

The Influence of Brand Image, Celebrity Endorsement and Product Quality on Emina Skincare Purchase Decisions

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ABSTRACT

This study aims to analyze the influence of brand image, celebrity endorsement, and product quality on Emina Skincare Purchasing Decisions at Neyya Shop Nusukan Surakarta. This study uses a quantitative descriptive approach with a purposive sampling technique. The population in this study were all Neyya Shop consumers who had purchased Emina Skincare products. The research sample consisted of 100 respondents, namely consumers who had purchased Emina Skincare products at least 3 times and were willing to be respondents. Data collection was carried out by distributing questionnaires to respondents. The data analysis method used was multiple linear regression analysis with the help of IBM SPSS software. The independent variables in this study consisted of brand image, celebrity endorsement, and product quality, while the dependent variable was the purchasing decision. The results showed that brand image had a positive and significant effect on purchasing decisions. Celebrity endorsement had a positive and significant effect on purchasing decisions. Product quality had a positive and significant effect on purchasing decisions. Simultaneously, brand image, celebrity endorsement, and product quality had a positive and significant effect on purchasing decisions of Emina Skincare at Neyya Shop Nusukan Surakarta.

Keywords: Brand Image, Celebrity Endorsement, Product Quality, Purchasing Decision

INTRODUCTION

The beauty industry is one of the fastest-growing sectors in recent years. Changes in lifestyle, increased awareness of skin health, and the development of digital technology have transformed consumer behavior in choosing skincare products. While previously considered a secondary need, skincare has now become an integral part of everyday life, especially for the younger generation. Public awareness of the importance of maintaining healthy skin is no longer based solely on aesthetics, but also as a long-term health investment. This situation has led to increasingly fierce competition in the skincare industry in Indonesia, requiring every company to develop effective marketing strategies to win the competition.

The development of the Indonesian beauty industry is also supported by the growth of the digital economy and increasing internet usage. Indonesia has one of the largest internet and social media users in the world. This situation has encouraged cosmetics companies to utilize digital platforms as a marketing communication medium to introduce their products to the public. Promotion through social media such as Instagram, TikTok, YouTube, and Facebook has proven to increase market reach because consumers can quickly obtain product information through various digital content, consumer reviews, and recommendations from influencers and

celebrity endorsers. This phenomenon is shifting consumer purchasing decisions from relying on conventional promotions to being more influenced by digital information and the experiences of other users.

Increasingly fierce competition means companies no longer rely solely on product quality but also must build a strong brand image in the minds of consumers. Modern consumers tend to choose products with a good reputation, are trusted, are easily recognized, and deliver the benefits they expect. Therefore, companies are competing to build brand identity through various marketing communication strategies to create a positive perception of the products they market.

One local cosmetics company that has successfully built a strong brand image is Emina. Emina is a cosmetics brand produced by PT Paragon Technology and Innovation since 2015, primarily targeting teenagers and young adults. Emina offers a variety of facial care and cosmetic products developed using mild formulas, safe for use on teenage skin, with attractive packaging designs, and marketed at relatively affordable prices. Its products include facial wash, moisturizer, sunscreen, toner, serum, micellar water, cushion, lip cream, loose powder, and various other decorative cosmetic products. These advantages make Emina one of the local brands that is able to maintain its existence amidst the competition in the national skincare industry.

Emina's success is inseparable from the company's ability to build a brand image that aligns with the characteristics of its consumers. Brand image is a crucial asset because it can shape consumer perceptions, beliefs, and trust in a product. According to (Cantika, 2023) Brand image is a representation of the overall perception of the brand and is a form of information and past experiences with the brand. Consumers who have a positive perception of a brand tend to have higher levels of trust, thus increasing the likelihood of making a purchase. Therefore, companies need to maintain a consistent brand identity to maintain consumer loyalty. This is supported by research. (Fahmi & Soumi, 2022) that brand image has a positive and significant influence on purchasing decisions.

Beyond brand image, the use of celebrity endorsements has also become a rapidly growing marketing strategy in the digital era. Companies utilize public figures such as artists, singers, actors, models, content creators, and influencers, believed to increase the appeal of a product due to their large following and a certain level of credibility in the eyes of the public. When a celebrity uses and recommends a skincare product, consumers tend to perceive the product as high-quality, safe, and worth trying. This phenomenon has led to celebrity endorsements becoming a marketing communication tool widely used by cosmetics companies, including Emina. Emina Cosmetics partners with young celebrities and popular influencers who embody a cheerful and youthful image, such as Niana Guerrero, Mawar De Jongh, and beauty vloggers like Nanda Arsyinta. Research shows that celebrity endorsements have a positive influence on purchasing decisions. (Cantika, 2023), (Nabilah & Anggrainie, 2022) And (Fahmi & Soumi, 2022)

Another equally important factor is product quality. Skincare products fall into the high-involvement category because their use directly impacts skin health.

Consumers pay close attention to product quality before purchasing, including active ingredients, benefits, safety, texture, aroma, packaging, and even BPOM certification and halal labels. Products that meet consumer expectations will provide a positive experience, encouraging purchase decisions and repeat purchases. Conversely, if product quality is deemed unsatisfactory, consumers will readily switch to other brands perceived as superior. (Fahmi & Soumi, 2022) as well as (Rachmah, 2024) found that product quality has a positive and significant influence on purchasing decisions.

Previous studies have shown that brand image, product quality, price, and celebrity endorsement have a positive and significant influence on purchasing decisions. These variables, together, explain 78.8% of purchasing decisions, while other factors contribute to the remainder. (Fahmi & Soumi, 2022) regarding MS Glow products. In contrast to this research, research (Aprilianti et al., 2023) A study on Scarlet Whitening Body Lotion found that brand image had a significant influence, while product quality and celebrity endorsers had no partial influence on purchasing decisions, although all variables simultaneously still had an influence on purchasing decisions. Another study conducted by (Nabilah & Anggrainie, 2022) A study on Scarlett Whitening consumers showed different results. The study concluded that brand image and celebrity endorsement influenced purchasing decisions, while product quality had no partial effect. (Cantika, 2023) A study on Wardah products in Sukoharjo also showed different results. The study stated that celebrity endorsers had a positive and significant influence on purchasing decisions, while brand image had no significant effect. Meanwhile, a recent study conducted by (Rachmah, 2024) A study on Glad2Glow products found that celebrity endorsers, brand image, and product quality all had a positive and significant influence on purchasing decisions. Research on Emina products conducted by (Jannah et al., 2024) demonstrated that brand image and perceived quality influence purchasing decisions. However, this study used ethnocentrism, perceived quality, and brand image as variables, and therefore did not include celebrity endorsement, a key marketing strategy in the skincare industry.

Based on several previous studies, it appears that there are still research gaps. First, research results regarding the influence of brand image, celebrity endorsement, and product quality on purchasing decisions still show varying results (research inconsistency). In some studies, these three variables have a significant influence, while in others, there are variables that have no effect. Second, most previous studies used research objects such as MS Glow, Scarlett, Wardah, and Glad2Glow, so research on Emina products is still relatively limited. Third, previous studies have been conducted mostly on consumers in large cities and students, while research examining consumers at the retailer or local cosmetics store level, particularly Neyya Shop Nusukan Surakarta, is still very little. Differences in consumer characteristics, research locations, and purchasing behavior allow for different research results.

Based on these gaps, this study has novelty because it integrates three main variables, namely brand image, celebrity endorsement, and product quality, in one

research model on the object of Emina Skincare products with the research location at Neyya Shop Nusukan Surakarta. This study is expected to be able to provide empirical evidence regarding the most dominant factors influencing Emina consumer purchasing decisions so that it can enrich the study of marketing science, especially consumer behavior in the local skincare industry. In addition to providing theoretical contributions, the results of this study are also expected to be practical input for PT Paragon Technology and Innovation as the producer of Emina and Neyya Shop Nusukan Surakarta in formulating more effective marketing strategies to increase consumer purchasing decisions.

RESEARCH METHODS

The type of research used in this study is quantitative research. In this study, quantitative descriptive research was conducted to determine the effect of brand image, celebrity endorsement, and product quality on purchasing decisions for Emina Skincare products at Neyya Shop Nusukan Surakarta. The location of this research is at Neyya Shop Nusukan Surakarta, which is located at Jl. Kapten Piere Tendean, Nusukan, Banjarsari, Surakarta, Central Java, 57135. The reason for choosing the location is because Neyya Shop Surakarta is a place selling cosmetic products at affordable prices in Surakarta. This research was conducted for 3 months, namely March 2026-May 2026. The population in this study is the number of users who buy and use Emina Skincare products at Neyya Shop Nusukan Surakarta, the number of which is not known with certainty. The minimum sample required in this study is 100 respondents. The sampling method in this study uses non-probability sampling with purposive sampling technique. The analysis tool in this study is Multiple Linear Regression. With the regression formula:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Information:

Y: Dependent variable (purchase decision)

a : Constant

b1 : Regression coefficient of the independent variable (brand image)

b2 : Regression coefficient of the independent variable (Celebrity endorsement)

b3 : Regression coefficient of independent variable (product quality)

x1 : Independent variable (brand image)

x2 : Independent variable (Celebrity endorsement)

x3 : Independent variable (product quality)

e : Term Of Error

RESULTS AND DISCUSSION

Multiple Linear Regression

Table 1 Results of Multiple Linear Regression Test

Variables	Beta Coefficient	this	Sig
(Constant)	3,095	1,808	0.074
Brand Image	0.269	3,165	0.002
<i>Celebrity Endorsement</i>	0.319	3,493	0.001
Product Quality	0.264	2,859	0.005
R	= 0,726F count=35,668		
R2	= 0,527Sig	= 0.000	
Adjusted R2	= 0,512		

Source: Primary data processed 2026.

Based on table 4.9, the equation function can be created:

$$Y = 3.095 + 0.269X_1 + 0.319X_2 + 0.2X_3 + e$$

From the equation above, it is interpreted as follows:

Coefficient b1 = 0.269 has a positive value, this indicates that if the Brand Image increases, the purchasing decision will increase by 0.269.

Coefficient b2 = 0.319 has a positive value, this shows that if Celebrity Endorsement increases, then purchasing decisions will increase by 0.319

Coefficient b3 = 0.264 has a positive value, this indicates that if Product Quality has increased then purchasing decisions will increase by 0.264.

Hypothesis Testing

F test

Based on the results of the F test, it is known that it is 35.668 while the calculated significance value is 0.000, this means that the brand image, celebrity endorsement and product quality variables have a joint influence on the purchasing decision variable, thus the results can be said to be a suitable model.

t-Test (Partial Regression)

The t-test means that individually the independent variables (brand image, celebrity endorsement and product quality) have a partial influence on purchasing decisions.

1. The Brand Image variable is known to have a statistical test value of t count of 3.165 while the t table value is 1.984 and a significance value of $0.002 < 0.05 (\alpha)$. This means that the brand image variable has a significant influence on purchasing decisions.
2. The Celebrity Endorse variable is known to have a statistical test value of t count of 3.493 while the t table value is 1.984 and a significance value of $0.001 < 0.05$

(α). This means that the Celebrity Endorse variable has a significant influence on purchasing decisions.

3. The Product Quality variable is known to have a statistical test value of t count of 2.859 while the t table value is 1.984 and a significance value of $0.005 < 0.05$ (α). This means that the product quality variable has a significant influence on purchasing decisions.

Coefficient of Determination Test (R²)

Based on the results of the coefficient of determination (R²) test, it is known that the adjusted R² value is 0.512, thus the ability of capital to explain purchasing decision variables is 51.2%. This shows that 51.2% is owned by the brand image, celebrity endorsement, and product quality variables, while the remaining 48.8% is influenced by other factors not studied.

DISCUSSION

1. The Influence of Brand Image on Emina Skincare Purchasing Decisions at Neyya Shop Nusukan Surakarta

The brand image variable has a calculated t value of $3.165 > t$ table of 1.984 with a significance value of 0.002 which is smaller than $\alpha = 0.05$. This means that brand image has a significant positive influence on purchasing decisions.

This proves that the better the brand image of Neyya Nusukan Solo, the higher the likelihood of consumers making purchasing decisions. A positive brand image can create perceptions of trust, perceived quality, and product credibility in the eyes of consumers, particularly for cosmetics and skincare products, which are highly sensitive to safety and effectiveness.

The results of this study are in line with previous studies conducted by Aprilianti et al., (2023), Cantika (2023), and Jannah et al (2024) which stated that brand image has a positive and significant influence on product purchasing decisions.

These results also show that brand image is a key factor in influencing consumer preferences, where brands that have a good reputation, are widely known, and have positive associations will be more easily chosen than lesser-known brands.

2. The Influence of Celebrity Endorsement on Emina Skincare Purchasing Decisions at Neyya Shop Nusukan Surakarta

The Celebrity Endorse variable (X₂) has a calculated t value of $3.493 > t$ table of 1.984 with a significance value of 0.001 which is smaller than $\alpha = 0.05$. This means that Celebrity Endorsement (X₂) has a significant positive influence on purchasing decisions.

The results of this study are in line with previous studies conducted by Nabilah & Anggrainie (2022), Cantika (2023), and Fahmi & Soumi (2022) which

stated that celebrity endorsement has a positive and significant influence on purchasing decisions.

These results demonstrate that the use of celebrities as endorsers plays a significant role in influencing consumer purchasing decisions at Neyya Nusukan Solo. Celebrity endorsements can enhance product appeal through the credibility, attractiveness, and trustworthiness inherent in these public figures. In the context of cosmetic and skincare products, this influence becomes even more relevant because consumers tend to trust the experiences and recommendations of figures they perceive as attractive and reputable. Celebrities also serve as reference groups that shape consumer perceptions and preferences, particularly among the dominant young age group in this study.

3. The Influence of Product Quality on Emina Skincare Purchasing Decisions at Neyya Shop Nusukan Surakarta

The Product Quality variable (X3) has a calculated t value of 2.859 > t table of 1.984 with a significance value of 0.005 which is smaller than $\alpha = 0.05$. This means that Product Quality (X3) has a significant positive influence on purchasing decisions.

The results of this study are in line with research conducted by Aprilianti et al., (2023), Nabilah & Anggrainie (2022), and Rachmah (2025) which stated that there is a positive and significant influence between product quality and purchasing decisions.

These results demonstrate that the higher the quality of the products offered by Emina Skincare, the greater the consumer's tendency to make a purchase. Product quality is a crucial factor because it is directly related to the benefits perceived by consumers, especially for cosmetic and skincare products that demand aspects of safety, skin suitability, and effectiveness of use. Behaviorally, consumers tend to conduct more in-depth evaluations (high involvement) of high-risk products, such as skincare. In this condition, product quality functions as a key determinant because it can reduce uncertainty and perceived risk. Products with good quality will increase consumer trust and encourage repeat purchases.

CONCLUSION AND SUGGESTIONS

Based on the results of the analysis, discussion, and testing that have been carried out, it can be concluded that brand image, celebrity endorsement, and product quality each have a positive and significant influence on the purchasing decision of Emina Skincare at Neyya Shop Nusukan Surakarta. The results of the regression analysis also show an Adjusted R Square value of 0.512, which means that 51.2% of the variation in purchasing decisions can be explained by the variables of brand image, celebrity endorsement, and product quality, while the remaining 48.8% is influenced by other variables outside the research model. Based on these results, it is recommended that Emina Skincare maintain its well-established brand image among the public as a superior and safe product for skin health, continue to use celebrity

endorsements that are able to reflect the character of the product with a fun, playful, and attractive teenage concept for consumers, and always maintain product quality through the use of quality ingredients, product safety, formula innovation, and effectiveness in caring for the skin to maintain consumer trust and be able to compete in the skincare industry. In addition, further research is expected to add other variables, such as price, brand trust, consumer satisfaction, and perceived value, so that it can provide a more comprehensive picture of the factors that influence purchasing decisions for Emina Skincare products.

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