indonesia Best Brand Award 2020 in the field of Exclusive Facial Care. This type of research uses a quantitative approach and is associative in nature. This research was conducted in Rantauprapat City, Labuhanbatu Regency, North Sumatra Province, aimed at customers who use MS Glow Skincare products and the research time was carried out starting from September-December 2024. The population of this study includes MS Glow customers.

**Keywords:** *Price, Celebrity Endorser, Brand Image, Purchase Decision*

## 1. INTRODUCTION

The beauty business is growing from year to year Skin care products also support this development The purpose of skin care is to maintain healthy and firm skin through a series of skin care treatments using certain products Skin care fulfills women's desire for basic beauty Many skin care products are widely known in Indonesia There are no imported skin care products for men or women Customers who care about their appearance will definitely choose skin care products that provide maximum joy when worn As a result, manufacturers of course develop innovative products to attract customers. According to Indriani (2023), purchasing decisions are an integrated process that combines information through the evaluation of two or more alternatives and a cognitive determination of the results given On the other hand, according to Melati (2021), consumer purchasing decisions are a problem-solving process, which includes specific analysis or needs and demands, information gathering, evaluation of purchasing alternatives, purchasing, and purchasing

According to Widyaningrum (2018), the buyer's purchasing decision process goes through several processes such as problem detection, news search, alternative evaluation, purchasing and purchasing attitudes Consumers may be influenced by reviews from consumers who have tried the product By controlling buyer reactions and buyer sympathy, manufacturers can have the opportunity to influence purchasing decisions Unexpectedly, MS Glow, a skincare company that has just entered the Indonesian beauty product industry, won the 2020 Indonesian Best Brand Award for the luxury facial care category (Kontan Industri, 2020) In May 2024, Glow won the "Social Responsibility for Top Indonesian Companies in 2024" for the special achievement of the "Leveral Return" social initiative The existence of MSGlow, an official agent, and the increase in regular resellers at Lampion Plapat is proof of the popularity and spread of MS GLOW in this city. The sales trend of the Ms Glow brand from January 2023 to June 2024 based on the number of units sold shows a fluctuating graph, with the peak seen in the third quarter of 2023. However, in early 2024, there was a significant decline in sales. In June 2024, total product sales were recorded

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at 547,000 units, this figure is lower compared to several previous periods. This data is taken from the Compass Market Insight dashboard which includes information from Shopee and Tokopedia, as well as sales from official and unofficial Ms Glow outlets. This indicates that Ms Glow products may be less in demand in 2024 compared to the previous year. The decline in Ms Glow sales from January 2023 to June 2024, especially in 2024, indicates the challenges and problems that Ms Glow may face. One of the things that influences the size of demand in the market is price. This is in line with the theory of demand, which shows that demand for a good will decrease if the price is set too high. Conversely, if the price remains low for a long time, demand for the good tends to increase.

The price of MS GLOW products is higher compared to other brands that offer similar products, so it is considered quite expensive for low-income groups. However, this does not reduce consumer interest in buying the product. The reason is, MS Glow has better quality compared to other cosmetics. According to Kotler (2015) price is one of the factors that influences consumer decisions in choosing a product. In other words, when making a transaction, buyers pay attention to the price of the product or service, including MS Glow. This idea seems a little contradictory to the fact that MS Glow has experienced significant sales growth even though the price is quite high. Or it could be said, when consumers buy MS Glow products they don't really pay attention to the price.

In addition to price, Celebrity Endorser is also an element that plays an important role in forming a brand image. According to Febriyanti (2016), celebrities who have a high reputation and positive image in the eyes of the public are figures sought after by various manufacturers. A Celebrity Endorser is able to attract a fairly large market share and can raise the image of a product. Currently, many people admire artists and make them trendsetters. Therefore, the reputation and good image that the public remembers about a celebrity makes them have more fans, so that it can have a big impact on the products they advertise.

According to Kotler and Armstrong (2015), they stated that "Price is the amount of money requested for a product or service, or the total value exchanged by customers to obtain the benefits of having or using the product or service". This means, price is the amount of money charged for a good or service, or the amount of money paid by customers to obtain the benefits of having or using the good or service. In some circumstances, customers can be very sensitive to price, so if the price of an item is much higher than its competitors, the item may not be chosen again (Sangadji, 2013). Celebrity endorsement is a crucial element of every successful advertising campaign in promoting a brand, especially in television advertisements. Another effective way to introduce a product to consumers is by presenting celebrities in television advertisements, aiming to increase public awareness of a particular product (Stefani, 2013).

Peter (2013) explains that purchasing implementation is an integration process that involves combining information to assess various action options and choosing one of them. Philip Kotler in 2008 defined purchasing decisions as a problem-solving process that includes identifying or analyzing needs and wants, gathering information, assessing possible sources of information, implementing purchases, and observing post-purchase behavior (Indrasari, 2019). Kotler and Keller (2012) explain that brand image is the views and perceptions that customers have, based on the experiences they have had, which are stored in their memories. On the other hand, Torres (2017) explains that brand image is how a brand shapes the public or customer's view of a particular product or service. Meanwhile, Kotler and Keller (2012) state that "brand imagery describes the external characteristics of a product or service, including how the brand tries to meet the psychological or social needs of consumers."

## 2. RESEARCH METHODS

This research uses quantitative research. This research was conducted in Rantauprapat City, Labuhanbatu Regency, North Sumatra Province, which was aimed at customers who use MS Glow Skincare products. The time of this research was carried out from September - December 2024, while the respondents were 100 respondents.

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**3. RESULTS AND DISCUSSION**

1) Path Coefficient Table

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Price -> Brand Image	0,381	0,388	0,090	4,221	0,000
Celebrity Endorser -> Brand Image	0,523	0,515	0,084	6,243	0,000
Price ->Purchase Decision	0,223	0,214	0,107	2,081	0,037
Celebrity Endorser ->Purchase Decision	0,396	0,395	0,102	3,871	0,000
Brand Image ->Purchase Decision	0,278	0,285	0,115	2,417	0,016

2) R Square Table

	R-square
Brand Image	0,698
Purchase Decision	0,669

**4.CONCLUSION**

Based on the results of the explanation above, it can be concluded that:

1. Price variable has a significant effect on the Brand Image of MS Glow skincare products.
2. Celebrity Endorser variable has a positive and significant effect on the Brand Image of MS Glow skincare products.
3. Price variable has a positive and significant effect on the Purchase Decision of MS Glow skincare products.
4. Celebrity Endorser variable has a positive and significant effect on the Purchase Decision of MS Glow skincare products.
5. Brand Image variable has a positive and significant effect on the Purchase Decision of MS Glow skincare products.
6. Price variable has a significant effect on Purchase decision through the Brand Image of MS Glow skincare products.
7. Celebrity Endorser variable has a significant effect on customer Purchase decision through the Brand Image of MS Glow skincare product customers.
8. Based on the coefficient of determination value, the percentage of purchase interest is 69.8%, while the value obtained explaining the percentage of Purchase decision is 66.9%.

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