

The Influence of Product Quality, Brand Image and Celebrity Endorsers on the Decision to Purchase Sunsilk Shampoo at Indomaret South Jakarta Sunday Market Area

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ABSTRACT

This research aims to determine the influence of product quality, brand image and celebrity endorser on purchasing decisions for Sunsilk shampoo in the Pasar Minggu area, South Jakarta. The research method used in this research is descriptive quantitative with the population in this research being Indomaret consumers who use Sunsilk shampoo at Indomaret in the Pasar Minggu area, South Jakarta. There are 4 (four) variables examined in this research, namely Product Quality (X1), Brand Image (X2), and Celebrity Endorser (X3) as independent variables, and Purchase Decision (Y) as the dependent variable. The sample used in this research was 100 respondents. This research data uses primary data by distributing questionnaires using the multiple linear regression method which is processed using SPSS 17.0 software. Research results based on multiple linear regression analysis show that Product Quality (X1), Brand Image (X2) and Celebrity Endorser (X3) have a positive and significant effect on Purchasing Decisions (Y).

Keywords: product quality, brand image, celebrity endorser and buyer decisions

INTRODUCTION

The rapid development of the business world makes competition conditions increasingly tight. This causes company management to be required to be more careful in determining competitive strategies. Marketers must be able to understand what factors can influence consumer decisions in purchasing a product. The conditions that must be met by a company in order to achieve success are to create satisfaction for consumers so that the products and services sold can meet the level of fulfillment of consumer needs.

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Nowadays shampoo has become a daily necessity, shampoo is not only used by adults, teenagers and parents also buy and use shampoo. With the increasing number of shampoo product companies, competition will be created in the shampoo business itself. This is because there are many brands circulating on the market, but only a few brands are included in the Top Brand category.

Table 1. Top Brand Index Shampoo

No.	Brand	Top Brand Index			TOP
		2013	2014	2015	
1.	Pantene	27.3 %	25.1%	21.4%	TOP
2.	Clear	23.1%	22.5%	22.1%	TOP
3.	Sunsilk	18.5%	16.5%	18.2%	TOP
4.	Lifebouy	11.4%	10.9%	9.7%	
5.	Dove	5.5%	6.1%	8.4%	
6.	Rejoice	5.0%	4.8%	5.6%	
7.	Zinc	3.7%	4.6%	4.3%	
8.	Head&Shoulders	-	2.5%	2.6%	
9.	TRESemme	-	-	2.6%	

Source: <http://www.topbrand-award.com>

Based on table 1 from the results of the Top Brand Index survey, shampoo products currently competing on the market include Pantene, Clear, Sunsilk, Lifebouy, Dove, Rejoice, Zinc, Head & Shoulders, and TRESemme. The selected brands are brands that obtain a minimum Top Brand Index of 10.0% and according to survey results are in the top three positions and those that occupied the top three positions in 2015, namely, Clear, Pantene, and Sunsilk. The Top Brand Index of shampoo products in 2015 was won by Clear with 22.1%, up 0.4% from 2014, the second position was from Pantene shampoo products which in 2014 reached 25.1%, down 3.7% in 2015 to 21.4%, while the third position comes from Sunsilk shampoo products. Sunsilk shampoo experienced an increase of 1.7% from 2014 to 18.2% in 2015, but it can be seen that Sunsilk shampoo has not been able to reach first place on the Top Brand Index from 2013 to 2015. In table 1, Sunsilk's score is lower than Clear and Pantene. This is because there are many new competitors, so the challenge for Sunsilk shampoo is getting bigger when many brands of each shampoo have emerged with variants or innovations that are increasingly developing to attract consumers.

Product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Product quality must be measured from the consumer's perspective on the quality of the product itself, so that consumer tastes here are very influential. Higher quality allows companies to increase customer satisfaction, make products sell better, be able to compete with competitors, and increase market share.

Brand image is a series of tangible and intangible characteristics, such as ideas, beliefs, values, interests and features that make it unique. The better the brand image attached to the product, the more interested consumers will be in buying it, because consumers assume that a product with a trusted brand image provides a greater sense of security when the consumer uses the product to be purchased.

Celebrity endorser is a contemporary concept that is able to convey a message or recommend buying a product (Zohra 2013:202). In addition, celebrities are used for their famous attributes including good looks, courage, talent, grace, strength, and physical attractiveness which often represent the desired appeal of the brands they advertise. By taking advantage of the actress' fame, it is hoped that it can attract consumers' interest in purchasing the advertised product and can improve the product's brand image.

According to Kotler (2012: 201) explains that purchasing decisions are the way individuals, groups or organizations choose, buy, use and utilize goods, services, ideas and experiences in order to satisfy their desires.

According to Kotler and Keller (2012: 358) explain about products, namely that a product is anything that can be offered to the market to satisfy wants and needs. A product must have advantages over other products in terms of quality, design, shape, size, packaging, service, guarantee and taste in order to attract consumers' interest in trying and buying the product. Shimp in Lestari (2010:92) states that celebrity endorsers are figures known to the public in different fields who can influence them because of their achievements.

The aim of this research is to examine the factors that influence the success of shampoo brands in achieving the Top Brand Index in the market. In the face of increasingly fierce competition in the shampoo industry, this research will explore the relationship between product quality, brand image, and the use of celebrity endorsers with brand position in the Top Brand Index. Through analysis of Top Brand Index Shampoo survey data from 2013 to 2015, this research aims to understand how these variables contribute to the success of shampoo brands, especially those occupying the top three positions in 2015. Thus, the results of this research are expected to provide useful insights for shampoo company management in developing effective marketing strategies, increasing consumer satisfaction, and strengthening brand position in a competitive market.

RESEARCH METHOD

A. Object of research

In this research, the object of research is the purchasing decisions of Sunsilk shampoo users at Indomaret in the Pasar Minggu area, South Jakarta. This research was conducted to determine product quality, brand image and celebrity endorsers on purchasing decisions for Sunsilk shampoo products at Indomaret in the Pasar Minggu area, South Jakarta.

B. Research data 1. Data Sources and Data Types a. Data source

The data source in this research was obtained by distributing questionnaires, namely a data collection method by asking respondents questions with a questionnaire guide containing questions based on the indicators proposed.

b. Data Type

The type of data used in this research is primary data. Where primary data is data obtained directly from respondents. Primary data collection in this research was carried out by distributing questionnaires filled in by respondents who used Sunsilk shampoo. In order for the data taken to meet the requirements for validity and reliability, the data taken comes from data sources that are trusted, representative and relevant to the data required. Primary data obtained by distributing questionnaires for this research was only carried out at a certain time or at one observation point (cross section data).

2. Population and Sample a. Research Population

Population is an area or place of objects or subjects being studied, whether people, objects, events, values or other things that have certain quantities and characteristics to obtain information (Riadi, 2015: 16). The population used in this research is consumers who decide to purchase shampoo Sunsilk at Indomaret in Pasar Minggu area, South Jakarta. The population in this study is an unlimited population.

b. Research Sample

According to Tehubijuluw and Sugiarto (2014:119) A sample is a small portion of the population members taken according to certain procedures so that it can represent the population. The general approach used in this research is purposive sampling, where purposive sampling is a technique for determining samples with certain considerations so that the data obtained later can be more representative.

The sample in this study were consumers who decided to purchase Sunsilk shampoo at Indomaret in the Pasar Minggu area, South Jakarta. Considerations when taking samples at Indomaret in the Pasar Minggu area because Indomaret in the Pasar Minggu area is a busy area, its location is strategic so that consumers can easily reach Indomaret. Criteria or considerations in selecting samples based on purposive sampling, namely:

- 1) The criteria for respondents are Indomaret customers in the Pasar Minggu area.
- 2) The criteria for respondents are Sunsilk Shampoo users.

From taking a sample of 100 people, the number of samples from a population uses an alternative formula according to Anderson, Sweeney, Dennis and Williams (2011:364), namely:

$$(Z_{\alpha/2})^2 P^*(1-P^*) n = \frac{E^2}{0.1^2}$$

$$\frac{(1.96)^2 0.50 (1-0.5) n}{0.1^2}$$

$$n = 96.04 \text{ respondents (rounded to 100) Where}$$

:
 $Z_{\alpha/2}$ = Z table with a certain significance level of 1.96 from a significance level of 95%.

P = The proportion of the population that is expected to have certain characteristics, population variation is expressed in the form of a proportion. The proportion is divided into 2 parts for a total of 100% or 1.

Q = Population proportion 1- p

E^2 = Tolerable error rate (expressed in %) is 10%.

Methods of Analysis and Hypothesis Testing a) Descriptive Analysis Method

Descriptive analysis is a description of data statistics such as mean, sum, standard deviation, variance, range, etc. , as well as measuring data distribution using randomness and kurtosis (Priyatno, 2009:30).

b) Inferential Analysis Method

Inferential analysis is a technique used to analyze sample data and the results are applied to the population (Priyatno, 2009:38).

c) Multiple Linear Regression Analysis

Multiple Linear Analysis is used to determine the influence (rise and fall) of independent variables, from two or more independent variables. Multiple linear regression analysis aims to analyze the relationship between the independent variables in this research, namely product quality (X_1), brand image (X_2), and celebrity endorser (X_3) on the dependent variable, namely purchasing decisions (Y), so the equation is used multiple linear regression with the following formula :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information :

Y = Purchase decision α

= Constant

$\beta_1 + \beta_2 + \beta_3$ = Multiple Regression Coefficient

e = Standard error X

X_1 = Product quality

X_2 = Brand Image

X_3 = Celebrity endorser

Instrument Test Validity Test and Reliability Test

The validity test is used to measure whether a questionnaire is valid or not (Ghozali, 2011: 53). Reliability is a scale or instrument for measuring data and the resulting data is called reliable or trusted if the instrument consistently produces the same results every time a measurement is made. **Classic assumption test a) Normality test**

The normality test aims to find out whether the regression model, dependent variable and independent variable have a normal distribution or not because a good regression model has a normal or close to normal data distribution (Ghozali, 2011: 160).

b) Multicollinearity Test

This multicollinearity test aims to test whether the regression model finds a correlation between the independent variables (Ghozali, 2011: 105).

c) Autocorrelation Test

According to Ghozali (2011:110), the autocorrelation test aims to test whether in the linear regression model there is a correlation between confounding errors in period t and confounding errors in period $t - 1$ (previously).

d) Heteroscedasticity Test

The heteroscedasticity test is carried out to find out whether in a regression model, there is an inequality in the variance and residuals of one observation to another observation.

Model Feasibility Test a)

F test

The F test is carried out to find out that in this model the independent variables are able to explain the dependent variable and to see whether the model being analyzed has a high level of model suitability, namely the variables used in the model are able to explain the model being analyzed (Priyatno, 2009:48).

b) Coefficient of Determination (R^2)

According to Gujarati (2009:98), it is explained that the coefficient of determination (R^2) is a number that shows the degree of ability to explain the independent variable on the dependent variable of the function.

c) Hypothesis Testing (T Test)

This test is used to determine the significance of the influence of the independent variable on the dependent variable individually and assumes the other dependent variables are constant.

RESULTS AND DISCUSSION

Instrument Test a)

Validity Test

Table 2.
Validity Test Results

Variable	Statement	Decision
Product Quality (X ₁)	1. I chose Sunsilk shampoo because it suits my hair type.	Valid
	2. I chose Sunsilk shampoo because it has packaging and a shape that makes it easy to use.	Valid
	3. Sunsilk Shampoo has a variety of products to suit my needs.	Valid
Brand Image (X ₂)	1. Sunsilk is a well-known brand	Valid
	2. The Sunsilk shampoo I use is made by a company that has a good reputation.	Valid
	3. Sunsilk is a shampoo brand that I always remember when I need shampoo.	Valid
Celebrity Endorser (X ₃)	1. The sentence spoken by singer Raisa "Extraordinary Black Shine" made me believe and believe in Sunsilk shampoo.	Valid
	2. Raisa's appearance amazed me so I bought Sunsilk shampoo.	Valid
	3. I bought Sunsilk shampoo so I could have shiny black hair like Raisa.	Valid
Purchase Decision (Y)	1. I bought Sunsilk shampoo because there was a variety of products that I wanted.	Valid
	2. I chose Sunsilk shampoo because it is from a trusted brand and a trusted company.	Valid
	3. I can easily get Sunsilk Shampoo at various distribution places.	Valid

Source: Processed Data

From calculations using SPSS 17.0, the data tested on 100 respondents stated that all statement items 1-12 for the variables product quality, brand image, celebrity endorser and purchasing decisions were valid. This can be seen from the calculation results with the table above, that the calculated r is greater than the r_{table} (0.164). **b)**

Reliability Test

**Table 3.
Reliability Test Results**

Variable	Cronbach Alpha	Decision
Product Quality (X ₁)	0.842	Reliable
Brand Image (X ₂)	0.725	Reliable
Celebrity Endorser (X ₃)	0.731	Reliable
Purchase Decision (Y)	0.739	Reliable

Source: Data processed

Based on table 4.12, it shows that all variables in the research variable product quality, brand image, celebrity endorser and purchasing decisions have Cronbach's alpha values above the minimum Cronbach's alpha value > 0.60 so it can be said that all measuring concepts for each variable from the questionnaire are reliable.

Classic assumption test 1) Normality Test

**Table 4.
Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		100
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	1.15294917
Most Extreme Differences	Absolute	.103
	Positive	.068
	Negative	-.103
Kolmogorov-Smirnov Z		1,031
Asymp. Sig. (2-tailed)		,239

a. Test distribution is Normal.

b. Calculated from data.

Source: Processed Data

From table 4 it can be seen that in the Asymp column. Sig. (2-tailed) for 2-sided testing is 0.239. The results of the One Sample Kolmogorov-Smirnov test can be seen for the data above to be 0.239 > 0.05, so it can be stated that the data on product quality, brand image and celebrity endorsers and purchasing decisions are normally distributed.

2) Multicollinearity Test

Table 5. Multicollinearity Test

Coefficients ^a		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product quality	,719	1,391
	Brand Image	,591	1,692
	Celebrity Endorser	,741	1,349

a. Dependent Variable: Purchase Decision

Source: Data processed

From table 5. coefficients above, it is known that each variable is product quality, brand image and celebrity endorsers have a tolerance value > 0.1 and the VIF is known to calculate product quality (X1) = 1.391 VIF calculated for brand image (X2) = 1.692 and VIF calculated for celebrity endorser (X3) = 1.349. These values show smaller than the VIF value < 10 so it can be concluded that the regression equation model does not contain multicollinearity between variables free in this regression model.

3) Autocorrelation Test

It can be explained that Durbin-Watson is 2.066. Where the K value or number of independent variables is 3 and the N value or total data = 100. So we get the dL value = 1.613 and the dU value = 1.736, so $dL < DW < 4-dU$. Because the DurbinWatson value of 2.066 is greater than the limit (dU) of 1.736 and less than $4-1.736 = 2.264$ (4-dU), this is in accordance with the purchasing decision criteria, namely $dU < DW < 4-dU$ ($1.736 < 2.066 < 2.264$), then Durbin-Watson lies between dU and 4-dU, so it can be concluded that there is not a strong relationship between the data (autocorrelation). The results of the autocorrelation test can be seen in table 4.13.

4) Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results
Correlations

		Product Brand Celebrity Unstandardized quality Image Endorser Residuals				
Spearman's rho	Product quality	Correlation Coefficient	1,000	,550 **	,295 **	,060
		Sig. (2tailed)	.	,000	,003	,552
		N	100	100	100	100
Brand Image		Correlation Coefficient	,550 **	1,000	,500 **	,023
		Sig. (2tailed)	,000	.	,000	,821
		N	100	100	100	100
Celebrity Endorser		Correlation Coefficient	,295 **	,500 **	1,000	,026
		Sig. (2tailed)	,003	,000	.	,800
		N	100	100	100	100
Unstandardized Residuals		Correlation Coefficient	,060	,023	,026	1,000
		Sig. (2tailed)	,552	,821	,800	.
		N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed

From the results of the heteroscedasticity test referring to table 4.15, it can be seen that the correlation between the product quality variable (X_1) and Unstandardized Residual has a significant value ($0.552 > 0.05$), the correlation between the brand image variable (X_2) and Unstandardized Residual has a significant value ($0.821 > 0.05$), and the correlation between the celebrity endorser variable (X_3) and the Unstandardized Residual has a significant value ($0.800 > 0.05$). Because the correlation between the dependent variable and residual significance is more than (0.05), it can be concluded that there is no heteroscedasticity problem.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Coefficient Test Results Coefficients ^a

	Unstandardized Coefficients	Standardized Coefficients
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Model		B	Std. Error	Beta	Q	Sig.
1	(Constant)	2,548	1,238		2,058	,042
	Product quality	,361	,089	,369	4,040	,000
	Brand Image	,204	,089	,231	2,290	.024
	Celebrity Endorser	,210	,089	,213	2,365	,020

a. Dependent Variable: Purchase Decision Source:
Data processed

Based on table 4.16, it can be explained that the linear regression equation is as follows:

$$\text{Purchase Decision} = 0.369KP + 0.231CM + 0.213 \text{ CE Information}$$

:

KP = Product Quality

CM = Brand Image

CE = Celebrity Endorser

- The product quality regression coefficient (X_1) has a positive value on purchasing decisions of 0.369, meaning that the better the product quality, the more purchasing decisions will increase.
- Brand image regression coefficient (X_2) has a positive value on purchasing decisions of 0.231, meaning that the better the brand image, the more purchasing decisions will increase.
- the celebrity endorser regression coefficient (X_3) has a positive value on purchasing decisions of 0.213, meaning that the better you use a celebrity endorser, the more purchasing decisions will increase.

Model Feasibility Test 1) F Test

Based on the f test results referring to table 4.17, it can be explained that the calculated F value is 23.487 (significant 0.000). The F table value is obtained from the residual degrees of freedom (df) value, namely 96 as the denominator df and Regression (treatment) df, namely 3 as the numerator df with a significance level of 5%, so that the F table value ($\alpha = 5\%$) is obtained, namely 2.70 because the calculated F value is greater than the F table (23.487 > 2.70) with a significance level of 0.000 < 0.05, it can be concluded that H_0 is rejected and H_a is accepted. The results of this explanation show that the model developed in the research is feasible, meaning that the variables used in the model are able to explain the model being analyzed.

Table 8. F Test Results
ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	96,590	3	32,197	23,487	,000 ^a
	Residual	131,600	96	1,371		
	Total	228,190	99			

- a. Predictors: (Constant), Celebrity Endorser, Product Quality, Brand Image
- b. Dependent Variable: Purchase Decision Source: Processed Data

2) Test (Coefficient of Determination)

Based on table 4.18, the correlation coefficient (R) value is 0.651 and R square is 0.423 = 42.30%. The coefficient of determination (R^2) is 42.30%, meaning that 42.30% of the dependent variable of purchasing decisions can be explained by the independent variables, namely product quality, brand image and celebrity endorser, while the remaining 57.70% is explained by other variables that are not included. This research.

Table 9. Coefficient of Determination Test Results (R^2) Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,651 ^a	,423	,405	1,171	2,066

a. Predictors: (Constant), Celebrity Endorser, Product Quality, Brand Image

b. Dependent Variable: Purchase Decision

Source: Processed Data

5) Hypothesis Testing (t Test)

The t test is used to test individually (partially) the influence of the independent variables, namely product quality, brand image and celebrity endorser on purchasing decisions. The t test uses coefficients analysis with SPSS processing which is explained in table 4.19 that:

- a) t value If the calculated product quality is 4.040, it is at a significant value of $0.000 < 0.05$, so H_0 is rejected. The conclusion is that rejecting H_0 and accepting H_a states that product quality has a positive and significant effect on purchasing decisions for Sunsilk shampoo products at Indomaret in the Pasar Minggu area, South Jakarta.

Table 10. t Test Results Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	Q	
1 (Constant)	2,548	1,238			,042
Product quality	,361	,089	,369	<u>2,058</u> 4,040	,000
Brand Image	,204	,089	,231	2,290	.024

Celebrity Endorser ,210 ,089 ,213 2,365 ,020

a. Dependent Variable: Purchase Decision Source:
Processed Data

b) t value The calculated brand image of 2.290 is at a significant value of 0.024 < 0.05, so H_0 is rejected. The conclusion is that rejecting H_0 and accepting H_a states that brand image has a positive and significant effect on purchasing decisions for Sunsilk shampoo products at Indomaret in the Pasar Minggu area, South Jakarta.

c) t value count celebrity endorser of 2.365 is at a significant value of 0.020 < 0.05, so H_0 is rejected. The conclusion is that rejecting H_0 and accepting H_a states that celebrity endorsers have a positive and significant influence on purchasing decisions for Sunsilk shampoo products at Indomaret in the Pasar Minggu area, South Jakarta.

Discussion

Table 11. Independent Variable Contribution

No	Variable	Standardized Coefficients Beta
1	Product quality	0.369
2	Brand Image	0.231
3	Celebrity Endorser	0.213

Source: Processed Data

The results of table 11 show the sequence of influential variables. It can be seen that the product quality is 0.369, while the brand image variable is 0.231 and the celebrity endorser variable is 0.213. In this research, it can be seen that the largest Standardized Coefficient Beta is found in the product quality variable, which means that product quality is the independent variable in the research that has the greatest contribution in efforts to increase purchasing decisions for Sunsilk shampoo at Indomaret in the Pasar Minggu area, South Jakarta. Brand image is at the second level that needs to be considered to improve purchasing decisions for Sunsilk shampoo at Indomaret in the Pasar Minggu area, South Jakarta. Meanwhile, Celebrity endorsers are at the third level that need to be considered to increase purchasing decisions for Sunsilk shampoo at Indomaret in the Pasar Minggu area, South Jakarta.

1. The Influence of Product Quality on Purchasing Decisions

Based on the research results, it can be seen that there is a positive and significant influence between product qualities on purchasing decisions at Indomaret in the Pasar Minggu area of South Jakarta, meaning that product quality can be used as a basis for predicting decisions to purchase Sunsilk shampoo at Indomaret in the Pasar Minggu area, South Jakarta. This shows that the decision to purchase Sunsilk shampoo at Indomaret in the Pasar Minggu area of South Jakarta is influenced by product quality.

The results of this research are in line with previous research by Fathlahah (2013: 480) who obtained research results namely that product quality variables have a positive and significant influence on purchasing decisions. As research by Isyanto, et al (2012: 861) shows the results that product quality has a positive effect on purchasing decisions. The theory that supports this research hypothesis is that

according to Teguh & Rusly (2007:67) product quality is the overall characteristics and properties of a product that influence its ability to satisfy stated or implied needs.

The product planning produced by the company must truly suit consumer needs. If it does not comply with specifications, the product will be rejected. Even if the product is still within the specified tolerance limits, the product should be kept in the company's records to avoid bigger mistakes in the future. The thing that must be considered so that Sunsilk shampoo can occupy the first position compared to other competitors is that the company producing the product must reflect good quality, because the product is the central point of marketing activities, the success of a company can be known from the response shown by consumers.

2. Influence of Brand Image on Purchasing Decisions

Based on the research results, it can be seen that there is a positive and significant influence between brand image on purchasing decisions at Indomaret in the Pasar Minggu area, South Jakarta, meaning that brand image can be used as a basis for predicting purchasing decisions for Sunsilk shampoo at Indomaret in the Pasar Minggu area, South Jakarta. This shows that the decision to purchase Sunsilk shampoo at Indomaret in the Pasar Minggu area of South Jakarta is influenced by Brand Image.

Based on the results of this research, the brand image variable has a positive and significant effect. The results of this research are also in line with previous research by Wulandari and Nurcahya (2015:1532) who obtained research results namely that brand image has a positive and significant effect on purchasing decisions. According to Ujang, et al (2015:18) state that brand image has a positive effect on purchasing decisions. The theory that supports this research hypothesis is according to Tjiptono (2005:49) namely brand image is a description of consumers' associations and beliefs towards a particular brand.

Brand image plays an important role in developing a brand because brand image concerns the reputation and credibility of the brand which then becomes a guide for the consumer audience to try or use a product. If the brand image is well formed, it will have a positive impact on the company, namely convincing consumers to obtain consistent quality when purchasing a product and increasing consumer motivation to make purchases. Sunsilk always innovates with its products, this is done to create a brand image in consumers' minds as a shampoo product that always understands consumers' desires by always providing the latest products according to consumers' needs and desires.

3. Influence of Celebrity Endorsers on Purchasing Decisions

Based on the research results, it can be seen that there is a positive and significant influence between celebrity endorsers on purchasing decisions at Indomaret in the Pasar Minggu area of South Jakarta, meaning that celebrity endorsers can be used as a basis for predicting purchasing decisions for Sunsilk shampoo at Indomaret in the Pasar Minggu area, South Jakarta. This shows that the decision to purchase Sunsilk shampoo at Indomaret in the Pasar Minggu area of South Jakarta is influenced by the Celebrity Endorser. Based on the contribution of the independent variables, celebrity endorsers are in third position. This is because Sunsilk does not advertise its products as heavily as other brands. The lack of advertising for Sunsilk shampoo makes consumers less interested in Sunsilk, this causes sales of Sunsilk shampoo to decline. In this case the celebrity endorser variable has the lowest value compared to other variables.

The results of this research are also in line with previous research by Bramantya and Jatra (2016:1765) stating that celebrity endorsers have a significant and positive influence on purchasing decisions. According to research conducted by Kiswalin and

Nurchaya (2014: 1530), the results show that celebrity endorsers have a positive influence on purchasing decisions. The theory that supports this research hypothesis is that according to Shimp in Lestari (2010:92), celebrity endorsers are figures known to the public in different fields who can influence them because of their achievements.

Companies must be able to design effective marketing strategies so that consumers respond positively to products. A marketing strategy that can be used by companies to communicate their products effectively is with the help of celebrity endorsers. Celebrities play a very important role in helping marketing activities run smoothly. Celebrity endorsers will help create stronger emotional connections with consumers, and can build brand appeal with the intended target market.

CONCLUSION

This research aims to analyze the influence of Product Quality, Brand Image and Celebrity Endorser on the Decision to Purchase Sunsilk Shampoo at Indomaret in the Pasar Minggu Area, South Jakarta, so several conclusions can be drawn, namely: (1) Based on the research results, it shows that product quality has a positive and significant effect on decision to purchase Sunsilk shampoo at Indomaret in the Pasar Minggu area. (2) Based on the research results, it shows that brand image has a positive and significant influence on the decision to purchase Sunsilk shampoo at Indomaret in the Pasar Minggu area. (3) Based on the research results, it shows that celebrity endorsers have a positive and significant influence on the decision to purchase Sunsilk shampoo at Indomaret in the Pasar Minggu area.

Based on the analysis carried out in the research and the conclusions previously found, the author tries to provide suggestions that may be useful and as input for Sunsilk shampoo, including the following: (1) For companies, it is recommended to maintain product quality or further improve product quality. Sunsilk shampoo products, because with good quality products, consumers will continue to use Sunsilk shampoo. (2) The company is expected to continue to innovate and maintain the quality of Sunsilk shampoo products to maintain the brand image and self-image of the company itself, because these two components have proven to be able to become a benchmark for consumers in deciding to buy a product. (3) Respondents' assessment of celebrity endorsers used by Sunsilk shampoo can generally be said to be good, however, companies should broadcast advertisements regularly so that consumers are interested in Sunsilk shampoo products and consumers decide to purchase Sunsilk shampoo so that purchasing decisions increase. (4) With the results of the research that has been carried out, it is necessary to consider improving purchasing decisions not only through the application of product quality, brand image and celebrity endorsers but there are also other factors that influence the level of purchasing decisions for Sunsilk shampoo at Indomaret in the Pasar Minggu area, Jakarta. South.

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