


The Impact Of Brand Endorser And Perceived Value On Purchase Intention On Local Brand Emina

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Article Info	ABSTRACT
<p>Keywords: Celebrity Endorsment, Trustworthiness, Expertise, Attractiveness. Perceived Value, Purchase Intention</p>	<p>This study examines the influence of brand endorsers, specifically their attractiveness, expertise, and trustworthiness, as well as perceived value on the purchase intention of local cosmetic brand Emina. Using a quantitative approach, data were collected from 151 respondents in Jabodetabek, consisting primarily of women (83.4%), aged 19-24 years (62.3%). The results indicate that <i>attractiveness</i> significantly influences purchase intention ($p=0.005$, $t=2.778$), with a positive coefficient of 0.297, while <i>trustworthiness</i> ($p=0.583$, $t=0.549$) and <i>expertise</i> ($p=0.264$, $t=1.116$) show no significant impact. <i>Perceived value</i> also significantly affects purchase intention ($p<0.001$, $t=3.881$) with a coefficient of 0.308. These findings highlight the importance of selecting visually appealing endorsers who align with the brand's youthful image and leveraging marketing strategies that emphasize product value, including functional, emotional, and social benefits. Future studies are encouraged to include credibility attributes and expand the research to broader demographic and geographic scopes to further refine these insights. Recommendations for Emina include utilizing digital platforms such as Instagram and TikTok for visually engaging campaigns and focusing on innovative product development to strengthen brand appeal among young consumers.</p>
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INTRODUCTION

Cosmetics have become an important part of human life, not only to beautify but also to maintain healthy skin. The cosmetics industry in Indonesia is growing rapidly, with an increase of 21.9% by 2023, supported by increasing public awareness of skincare and the emergence of quality local brands. A Fimela survey (2023) shows that 90% of Indonesian women choose local brands, one of which is Emina (40%), known for its innovative products for young and sensitive skin. Emina is a local makeup brand from Indonesia that was founded in 2015 by PT Paragon Technology and Innovation, has a fun, youthful and colourful brand philosophy, and with eye-catching packaging with a cute and attractive appearance. Emina offers a wide range of beauty products, including skincare and makeup such as lipstick, powder, moisturizer, face mask, and other skincare products.

Digitalization has brought about major changes in marketing strategies, especially in the beauty industry. Social media is now the main platform, with the majority of Indonesian women seeking information about beauty products through Instagram (76.4%) and TikTok

(48.2%) (Zap Index Beauty, 2024). In this context, celebrity endorsements and influencer marketing play an important role in building consumer trust and appeal. Hermawan (2020) explained in the study that the selection of influencers that match the brand image can strengthen consumer perceptions of the promoted products and services, as well as create emotional closeness between influencers and their followers. The previous research by Leonita (2023) examined celebrity endorsement in general without delving into the specific effects of individual attributes. Additionally, it highlighted the role of perceived quality as a mediator between celebrity endorsement and purchase intention. In contrast, the current study focuses more specifically on analysing the individual attributes of celebrity endorsement, such as attractiveness, trustworthiness, and expertise, and explores how perceived value can influence consumer purchase intentions for a specific brand like Emina.

This study aims to explore the extent to which brand endorsers can build consumer trust, appeal, and perceived value of cosmetic products. As such, this research seeks to understand the relationship between marketing strategies involving endorsers and consumer purchase behaviour in the competitive skincare industry.

Brand Endorser

Celebrities tend to be effective when they have high credibility or represent key attributes of the product being promoted. In addition, they can also play a broader strategic role, not only providing endorsements but also contributing to designing, positioning and marketing products and services (Kotler et al, 2021). Natalia et al., 2021 in their research explained that celebrities with great influence can create a strong emotional connection with consumers, which increases trust in the brands they support. According to Wang et al. (2017), a celebrity endorser is someone who is well-known and considered by the public as a reliable source of information about a product or company. These celebrities influence consumers' views of brands through various attributes, such as attractiveness, trustworthiness, and expertise.

Abirami and Krishnan (2018) also explain that factors such as celebrity attractiveness, expertise, and trustworthiness are important components in influencing consumers to view advertised products. Customers tend to trust brands endorsed by celebrities who are considered attractive and expert. In addition, celebrity endorsements become more effective when combined with strong advertising elements, such as compelling messages and effective communication strategies (Madiawati et al., 2018). According to Ohanian (1990) in the article Najib et al (2019), there are three important aspects in Celebrity Endorsement that influence consumer attitudes, namely trustworthiness, attractiveness, and expertise.

Trustworthiness

The trustworthiness of celebrities is considered important by consumers in determining whether they will trust and buy products (Sufian et al., 2021). Beauty vloggers are considered to have trustworthiness when the audience feels that the reviews provided are sincere and honest, and not only based on promotional cooperation with the company (Gusniar 2020).

Expertise

Consumers are more likely to buy products recommended by celebrities who are considered to have relevant knowledge and skills (Andita et al., 2021). In addition, expertise

relates to the knowledge, experience, and abilities possessed by the celebrity or source providing the information. In this case, expertise refers to the extent to which the celebrity is perceived as an expert or competent in a particular field, which then influences purchasing decisions (Pornpitakpan 2004).

Celebrity Attractiveness

According to Schimmelpfennig H & Hunt J.B (2019), attractiveness includes not only physicality but also personality, lifestyle, and similarity with the target audience. The physical attractiveness of celebrities increases consumer perceptions of the brand, especially for products related to beauty or lifestyle. According to Dr. Ohanian 1990, attractiveness includes the physical appeal of the communicator, which can influence the listener's perception of the message being delivered. It includes attributes such as attractive, elegant, or charismatic appearance. Attractiveness tends to increase the impact of the communicator, especially in marketing and advertising, where the physical attractiveness of the endorser is often linked to the attractiveness of the product. Celebrity attractiveness is often associated with their ability to visually and emotionally captivate consumers, making the promoted product more appealing to consumers (Wiedmann, K.-P., & von Mettenheim, W. 2020).

Perceived Value

Perceived value is the overall consumer assessment of the usefulness of a product based on a comparison between the benefits they get (benefits) and the sacrifices they make (costs) (Zeithaml 1988). In addition, Sheth, Newman, and Gross (1991) explain that purchasing decisions are not only based on one dimension of value, but are the result of an evaluation of several dimensions of value consisting of 4, namely:

- a. Functional Value: Relates to the quality of the product or service and its perceived usefulness to the consumer.
- b. Emotional Value: The psychological benefits that consumers feel from using the product, such as a sense of satisfaction, happiness, or increased self-confidence.
- c. Social Value: The impact of using the product on the consumer's social image and how others perceive the product.
- d. Price/Value for Money: The consumer's perception of whether the product provides benefits that are worth the cost.

Purnama & Wening (2023) emphasize that if consumers feel that the product offers satisfying value, it can increase their trust in the brand, which in turn contributes to increasing brand equity.

Purchase intention

Purchase intention refers to the tendency of consumers to choose to buy a product or service. In other words, purchase intention includes the process by which consumers will make a purchase after going through the evaluation stage. Various factors can influence consumer intentions when deciding on a product, and the final decision is strongly influenced by consumer intentions as well as various significant external factors (Keller, 2001). Reviews and recommendations from others, whether from family, friends, or celebrities/influencers, can influence consumer decisions in choosing skincare products (Sudirjo et al., 2023). Rambocas & Metivier's study (2024) found that local influencers who are considered

trustworthy and easy to contact have a greater impact on consumer purchase intentions, indicating that the important role of online support and trust in shaping purchasing behaviour.

Brand Endorser Trustworthiness and Purchase Intention

In Afifah's 2022 research, it explains that trust has the strongest influence among all variables on purchase intention. Consumers are more likely to buy products endorsed by celebrities they consider trustworthy because this trust reduces consumer doubts about the advertised product. In addition, research conducted by Nabil et al., 2022 shows that trust has the greatest impact on consumer purchase intentions for luxury products. This shows that consumers are more interested in buying products endorsed by celebrities who are considered honest and trustworthy.

H1: Brand Endorser Trustworthiness has a positive effect on Purchase Intention

Brand Endorser Expertise and Purchase Intention

Celebrity expertise in relevant areas, such as product-related knowledge or experience, strongly influences consumers' purchase intentions. Celebrities who have expertise or reputation as experts make products more trustworthy to consumers (Kaldeen et al., 2019). Frimpong et al., 2019 in their research found that endorser expertise strongly influences consumers' perceptions of product quality, and this also has an impact on brand loyalty and intention to purchase the product.

H2: Expertise Brand Endorser has a positive effect on Purchase Intention

Brand Endorser Attractiveness and Purchase Intention

Onu, C. A. et al.'s 2019 research shows that the physical attractiveness of celebrities has a positive impact on consumer purchase intentions. An attractive appearance helps celebrities build a more attractive product image in the eyes of consumers. Meanwhile, Gusniar's 2020 research found that physical attractiveness partially had no significant effect on purchase intention. Although many viewers like watching beauty vloggers who look attractive, this does not always motivate them to make purchases.

H3: Brand Endorser Attractiveness has a positive effect on purchase intention

Perceived Value and Purchase Intention

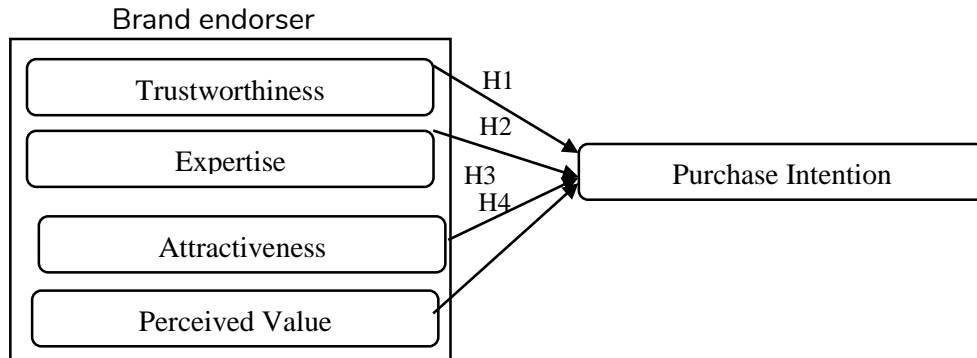
Research conducted by DAM, T.C. 2020, shows that perceived value has a positive impact on purchase intentions, which indicates that consumer perceptions of the value of a product not only affect one-time purchase decisions, but also play a role in shaping intentions to make repeat purchases in the future. In addition, research conducted by Hao & Chen (2022) also revealed that perceived value, which includes quality, social value, and cost value, has a significant positive influence on consumer purchase intentions for new local skincare products. Based on the description above, the formulation in this study is as follows:

H4: Perceived Value has a positive effect on Purchase Intention

METHODS

The This research method uses descriptive research with a quantitative approach. Quantitative descriptions ensure that research results can be tested and measured in an accurate way. This study examines the relationship between variables which include

independent variables and dependent variables. Thus, this research is designed with the following hypothesis flow:



*) data source: (Aslinda et al., 2024) & (Andita et al., 2021)

The sampling method used in this study used a nonprobability sampling method with purposive sampling technique. Lenaini, I. (2021) explains that purposive sampling is a non-random sampling method, in which researchers select samples with specific characteristics that are relevant to the research objectives. Thus, the selected sample is expected to be able to provide answers or insights that are in accordance with the problem to be studied. The respondent criteria that are taken into consideration in determining population estimates are as follows: (1) respondents have accounts on Instagram & Tiktok social media. (2) respondents know Emina cosmetic products. (3) respondents aged 13-37 years. (4) respondents are located in Jabodetabek. Data collection techniques carried out in this study through Google form using 4 Likert scales with criteria strongly disagree, disagree, agree and strongly agree, the questionnaire was distributed via the Social Media platform for one week. The data analysis technique used in this study is descriptive statistical analysis using the Smart PLS version 4.0 program and partial least squares (PLS) analysis. Partial least squares analysis will be used to test and analyze whether there is a direct and indirect effect between the independent variables on the dependent variable. According to Ghozali & Latan in the article Aslinda et al., 2024, Partial Least Squares (PLS) has stronger advantages because it can be used to build research models with many variables and indicators, and is able to represent models in graphical form without relying on certain distribution assumptions.

Table 1. Measurement Items

No	Items	References
1	Trustworthiness	Wang et al., 2017
2	Expertise	Wang et al., 2017
3	Attractiveness	Wang et al., 2017
4	Perceived Value	Dam, T.C. 2020
5	Purchase Intention	Dam, T.C. 2020

RESULTS AND DISCUSSION

Respondent Demographics

The number of respondents who met the criteria in this study was 151 people. Based on gender, the majority of respondents were women, which amounted to 83.4%, while men were 16.6%. Based on age, most respondents were 19-24 years old (62.3%), followed by the 25-30 years age group (19.9%), 13-18 years old (9.9%), and finally, 31-36 years old at 7.9%. In the education category, the first place is S1 / D4 (41.1%), SMA / SMK (38.4%), D3 (14.3%), S2 (4.5%), and the last position is junior high school (1.8%). Occupation: 45% students, private employees (29.1%), freelance (7.9%), civil servants (4.6%), lecturers / teachers (4%), students 4%, housewives 3.3%, 0.7% Fresh Graduate. And finally the monthly expenditure: Rp 1,100,000 - 2,000,000 (32.5%), > Rp 3,000,000 (25.8%), < Rp 1,000,000 (22.5%), Rp 2,100,000 - 3,000,000 (19.2%).

Validitas, Reliabilitas, R-Square

Convergent Validity Test

a. Loading Factor Test

Table 2. Validity Result

No	Variabels	Indicator	Code	Loading Factors	Information
1	Trustworthiness (X1)	I feel that ads with trustworthy (honest and reliable) endorsers for the Emina brand leave a positive impression.	TR1	0,840	Valid
		Ads with trusted endorsers make me remember the Emina brand more.	TR2	0,829	Valid
		I prefer to buy Emina brand if the endorser is a trusted person.	TR3	0,755	Valid
		Emina endorsed by trusted celebrities feels more valuable and attractive.	TR4	0,804	Valid
2	Expertise (X2)	Emina's ads (which are supported by celebrities who are knowledgeable and experienced experts) have a more believable feel.	EP1	0,733	Valid
		The Emina ads that show celebrities with special skills are the ones I pay more attention to.	EP2	0,730	Valid
		I am more likely to buy brands from Emina if they are endorsed by a competent celebrity.	EP3	0,863	Valid
		Emina's endorsement by experienced celebrities is more convincing.	EP4	0,787	Valid
3	Attractiveness (X3)	I prefer to watch Emina ads that feature physically attractive (e.g., beautiful or elegant) endorsers.	AT1	0,829	Valid
		I think physical attractiveness is an important factor for Emina to endorse.	AT2	0,861	Valid

No	Variabels	Indicator	Code	Loading Factors	Information
		Physically attractive endorsers have an influence on my purchase intention towards their endorsed Emina.	AT3	0,817	Valid
		I remember Emina better when attractive celebrities advertise.	AT4	0,672	Invalid
4	Perceived Value (X4)	This Emina product looks like a great value for money.	PV1	0,768	Valid
		The price for this Emina brand feels quite reasonable or acceptable.	PV2	0,706	Valid
		The Emina brand gave good results.	PV3	0,761	Valid
		Emina brand prices are quite competitive.	PV4	0,712	Valid
5	Purchase Intention (Y)	I intend to purchase Emina in the future.	PI1	0,870	Valid
		I plan to buy the Emina brand.	PI2	0,826	Valid
		I will try to purchase the Emina brand.	PI3	0,811	Valid
		I really want to buy the Emina brand.	PI4	0,793	Valid

*) data source: Data processed with Smartpls 2024

In the table above, there is one indicator whose outer loading value is <0.70 , so it needs to be eliminated, the eliminated item is Attractiveness X3 (AT4). So that the results after elimination are as follows:

Table 3. Results of the Second Validity Test

No	Variabels	Code	Loading Factors	Information
1	Trustworthiness (X1)	TR1	0,840	Valid
		TR2	0,829	Valid
		TR3	0,755	Valid
		TR4	0,804	Valid
2	Expertise (X2)	EP1	0,733	Valid
		EP2	0,730	Valid
		EP3	0,863	Valid
		EP4	0,787	Valid
	Attractiveness (X3)	AT1	0,873	Valid
		AT2	0,903	Valid
		AT3	0,816	Valid
4	Perceived Value (X4)	PV1	0,768	Valid
		PV2	0,706	Valid
		PV3	0,761	Valid
		PV4	0,712	Valid
5	Purchase Intention (Y)	PI1	0,869	Valid
		PI2	0,825	Valid
		PI3	0,812	Valid
		PI4	0,794	Valid

*) data source: Data processed with Smartpls 2024

Based on table 2, it explains that the five variables are valid because the outer loading value is above 0.7.

b. Average Variance Extracted (AVE) Test

Table 4. AVE Result

	AVE	AVE Value Limit	Information
Trustworthiness	0,653	0,50	Fulfilled
Expertise	0,609	0,50	Fulfilled
Attractiveness	0,727	0,50	Fulfilled
Perceived Value	0,543	0,50	Fulfilled
Purchase Intention	0,681	0,50	Fulfilled

*) data source: Data processed with Smartpls 2024

Based on table 4 above, it explains that the AVE value is already 0.50, which means that the value of the five variables is fulfilled.

c. Discriminant Validity Test

By comparing the square root of a construct's Average Variance Extracted (AVE) with the correlation between that construct and other constructs in the model, the Fornell-Larcker Criterion assesses discriminant validity (Hair et al., 2019).

Table 5. Discriminant Validity Test Result

	Attractiveness	Expertise	Purchase Intention	Perceived Value	Trustworthiness
Attractiveness	0,853				
Expertise	0,517	0,780			
Purchase Intention	0,533	0,433	0,825		
Perceived Value	0,452	0,371	0,518	0,737	
Trustworthiness	0,545	0,678	0,455	0,484	0,808

*) data source: Data processed with Smartpls 2024

Based on table 5 above, it explains that discriminant validity is fulfilled; each construct has unique characteristics and does not overlap significantly.

Reliability Test

Table 5.

	Cronbach's alpha	Rho_A	Composite Reliability
Trustworthiness	0,822	0,824	0,882
Expertise	0,787	0,804	0,861
Attractiveness	0,812	0,817	0,889
Perceived Value	0,725	0,742	0,826
Purchase Intention	0,844	0,844	0,895

*) data source: Data processed with Smartpls 2024

Based on table 6, the reliability test results show that all variables have a Cronbach's alpha and Composite reliability value above 0.70. This shows that the questionnaire questions in each variable are consistent in measuring their indicators.

R-Square

Table 6.

	R-Square	R-Square adjusted
Purchase Intention	0,399	0,383

*) data source: Data processed with Smartpls 2024

The results of the R Square table above state that the R^2 value of 0.399 indicates that about 39.9% of the variability in the Purchase Intention construct can be explained by exogenous constructs (AT, EP, PV, TR). The remaining 60.1% is explained by other variables not included in the research model.

Hypotesis Test

Hair et al (2019) explain that if the P value ≤ 0.05 the relationship between variables is considered significant, which indicates that we can accept the alternative hypothesis (H1) and reject the null hypothesis (H0), and if the P-Value > 0.05 the relationship between variables is considered insignificant, which indicates that there is insufficient statistical evidence to support the relationship, so the null hypothesis (H0) is accepted and rejects H1.

Table 7. Discriminant Validity Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/SYDEV)	P- Value	Information
Trustworthiness -> Purchase Intention	0,058	0,067	0,106	0,549	0,583	No Significant Effect
Expertise -> Purchase Intention	0,126	0,129	0,112	1,116	0,264	No Significant Effect
Attractiveness -> Purchase Intention	0,297	0,283	0,107	2,778	0,005	Significant Effect
Perceived Value -> Purchase Intention	0,308	0,315	0,079	3,881	0	Significant Effect

*) data source: Data processed with Smartpls 2024

Based on table 6, Attractiveness has a positive influence on purchase intention which shows a P-value of $0.005 \leq 0.05$, and Perceived value also has a positive effect on purchase intention with a value of $0 \leq 0.05$. However, expertise on purchase intention (P-value $0.264 > 0.005$) and trustworthiness on purchase intention (P-value $0.583 > 0.005$) have no significant effect.

Discussion

The Effect of Brand Endorser Trustworthiness on Purchase Intention

The results of testing hypothesis H1 show that brand endorser trustworthiness or the level of trust in Emina brand endorsers does not have a significant influence on the purchase intention of the Emina local brand. This can be seen from the p-value of 0.583 (> 0.05) and the t-statistic of 0.549 (< 1.96). This finding contradicts previous studies, such as Afifah (2022) and Nabil et al. (2022), who found that celebrity trustworthiness has a significant influence on purchase intention, especially on luxury products. This discrepancy may be due to the product context, where local cosmetics such as Emina are more targeted towards a younger market, who tend to pay more attention to visual aspects rather than endorser credibility. In addition, consumers in this segment may be more influenced by other factors, such as price or previous user experience, compared to trust in endorsers.

The Effect of Brand Endorser Expertise on Purchase Intention

The results of testing hypothesis H2 show that Expertise also has no significant effect on purchase intention of Emina local products, with a p-value of 0.264 (> 0.05) and a t-statistic of 1.116 (< 1.96). These results are not in line with the research of Kaldeen et al. (2019), which states that endorser expertise significantly affects consumer purchase intention, especially for products that require specialized knowledge or skills. One reason for this result may be that Emina cosmetics, as a product designed for young consumers, is chosen more based on visual appeal and affordable prices than based on endorser expertise or experience in the beauty field.

The Effect of Brand Endorser Attractiveness on Purchase Intention

Based on the results of testing the H3 hypothesis, Attractiveness has a significant influence on the purchase intention of Emina local products. This is evidenced by a p-value of 0.005 (< 0.05) and a t-statistic of 2.778 (> 1.96). This finding is in line with the research of Onu et al. (2019), which shows that the physical attractiveness of celebrities positively influences consumer purchasing decisions, especially in the beauty industry. Visual appeal, such as physical appearance, communication style, and endorser personality, plays an important role in creating an emotional connection with young consumers. This suggests that consumers in the local cosmetics market are more influenced by emotional elements than functional attributes, such as expertise or credibility.

The Effect of Perceived Value on Purchase Intention

The results of testing hypothesis H4 show that perceived value has a significant influence on purchase intention of Emina local products. The p-value of 0 (< 0.05) and t-statistic of 3.881 (> 1.96) indicate a strong relationship between perceived value and purchase intention. These results support the research of Hao & Chen (2022) and Dam (2020), which emphasize that perceived value—including functional, social, and emotional value—plays an important role in shaping purchase decisions. In the context of Emina, product values such as quality commensurate with price, consumer perceived benefits, and social value created through product use, are the main drivers of purchase intention.

CONCLUSION

This study provides strategic insights for local brands like Emina to strengthen their position in the competitive cosmetics market. The findings emphasize the significant impact of visual attractiveness on consumer purchase intentions, highlighting the importance of selecting endorsers who align with the brand's identity and appeal to the target market. Companies should focus on marketing strategies that prioritize perceived value by showcasing the functional, social, and emotional benefits of products. Digital marketing efforts should leverage platforms like Instagram and TikTok through engaging and creative content, such as product tutorials, reviews, and audience interactions, to enhance brand visibility and loyalty. Attractive pricing strategies, such as product bundling and value-added promotions, can also drive consumer interest. Despite the lack of significance of *trustworthiness* and *expertise* in this study, brands should still consider the credibility of endorsers to protect their reputation. Additionally, innovative product development, including limited editions and multifunctional products with youthful packaging, can attract young consumers and enhance market competitiveness. For future research, it is recommended to include credibility attributes in the analysis and expand the subjects and objects of the study that may influence the purchase intention of Emina products on Instagram in the Jabodetabek area.

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