

**THE INFLUENCE OF CELEBRITY ENDORSEMENT AND BRAND IMAGE ON
PANTENE SHAMPOO PURCHASE DECISIONS ON STUDENTS OF THE
FACULTY OF MANAGEMENT ECONOMICS, KRISNADWIPAYANA
UNIVERSITY**

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Abstract

This study aims to determine the influence of Celebrity Endorsement and Brand Image on the Purchasing Decision of Pantene Shampoo among students of the Faculty of Economics and Management, Krisnadwipayana University, both partially and simultaneously. The research was conducted on Pantene shampoo consumers using a quantitative approach by collecting data and distributing questionnaires to 68 respondents. This study employed non-probability sampling with a purposive sampling technique. The data collected were analyzed using multiple linear regression analysis techniques. The research results show that: (1) Partially, Celebrity Endorsement has a positive and significant influence on Purchasing Decisions. (2) Partially, Brand Image has a positive and significant influence on Purchasing Decisions. (3) Simultaneously, Celebrity Endorsement and Brand Image have a positive and significant influence on Purchasing Decisions.

Keywords: Celebrity Endorsement, Brand Image, Purchasing Decision

INTRODUCTION

Product competition in Indonesia is very tight. This is because of the circulation of various brands. But only a few brands are included in the list of top brands. Top brands are able to provide success for a brand in the market. Every individual really needs shampoo to care for the crown, namely hair. Currently, cleanliness is very important for health. All levels of society, especially women, really need shampoo to clean their hair. Currently, there are many practical shampoo products with various brands and qualities Ayu et al., (2013). Based on data from the top brand index of shampoo in Indonesia in 2024, NR Shampoo managed to lead with a market share percentage of 28.30%, Pantene managed to rank third with a market share percentage of 14.20%, followed by the Ginsela shampoo brand with a market share percentage of 8.40%, then there is Kelaya with a market share percentage of 8.10%, and so on. This shows that Ellips has succeeded in capturing the hearts of its consumers in the market. According to Business Dictionary, (2018) market share is a percentage of the total sales volume that is successfully controlled by a product, brand, or company in the market. Purchasing decisions can be used to analyze consumer behavior, before making a purchase, consumers will find out information about a product they are going to buy. Then consumers will assess the product, then compare products based on the information they have Haryantana et al., (2015). The strategy used by the Pantene shampoo product company is promotion

through advertising media. One creative and innovative way to advertise is to use advertising stars Haryantana et al., (2015). The use of advertising stars is now widely used by companies. This is not only an opportunity but also a challenge for companies, because the more famous the figure/artist used, the more consumers will know about a product. Marketers usually choose attractive advertising stars because they can improve brand image and encourage consumers to buy the brand Petra et al., (2008).

Not a few companies have started to intensify marketing strategies both online and offline to target their consumers, such as the Pantene shampoo product. Pantene is one of the shampoo products owned by PT. Procter & Gamble (P&G). Quoted from the official website of Pantene.co.id, (2022) that Pantene was first discovered by Hoffman La - Roche, a scientist from a pharmaceutical company in Switzerland who discovered the benefits of panthenol as a vitamin to treat burnt skin and can restore damaged hair. Now Pantene continues to grow over time, even the strategies used by the company to attract consumers are quite varied, such as shampoo advertisements using the words "so another shampoo ambassador?" which is currently a joke for people but indirectly the slogan reminds us of a product, namely Pantene.

The advertisement and slogan apparently have not been able to shift the position of the Ellips shampoo product. Therefore, companies need an advertising star to support the delivery of a product to consumers Kalangi, (2019). According to Riadi, (2018) the role of celebrities is one of the e-marketing strategies that utilizes famous people such as artists, figures, and others who have a big and direct influence to attract consumers. Based on research from Wulandari, (2017) that sales turnover is significantly influenced by endorsers. Therefore, not a few celebrities become endorsers to influence their fans to buy the promoted product. According to Shimp, (2014) someone who is known to the general public because of his achievements in a particular field is known as a celebrity.

Another factor that influences purchasing decisions besides the role of celebrities is brand image. Brand image has a distinctive nature that distinguishes one product from another, even though it is the same. The demand for a product of increasingly high-quality goods makes companies engaged in various business fields compete to improve and maintain the brand image of a product they have Kusuma et al., (2017). Before consumers use a product, they will buy, consumers usually rely on information around them to get to know the product before using it. The information captured will affect the perception of quality that intends to buy it Haryantana et al., (2015).

METHOD

The object, time and location of the research are Pantene shampoo and the subjects of this research are regular students of the Faculty of Economics, batch 2020, Krisnadwipayana University, located at Jalan Raya Jatiwaringin, Rt. 03/Rw. 04. Jatiwaringin, Pondok Gede, Jati Cempaka, Kec. Pondok Gede, Bekasi City, West Java. This research was conducted for 6 months from January to July 2024. This research uses quantitative research. The quantitative research method is a research method based on the philosophy of positivism, used to research a certain population or sample, the sampling technique is generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical in nature with the aim of testing the established hypothesis. This method is called the traditional method because it has been used for a long time, so it has become a tradition to be a method for research Sugiyono, (2010). The design of this research uses a quantitative approach that is associative Kusuma et al., (2017).

RESULT AND DISCUSSION

Instrument Test Results

A. Validity Test Results

a. Celebrity Endorsement Validity Test Results (X1)

Table 1.1 Results of the Celebrity Endorsement Validity Test (X1)

Statement Items	R Count	R table (Sig. 0,05)	Result
The advertising message conveyed by Celebrity Endorsement on Pantene shampoo is credible.	0.430	0.235	Valid
Celebrity Endorsement on Pantene shampoo is honest in conveying advertising messages	0.672	0.235	Valid
Celebrity Endorsement has a lot of knowledge about the Pantene shampoo products that are uploaded	0.755	0.235	Valid
Celebrity Endorsement Appearance on Pantene Shampoo is Interesting	0.733	0.235	Valid
Celebrity Endorsement appearances on Pantene shampoo have a strong character	0.685	0.235	Valid
Celebrity Endorsement Appearance on Elegant Pantene Shampoo	0.550	0.235	Valid
Celebrity Endorsement on Pantene shampoo by a famous person	0.565	0.235	Valid
Celebrity Endorsements for Pantene shampoo often appears in the mass media	0.514	0.235	Valid
Celebrity Endorsement on Pantene Shampoo by a talented person	0.635	0.235	Valid
Celebrity Endorsement on Pantene shampoo has the power to remind consumers of the advertised Pantene shampoo product.	0.680	0.235	Valid
Celebrity Endorsement on Pantene shampoo has the ability to convince consumers about the Pantene shampoo product being promoted.	0.491	0.235	Valid
Celebrity Endorsement on Pantene shampoo has the power to attract consumer attention to the Pantene shampoo product being advertised.	0.587	0.235	Valid

Source: Primary data processed with SPSS (2024)

b. Brand Image Validity Test Results (X2)

Table 1.2 Results of Brand Image Validity Test (X2)

Statement items	R Count	R table (Sig. 0,05)	Result
Pantene Shampoo products are more often chosen by teenagers	0.612	0.235	Valid
Feel safer using Pantene Shampoo products	0.649	0.235	Valid
The Pantene Shampoo product that I use is made by a company that has a good reputation	0.557	0.235	Valid
The distribution network for selling Pantene Shampoo products is very extensive.	0.574	0.235	Valid
Pantene Shampoo brand is easy to remember	0.678	0.235	Valid
Pantene Shampoo brand is often publicized as the best hair care product.	0.583	0.235	Valid

Source: Primary data processed with SPSS (2023)

c. Results of Purchase Decision Validity Test (Y)

Table 1.3 Results of Purchase Decision Validity Test (Y)

Statement Items	R Count	R table (Sig. 0,05)	Result
I bought Pantene Shampoo because it suits my hair.	0.608	0.235	Valid
I bought Pantene Shampoo because it feels soft and smooth after use.	0.604	0.235	Valid
I bought Pantene Shampoo when it was out of stock.	0.567	0.235	Valid
I can buy Pantene Shampoo products at the nearest Mini Market whenever I want.	0.513	0.235	Valid
I feel it is important to purchase Pantene Shampoo products based on my needs.	0.628	0.235	Valid
I bought a lot of Pantene Shampoo products because there was a discount for a certain number of purchases.	0.542	0.235	Valid

Source: Primary data processed with SPSS (2023)

d. Reliability Test Results

Tabel 1. 1 Hasil Uji Reabilitas

Variable	Cronbach's Alpha	A	Hasil
Celebrity Endorsement	0.849	0.60	Reliabel
Brand Image	0.682	0.60	Reliabel
Purchasing Decision	0.603	0.60	Reliabel

Assumption Test Results

a. Normality Test Results

Table 1. 2 Normality Test Results

Variable	Asymp Significance Score	Signifikance Level
<i>Kolmogorov- Smirnov Z</i>	0.200	0.05

Source: Primary data processed with SPSS (2023)

b. Linearity Test Results

Table 1. 3 Linearity Test Results

Variables	Deviation From Linearity	Significance Level
Celebrity Endorsement	0.817	0.05
Brand Image	0.114	0.05

Source: Primary data processed with SPSS (2024)

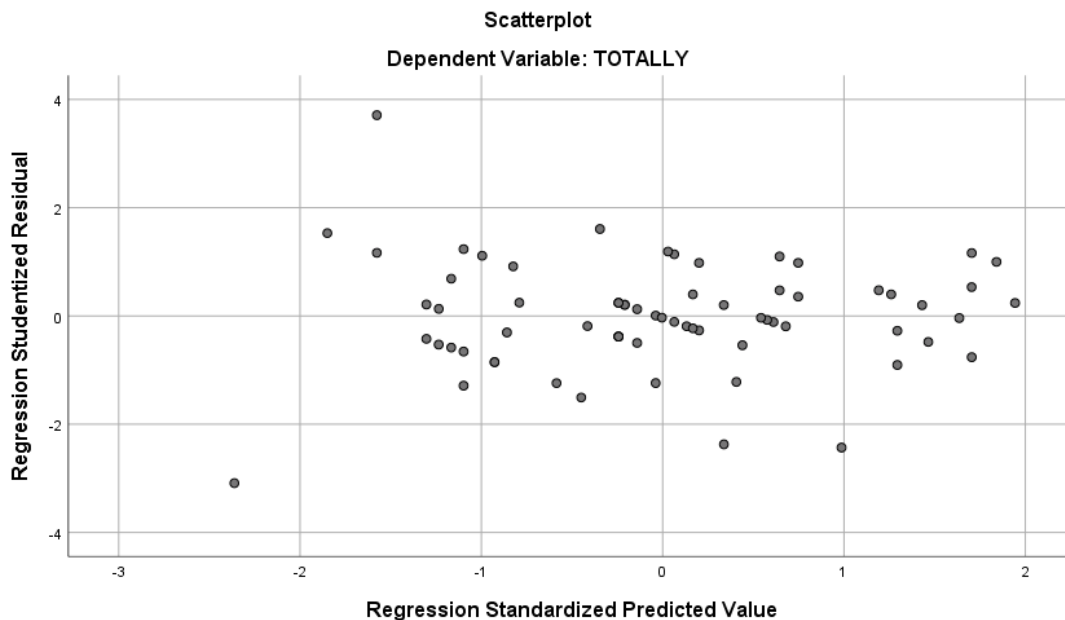
c. Multicollinearity Test Results

Table 1. 4 Multicollinearity Test Results

Free Variables	Collinearity Statistics	
	Tolerance	VIF
Celebrity Endorsement	.669	1.494
Brand Image	.669	1.494

Source: Primary data processed with SPSS (2024)

d. Scatterplot Heteroscedasticity Test Results



Picture 1.1 Scatterplot Heteroscedasticity Test Results

Source: Primary data processed with SPSS (2024)

Analysis Model Results

A. Descriptive Analysis

1. Celebrity Endorsement Variable (X1)

Table 1. 8 Respondents' Responses to the Celebrity Endorsement Variable (X1)

Statement	Evaluation					Average
	1	2	3	4	5	
The advertising message conveyed by the role of celebrities in Pantene shampoo is trustworthy (X1.1)	0	2	15	39	12	3.89
The role of celebrities in Pantene shampoo is honest in conveying advertising messages (X1.2)	1	1	18	35	13	3.85
Celebrity role in Pantene Shampoo has a lot of knowledge about the Pantene shampoo products uploaded (x1.3)	3	1	17	29	18	3.85
Credibility						3.86
Celebrity role appearance on Pantene shampoo is interesting (X1.4)	0	2	9	27	30	4.25
Celebrity role models in Pantene shampoo have strong characters (X1.5)	1	2	5	34	26	4.20
Celebrity role appearance on elegant Pantene shampoo (X1.6)	0	2	8	29	29	4.17
Attractiveness						4.20
Celebrity role in Pantene shampoo a famous person (X1.7)	0	2	8	29	29	4.25
The role of celebrities in Pantene shampoo often appears in the mass media (X 1.8)	1	1	4	42	20	4.16
Celebrity role in Pantene shampoo is a talented person (X1.9)	1	1	10	41	15	4.00
Popularity						4.13
The role of celebrities in Pantene shampoo has the power to remind consumers of the advertised Pantene shampoo product (X1.10)	0	2	10	36	20	4.08
The role of celebrities in Pantene shampoo has the ability to convince consumers about the Pantene shampoo product being promoted (X1.11)	0	1	7	41	19	4.14
The role of celebrities in Pantene shampoo has the power to attract consumer attention to the Pantene shampoo products they advertise (X1.12)	0	2	7	35	24	4.19

Strength	4.13
Celebrity Endorsement	4.08

2. Brand Image Variable

Table 1. 9 Respondents' Responses to Brand Image Variable (X2)

Staement	Evaluation					Average
	1	2	3	4	5	
Pantene shampoo products are more often chosen by teenagers (X2.1)	1	1	15	36	15	3.92
Feel safer using Pantene shampoo products (X2.2)	0	2	22	36	8	3.75
User Image						3.83
The Pantene shampoo product that I use is made by a company that has a good reputation (X2.3)	0	1	7	45	15	4.08
The distribution network for selling Pantene shampoo products is very extensive (X2.4)	0	0	5	30	33	4.41
Creator Image						4.24
Pantene shampoo brand is easy to remember (X2.5)	0	0	4	37	27	4.33
Pantene shampoo brand is often publicized as the best hair care product (X2.6)	1	1	9	44	13	3.98
Product Image						4.15
Brand Image						4.07

3. Purchasing Decision Variable

Table 1. 10 Respondents' Responses to the Purchase Decision Variable (Y)

Statement	Evaluation					Average
	1	2	3	4	5	
I bought Pantene Shampoo because it suits my hair (Y1.1)	1	1	14	46	6	3.80
I bought Pantene Shampoo because it feels soft and smooth after use (Y1.2)	0	3	15	39	11	3.85
Brand Choices						3.82
I bought Pantene Shampoo when it was out of stock (Y1.3)	1	3	26	29	9	3.61

I can buy Pantene Shampoo products at the nearest Mini Market whenever I want (Y1.4)	0	0	8	38	22	4.20
Buying Time						3.90
I feel it is important to purchase Pantene Shampoo products based on my needs (Y1.5)	0	1	23	35	9	3.76
I bought a lot of Pantene Shampoo products because there was a discount for a certain number of purchases (Y1.6)	0	2	18	38	10	3.82
Purchase Amount						3.79
Purchasing Decision						3.83

B. Results of Multiple Linear Regression Analysis

Tabel 1. 5 Results of Multiple Linear Regression Analysis

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.040	2.214		1.373	.174
	Celebrity Endorsement	.188	.043	.438	4.408	.000
	Brand Image	.439	.106	.413	4.160	.000

a. Dependent Variable: Purchasing Decision

Source: Primary data processed with SPSS (2024)

Correlation Coefficient Test Results

Tabel 1. 6 Correlation Coefficient Test Results

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 ^a	.571	.557	1.617

a. Predictors: (Constant), Brand Image, Celebrity Endorsement

b. Dependent Variable: Purchasing Decision

Source: Primary data processed with SPSS (2024)

Results of Determination Coefficient Test

Tabel 1. 7 Results of Determination Coefficient Test

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 ^a	.571	.557	1.617

a. Predictors: (Constant), Brand Image, Celebrity Endorsement
b. Dependent Variable: Purchasing Decision

Source: Primary data processed with SPSS (2024)

Hypothesis Test

1. T-Test Multiple Regression Analysis of the Influence of Celebrity Role (X1) and Brand Image (X2) on Purchasing Decisions (Y)

Table 1.14 Results of T Hypothesis Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.040	2.214		1.373	.174
	Celebrity Endorsement	.188	.043	.438	4.408	.000
	Brand Image	.439	.106	.413	4.160	.000

a. Dependent Variable: Purchasing Decision

Source: Primary data (2024)

2. F Test of Multiple Regression Analysis of the Influence of Celebrity Role (X1) and Brand Image (X2) on Purchasing Decisions (Y)

Table 1. 15 Results of Hypothesis Test F

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	225.805	2	112.902	43.179	.000 ^b
	Residual	169.960	65	2.615		
	Total	395.765	67			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Brand Image, Celebrity Endorsement

Source: Primer Data (2024)

1. The Influence of Celebrity Endorsement on Purchasing Decisions

The results of the study indicate that the role of celebrities has a positive and significant influence on the purchasing decision of Pantene shampoo products. This means that the involvement of celebrities as celebrity roles is effective in encouraging consumers to buy the product. Based on descriptive analysis, the indicator of celebrity attractiveness is the strongest factor supporting the role of celebrities, indicating that consumers are more influenced by aspects of the physical appearance or charm of celebrities. Conversely, the credibility indicator is considered the weakest, indicating that although celebrities can attract attention, consumer trust in the expertise or honesty of celebrities in recommending products is still less than optimal. This finding emphasizes the importance of choosing celebrities who are not only visually attractive but also have a trustworthy reputation to increase the effectiveness of marketing strategies.

In purchasing decisions, purchase time is the strongest indicator, indicating that the role of celebrities can accelerate consumers to make purchasing decisions. Conversely, the amount of

purchase is the weakest indicator, meaning that the influence of celebrities is not very significant in encouraging consumers to buy in larger quantities. This finding shows the importance of choosing celebrities who are not only attractive but also credible to optimize their impact on various aspects of purchasing decisions.

The results of this study were also strengthened by previous research conducted by Siska Puspita Defi et al., (2014) and Munawaroh et al., (2021), with the analysis results showing that the role of celebrities has a positive and significant influence on purchasing decisions.

2 The Influence of Brand Image on Purchasing Decisions

The results of the study show that brand image has a positive and significant influence on purchasing decisions for Pantene shampoo products. This confirms that a strong brand image can increase consumer interest in purchasing the product. Based on descriptive analysis, the manufacturer image indicator is the most dominant factor in forming brand image, indicating that the reputation of the Pantene company or manufacturer has a major role in creating positive perceptions in the eyes of consumers. Conversely, the user image indicator is considered the weakest, indicating that the association between Pantene product users and the identities they represent has little influence on purchasing decisions. This finding underscores the importance of strengthening the user image element to complement the overall brand image, so as to attract more consumer segments.

In purchasing decisions, the purchase time indicator is the strongest, indicating that brand image plays a role in accelerating or influencing the moment consumers decide to buy. On the other hand, the purchase amount indicator is the weakest, meaning that brand image does not have much impact on how much consumers buy the product at one time. This finding highlights the importance of strengthening brand image comprehensively to maximize purchasing decisions, both in terms of time and purchase amount.

The results of this study are also supported by previous research conducted by Winda Pramita et al., (2018), Siska Puspita Defi et al., (2014), Munawaroh et al., (2021), Arie Wibowo Irawan et al., (2022) and Julio Saldanha Barretto et al., (2023) with the results of the analysis showing that brand image has a positive and significant effect on purchasing decisions.

3. The Influence of Celebrity Endorsement and Brand Image on Purchasing Decisions

The results of the study show that simultaneously, the role of celebrities and brand image have a positive and significant influence on the purchase decision of Pantene shampoo products. This indicates that the combination of celebrity involvement as endorsers and a strong brand image can provide a significant boost for consumers to buy the product. Based on descriptive analysis, celebrity appeal is the strongest indicator in shaping the role of celebrities, highlighting the importance of the visual aspects and celebrity charm in attracting consumer attention. Conversely, celebrity credibility is the weakest indicator, indicating that consumer trust in celebrity recommendations still needs to be improved.

Meanwhile, in brand image, the manufacturer image indicator is the most dominant, meaning that reputation and trust in the Pantene manufacturer make a major contribution to building a positive brand image. However, the user image is the weakest indicator, indicating that the relationship between product users and brand perception has little influence on consumer decisions.

In purchasing decisions, the purchase time indicator is the strongest, indicating that the role of celebrities and brand image can accelerate consumer decisions to purchase. Conversely, the number of purchases is the weakest indicator, meaning that the influence of both is less significant in determining how much product is purchased by consumers. These findings emphasize the importance of optimizing celebrity appeal and credibility and strengthening brand image as a whole to increase its impact on various aspects of purchasing decisions. The results of this study are also strengthened by previous research conducted by Siska Puspita Defi

et al., (2014) and Munawaroh et al., (2021), with the results of the analysis showing that the role of celebrities and brand image have a positive and significant influence on purchasing decisions.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of the research that has been conducted, the following points can be concluded:

1. The Influence of Celebrity Endorsement on Purchasing Decisions

Partially, the role of celebrities has a positive and significant influence on the purchasing decision of Pantene shampoo products. This shows that celebrities used as endorsers are able to attract attention and build consumer interest in buying the product. The indicator of celebrity attractiveness is the dominant factor in forming the role of celebrities, while credibility is the weakest indicator, indicating that consumer trust in celebrities still needs to be improved.

2. The Influence of Brand Image on Purchasing Decisions

Partially, brand image also has a positive and significant influence on purchasing decisions for Pantene shampoo products. Company reputation as an indicator of the manufacturer's image is the strongest factor in building a positive brand image, while the user image is the weakest indicator, indicating that the association between product users and brand perception is less significant in influencing consumer decisions.

3. The Simultaneous Influence of Celebrity Endorsement and Brand Image on Purchasing Decisions

Simultaneously, the role of celebrity and brand image together have a positive and significant influence on purchasing decisions. The combination of celebrity appeal and strong brand image strengthens consumer purchasing decisions. In purchasing decisions, the purchase time indicator is the strongest, indicating that these two factors are able to encourage consumers to immediately decide on a purchase. However, the number of purchases is the weakest indicator, indicating that the role of celebrity and brand image have not fully influenced the volume of purchases.

Suggestion

1. Suggestion for the Researchers

Further researchers can expand the research variables by considering other factors that also influence purchasing decisions, such as price, product quality, or other promotional strategies.

It is recommended to use a wider and more diverse population, so that the research results can have stronger generalizations and cover various consumer segments.

Using qualitative research methods as a support to dig deeper into the reasons consumers choose certain products, so that it can provide deeper insights into consumer behavior.

2. Suggestions for the Companies

Companies should increase the credibility of celebrities chosen as endorsers, for example by choosing celebrities who have a good reputation and are relevant to the character of the product.

Focus on strengthening the user's image to create a stronger emotional connection between consumers and the product. This can be done by highlighting various profiles of Pantene product users who represent the target market.

Optimize the purchase time indicator with promotional campaigns that encourage consumers to buy immediately, such as limited-time discounts or exclusive product launches. In addition, companies can increase the purchase amount indicator with strategies such as product bundling or giving gifts for purchases of a certain amount.

3. Suggestions for the Readers

Readers, especially consumers, are advised to be more selective in considering factors that influence purchasing decisions, such as celebrity appeal and brand image, so that decisions are made based on product needs and benefits.

For readers who are business actors, the results of this study can be used as a reference in developing effective marketing strategies, especially by utilizing celebrities and building a strong brand image. Readers who want to conduct similar research can use this study as an initial reference to understand how marketing factors influence consumer behavior.

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