



# THE INFLUENCE OF CELEBRITY ENDORSER AND BRAND IMAGE ON PURCHASE DECISION FOR WARDAH FACIAL MOISTURIZER PRODUCTS AMONG CONSUMERS IN DEPOK CITY

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## Abstract

*This study aims to analyze the influence of celebrity endorser and brand image on purchase decision for Wardah facial moisturizer products among consumers in Depok City. The research method used is a quantitative approach with data collection techniques through a Likert scale questionnaire. Data were collected from 100 respondents who have purchase or used Wardah facial moisturizer products in Depok City. The sampling technique used non-probability sampling with a purposive sampling method. Data analysis used multiple linear regression using the SPSS application. The results of the study indicate that celebrity endorser has a significant influence on purchase decision, and brand image has a significant influence on purchase decision. In addition, celebrity endorser and brand image simultaneously or together have a significant influence on purchase decision. These findings indicate that the presence of public figures is able to attract consumers' attention, while a strong brand image plays an important role in encouraging purchase decision for Wardah facial moisturizer products among consumers in Depok City. Therefore, companies need to pay closer attention to and improve their marketing strategies, particularly those related to the use of appropriate celebrity endorser, as well as building and strengthening a positive brand image. Both of these factors can enhance purchase decision for Wardah facial moisturizer products in Depok City.*

**Keywords:** Celebrity Endorser, Brand Image, Purchase Decision, Wardah Facial Moisturizer, Depok City.

## 1. INTRODUCTION

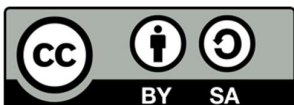
The cosmetics industry in Indonesia has experienced significant growth and has become one of

the sectors that plays a key role in supporting the national economy (Septiani et al., 2022). The large number of players in the cosmetics industry has intensified competition, so companies need to increase production to meet consumer demand (Dewi & Maghfuriyah, 2026). These conditions are driving local entrepreneurs to continue developing innovations and new breakthroughs in order to remain competitive amid the intense competition in the cosmetics industry (Widiya et al., 2024).

With so many cosmetic brands available, consumers may find it difficult to decide which product to buy (Yanti et al., 2024). Therefore, a deep understanding of consumers enables companies to effectively meet market needs when making decision (Aeni, 2021). Purchase decision can be influenced by various internal and external factors, including perceptions of celebrity endorser and brand image (Baharuddin & Panus, 2025). Consumers' purchase decision are influenced not only by celebrity endorser but also by a product's brand image (Yuniar & Suryaningsih, 2023).

In order to maintain its position in the market while attracting more consumers, a company must be able to use a promotional strategy capable of influencing consumer perceptions and behavior (Ramazalena, 2025). Marketing serves as a means of conveying product information to consumers through celebrity endorser and brand image (Noviyanti et al., 2026). These efforts can help companies introduce and market their products to consumers more effectively (Sudari & Pambreni, 2024). Therefore, marketing strategy plays a very important role in determining the success rate of a product so that it can compete and be accepted in the market (Rachmawati et al., 2024). Celebrity endorser play an important role in marketing activities because they are able to influence consumer decision in the product purchase process (Nuha et al., 2024). By introducing a product with a good brand image, it can attract consumers attention and influence purchase decision (Maro'ah & Rosyidi, 2024). Therefore, brand image plays an important role in increasing customer interest in the products offered by the company (Rahayu et al., 2023).

One of the local brands that is quite popular and competes in the cosmetics industry in Indonesia is Wardah (Napitupulu et al., 2023). Wardah is a cosmetic brand produced by PT Paragon Technology and Innovation (Karamoy, 2022). Wardah was first introduced in 1995, and in 1999 the brand obtained halal certification from LPOM MUI, making it a pioneer of halal beauty products in Indonesia (Cantika, 2023). Wardah is one of the cosmetic brands listed in the Top Brand Index (TBI) from 2021 to 2026, however, the performance of Wardah's facial moisturizers has fluctuated, and over the past three years, it has shown a consecutive decline as recorded in the index (Aushafina & Purwanto, 2024). The Top Brand Index for Wardah's facial moisturizer can be seen in the Top Brand



Index table below:

**Table 1. Top Brand Index of Facial Moisturizers 2021-2026**

| Brand Name | 2021  | 2022 | 2023  | 2024  | 2025  | 2026  |
|------------|-------|------|-------|-------|-------|-------|
| Garnier    | 10,8% | 18%  | 20,8% | 18,1% | 12,1% | 12,4% |
| Wardah     | 21,4% | 15%  | 15,3% | 12,1% | 11,8% | 10,8% |
| Citra      | 10,2% | 7,2% | 6,2%  | 6,4%  | 6,3%  | 5,9%  |
| Nivea      | 3,7%  | 3,7% | 3,3%  | 4,4%  | 3,2%  | 3,4%  |

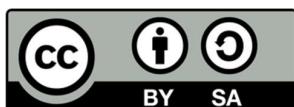
Source: Top Brand Award (2025)

Based on the top facial moisturizer brand index table, it can be seen that Wardah's facial moisturizer brand index score has fluctuated and declined over the past three years in a row. Based on this data, the decline in Wardah's facial moisturizer performance is evident. While it led the facial moisturizer brand index in 2021, it dropped to second place by 2026. This situation indicates that Wardah's facial moisturizer has not been able to maintain its strong market position, so the company needs to give serious consideration to implementing the right strategies to revitalize the brand's performance.

Previous research has shown that there is a positive and significant influence of the celebrity endorser variables on purchase decision (Audrey, 2021). Meanwhile, Dzakhirah (2021) found that brand image has a positive and significant effect on purchase decision. However, different results were shown by research conducted by Pudyarningsih et al., (2022) which found that partially, celebrity endorser does not have a significant effect on purchase decision. In the research by Yunita & Indriyatni (2022) brand image does not have a significant effect on a person's decision to purchase. Thus, there is still a gap in the results of previous research related to the influence of celebrity endorser and brand image on purchase decision that needs to be reviewed because there are differences in the findings of previous studies. Based on the problems and background that have been explained, the author is interested in conducting research with the title "The Influence of Celebrity Endorser and Brand Image on Consumers' Purchase Decision for Wardah Facial Moisturizer Products in Depok City".

## 2. METHOD

The research method used is a quantitative approach with data collection techniques through a Likert scale questionnaire. Data were collected from 100 respondents who had purchased Wardah facial moisturizer products in Depok City. The data sources used in this study are two sources, namely



primary sources and secondary sources. The sampling technique uses non-probability sampling with a purposive sampling method. Data analysis was carried out through several stages, including instrument validity and reliability tests, classical assumption tests (normality tests, multicollinearity tests, heteroscedasticity tests), hypothesis tests (t-test (partial), f-test (simultaneous), multiple linear regression analysis, determination coefficients test ( $R^2$ ), partial correlation coefficients test ( $r^2$ ). The entire data processing process was carried out with the help of SPSS software version 27.

### 3. RESULTS AND DISCUSSION

This research uses a quantitative approach. The results of the data analysis, which include respondent characteristics, descriptive statistical analysis, instrument testing, classical assumption testing, hypothesis testing, multiple linear regression analysis, coefficients of determination ( $R^2$ ) testing, and partial correlation coefficients ( $r^2$ ) testing, all of which were processed with the help of SPSS software version 27, are presented as follows:

#### 3.1 Instrument Testing

##### 3.1.1 Validity and Reliability Testing

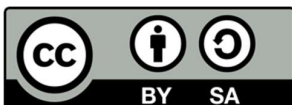
Validity tests are used to evaluate the extent to which a measurement instrument, such as a questionnaire, is capable of producing accurate data. The researchers involved 30 respondents, using a significance level of 5%. The following are the validity test results for the celebrity endorser, brand image, and purchase decision variables:

**Table 2. Validity Test Results**

| Variables               | Number of Items | Valid Item | Description |
|-------------------------|-----------------|------------|-------------|
| Celebrity Endorser (X1) | 8               | 8          | Valid       |
| Brand Image (X2)        | 6               | 6          | Valid       |
| Purchase Decision (Y)   | 18              | 18         | Valid       |

Source: Data Analysis Results Using SPSS Version 27 (2026)

Based on the results of the validity test, it was found that the calculated  $r$  values for each item in the variables celebrity endorser (X1), brand image (X2), and purchase decision (Y) were greater than the table  $r$  value (0,361), and the significance level was  $< 0,05$ , therefore, all items were deemed valid and suitable for use as research instruments. The following are the results of the reliability test for the variables celebrity endorser (X1), brand image (X2), and purchase decision (Y):



**Table 3. Reliability Test Results**

| No | Variables               | Cronbach's Alpha | Description |
|----|-------------------------|------------------|-------------|
| 1. | Celebrity Endorser (X1) | 0,923            | Reliable    |
| 2. | Brand Image (X2)        | 0,920            | Reliable    |
| 3. | Purchase Decision (Y)   | 0,958            | Reliable    |

Source: Data Analysis Results Using SPSS Version 27 (2026)

Based on the results of the reliability test, it was found that all variable in this study had Cronbach's Alpha values exceeding 0,70. The celebrity endorser variable (X1) has a value of 0,923, the brand image variable (X2) has a value of 0,920, and the purchase decision variable (Y) has a value of 0,958. Consequently, all research instruments were found to be reliable and suitable for use as measurement tools, and can be relied upon in the subsequent research analysis process.

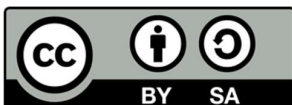
### 3.2 Test of Classical Assumptions

#### 3.2.1 Normality Test Results

Based on the test results, the normality test results are shown in the following table:

**Table 4. Results of the Normality Test**

| One - Sample Kolmogorov-Smirnov Test              |                         |             |                         |
|---------------------------------------------------|-------------------------|-------------|-------------------------|
|                                                   |                         |             | Unstandardized Residual |
| N                                                 |                         |             | 100                     |
| Normal Parameters <sup>a,b</sup>                  | Mean                    |             | 0,0000000               |
|                                                   | Std. Deviation          |             | 6,11868846              |
| Most Extreme Differences                          | Absolute                |             | 0,074                   |
|                                                   | Positive                |             | 0,074                   |
|                                                   | Negative                |             | -0,072                  |
| Test Statistic                                    |                         |             | 0,074                   |
| Asymp. Sig. (2-tailed) <sup>c</sup>               |                         |             | 0,200 <sup>d</sup>      |
| Monte Carlo Sig. (2-tailed) <sup>e</sup>          | Sig.                    |             | 0,191                   |
|                                                   | 99% Confidence Interval | Lower Bound | 0,181                   |
|                                                   |                         | Upper Bound | 0,201                   |
| a. Test distribution is normal                    |                         |             |                         |
| b. Calculated from data                           |                         |             |                         |
| c. Liliefors Significance Correction              |                         |             |                         |
| d. This is a lower bound of the true significance |                         |             |                         |



e. Liliefors' method based on 10000 Monte Carlo samples with starting seed 2000000

Source: Data Analysis Results Using SPSS Version 27 (2026)

Based on the table of results from the normality test using the one-sample Kolmogorov-Smirnov method, the Asymp. Sig. (2-tailed) value is 0,200. This value is greater than the significance level of 0,05. According to the decision criteria for the Kolmogorov-Smirnov test, if the Asymp. Sig. (2-tailed) value is greater than 0,05, the data is considered to be normally distributed.

### 3.2.2 Results of the Multicollinearity Test

Based on the results of the tests conducted, the results of the multicollinearity test are shown in the following table:

**Table 5. Results of the Multicollinearity Test**

| Coefficients <sup>a</sup> |            |                             |       |                             |       |                         |               |
|---------------------------|------------|-----------------------------|-------|-----------------------------|-------|-------------------------|---------------|
|                           |            | Unstandardized Coefficients |       | Unstandardized Coefficients |       | Collinearity Statistics |               |
|                           |            | Std                         |       |                             |       |                         |               |
| Model                     |            | B                           | Error | Beta                        | t     | Sig.                    | Tolerance VIF |
| 1                         | (Constant) | 12,596                      | 4,629 |                             | 2,721 | 0,008                   |               |
|                           | Celebrity  | 1,072                       | 0,144 | 0,560                       | 7,449 | < 0,001                 | 0,608 1,646   |
|                           | Endorser   |                             |       |                             |       |                         |               |
|                           | Brand      | 1,013                       | 0,225 | 0,339                       | 4,505 | < 0,001                 | 0,608 1,646   |
|                           | Image      |                             |       |                             |       |                         |               |

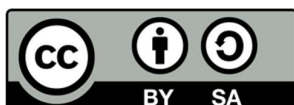
a. Dependent Variable Purchase Decision

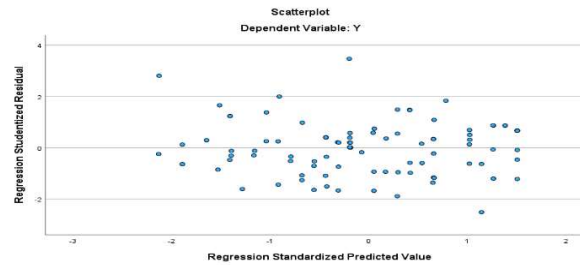
Source: Data Analysis Results Using SPSS Version 27 (2026)

Based on the results of the multicollinearity test, the tolerance value for the celebrity endorser, and brand image, variable was 0,608, while the variance inflation factor (VIF) value for the celebrity endorser and brand image variable was 1,646, where the tolerance value was greater than 0,10 and the VIF value was less than 10. Therefore, it can be concluded that the regression model used in this study does not exhibit multicollinearity.

### 3.2.3 Results of the Heteroscedasticity Test

Based on the result of the tests conducted, the result of heteroscedasticity test can be seen in the following figure:





**Figure 1. Results of the Heteroscedasticity Test**

Source: Data Analysis Results Using SPSS Version 27 (2026)

Based on the resulting scatterplot, it can be seen that the residual points are randomly scattered around the zero line on the Y-axis, both above and below it. This distribution does not show any specific pattern, such as a conical shape, a flared shape, or a curved pattern. Therefore, it can be concluded that there is no evidence of heteroscedasticity.

### 3.3 Hypothesis Testing

#### 3.3.1 T-Test (Partial)

The t-value is determined based on the degrees of freedom (df), which are calculated using the formula  $df = n - k$ , where n is the sample size and k is the number of variables in the study (Wahyudin et al., 2022). The results of the hypothesis testing using the t-test in this study are presented in the following table:

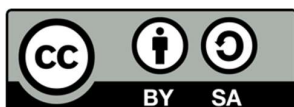
**Table 6. Results of the T-Test (Partial)**

| Coefficients <sup>a</sup> |                    |                |       |              |       |         |
|---------------------------|--------------------|----------------|-------|--------------|-------|---------|
|                           |                    | Unstandardized |       | Standardized |       |         |
|                           |                    | Coefficients   |       | Coefficients |       |         |
|                           |                    | Std.           |       |              |       |         |
| Model                     |                    | B              | Error | Beta         | t     | Sig.    |
| 1                         | (Constant)         | 12,596         | 4,629 |              | 2,721 | 0,008   |
|                           | Celebrity Endorser | 1,072          | 0,144 | 0,560        | 7,449 | < 0,001 |
|                           | Brand Image        | 1,013          | 0,225 | 0,339        | 4,505 | < 0,001 |

a. Dependent Variable: Purchase Decision

Source: Data Analysis Results Using SPSS Version 27 (2026)

### 1. The Influence of Celebrity Endorser on Consumers' Purchase Decision for Wardah Facial Moisturizers in Depok City





Based on the data in the table above, it can be seen that the celebrity endorser variable has a calculated t-value of 7,449, which is greater than the critical t-value of 1,984. The significance level was also  $< 0,05$ . Thus, these results indicate that the celebrity endorser variable has a significant influence on consumers' decision to purchase Wardah facial moisturizers in Depok city. This is supported by a previous study conducted by Jayanti & Siahaan (2021), which found that celebrity endorser influence purchase decision. Therefore, the result of the first hypothesis test in this study is that  $H_01$  is rejected and  $H_{a1}$  is accepted.

## 2. The Effect of Brand Image on Consumers' Purchase Decision Regarding Wardah Facial Moisturizers in Depok City

Based on the data in the table above, it is evident that the brand image variable has a calculated t-value of 4,505, which is greater than the critical t-value of 1,984. The significance level is also less than 0,05. Thus, these results indicate that the brand image variable has a significant influence on consumers' decision to purchase Wardah facial moisturizers in Depok city. This is supported by previous research conducted by Karamoy (2022), which found that brand image has a significant influence on purchase decision. Therefore, the result of the second hypothesis test in this study is that  $H_02$  is rejected and  $H_{a2}$  is accepted.

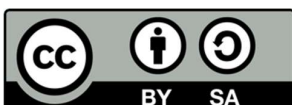
### 3.3.2 Results of the F-Test (Simultaneous)

The f-table value is determined using degrees of freedom  $df_1 = k$  and  $df_2 = (n-k-1)$  at a 5% significance level (Sugiyono, 2025). The results of the hypothesis testing using the F-test are shown in the following table:

**Table 7. Results of the F-Test Hypothesis Test**

| Anova <sup>a</sup>                                         |                |    |             |        |             |
|------------------------------------------------------------|----------------|----|-------------|--------|-------------|
| Model                                                      | Sum of Squares | df | Mean Square | F      | Sig.        |
| 1 Regression                                               | 7410,353       | 2  | 3705,177    | 96,968 | $< 0,001^b$ |
| Residual                                                   | 3706,397       | 97 | 38,210      |        |             |
| Total                                                      | 11116,750      | 99 |             |        |             |
| a. Dependent Variable: Purchase Decision                   |                |    |             |        |             |
| b. Predictors: (Constant), Brand Image, Celebrity Endorser |                |    |             |        |             |

Source: Data Analysis Results Using SPSS Version 27 (2026)





Based on the table above, the calculated f-value is 96,968. However, the critical f-value is 3,090. Therefore, the calculated f-value is greater than the critical f-value, and the significance level is less than 0,05. Consequently, Ha3 was accepted and H03 was rejected, meaning that celebrity endorser and brand image simultaneously have a significant effect on consumers' decision to purchase Wardah facial moisturizers in Depok city. This is supported by previous research conducted by Siregar et al., (2021), which found that celebrity endorser and brand image simultaneously have a positive and significant effect on purchase decision. Therefore, the result of the third hypothesis test in this study is that H03 is rejected and Ha3 is accepted.

### 3.4 Multiple Linear Regression Analysis

According to Priyastama (2020), multiple linear regression is used to assess the extent to which several independent variable influence a single dependent variable. The results of the multiple linear regression analysis in this study are presented in the following table:

**Table 8. Results of Multiple Linear Regression Analysis**

| Coefficients <sup>a</sup> |                    |                |              |       |               |
|---------------------------|--------------------|----------------|--------------|-------|---------------|
|                           |                    | Unstandardized | Standardized |       |               |
|                           |                    | Coefficients   | Coefficients |       |               |
|                           |                    | Std.           |              |       |               |
| Model                     |                    | B              | Error        | Beta  | t Sig.        |
| 1                         | (Constant)         | 12,596         | 4,629        |       | 2,721 0,008   |
|                           | Celebrity Endorser | 1,072          | 0,144        | 0,560 | 7,449 < 0,001 |
|                           | Brand Image        | 1,013          | 0,225        | 0,339 | 4,505 < 0,001 |

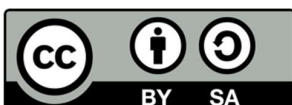
a. Dependent Variable: Purchase Decision

Source: Data Analysis Results Using SPSS Version 27 (2026)

Based on the results in the coefficients table above, the multiple linear regression equation is as follows:

$$Y = 12,596 + 1,072X_1 + 1,013X_2$$

1. The results of the multiple linear regression analysis show that the constant value obtained in this study is 12,596. This means that if the values for celebrity endorser (X1) and brand image (X2) are set to 0, the value of the purchase decision (Y) remains at 12,596. This indicates that there are other factors outside the model that also influence consumers' decision to purchase Wardah facial moisturizers in Depok city.



2. The regression coefficient for the celebrity endorser variable (X1) is 1,072, indicating that celebrity endorser has a positive influence on purchase decision. In other words, a one-unit increase in the celebrity endorser variable will increase the purchase decision by 1,072 units, assuming that the brand image variable remains constant.
3. The regression coefficient for the brand image variable (X2) is 1,013, indicating that brand image has a positive influence on purchase decision. This means that every one-unit increase in the brand image variable will increase the purchase decision by 1,013 units, assuming that the celebrity endorser variable remains constant.

### 3.5 Coefficient of Determination ( $R^2$ ) Test

In this study, the coefficient of determination ( $R^2$ ) was used to determine the extent to which the independent variable could explain the dependent variable. The results of the coefficient of determination tests in this study are shown in the following table:

**Table 9. Results of the Coefficient of Determination ( $R^2$ ) Test**

| Model Summary                                              |                    |          |                   |                            |
|------------------------------------------------------------|--------------------|----------|-------------------|----------------------------|
| Model                                                      | R                  | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                                                          | 0,816 <sup>a</sup> | 0,667    | 0,660             | 6,181                      |
| a. Predictors: (Constant), Brand Image, Celebrity Endorser |                    |          |                   |                            |

Source: Data Analysis Results Using SPSS Version 27 (2026)

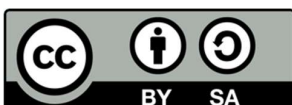
Based on the table above, the Adjusted R-Square value is 0,660, indicating that the variable of celebrity endorser and brand image account for 66,0% of the variation in consumers' decision to purchase Wardah facial moisturizers in Depok, while the remaining 34,0% is influenced by other factors outside the scope of this study.

### 3.6 Partial Correlation Coefficient Test ( $r^2$ )

According to Sitorus (2024), the partial correlation coefficient ( $r^2$ ) is used to determine the strength of the relationship between the independent variable and the dependent variable. The results of the partial correlation coefficient ( $r^2$ ) tests in this study are shown in the following table:

**Table 10. Results of the Partial Correlation Coefficient Test ( $r^2$ )**

| Variable                | Correlation Coefficient | $r^2$ (%) |
|-------------------------|-------------------------|-----------|
| Celebrity Endorser (X1) | 0,773                   | 59,75%    |



|                  |       |        |
|------------------|-------|--------|
| Brand Image (X2) | 0,690 | 47,61% |
|------------------|-------|--------|

Source: Data Analysis Results Using SPSS Version 27 (2026)

The data above show that the partial correlation coefficient between celebrity endorser (X1) and purchase decision (Y) is 0,773. The partial correlation coefficient between brand image (X2) and purchase decision (Y) is 0,690. Therefore, it can be concluded that:

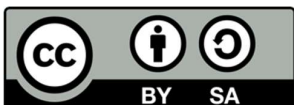
1. Celebrity endorser has purchase a strong correlation of 0,773 with purchase decision. In addition, celebrity endorsements account for 59,75% of the variation in purchase decision for Wardah facial moisturizers among consumers in Depok City.
2. Brand image has a strong correlation of 0,690 with purchase decision. In addition, brand image accounts for 47,61% of the variance in purchase decision for Wardah facial moisturizer among consumers in Depok City.

### **3.7 The Influence of Celebrity Endorser on Consumers' Purchase Decision for Wardah Facial Moisturizers in Depok City**

Based on the research findings, the celebrity endorser variable (X1) is proven to have a significant influence on purchase decision for Wardah facial moisturizer products among consumers in Depok City. These findings are supported by research conducted by Wabang et al., (2023), Susilo & Handayani (2023), and Siregar et al., (2021), which indicates that celebrity endorser have a positive and significant influence on purchase decision. These three studies reinforce the finding that marketing strategies using celebrity endorser can help increase consumer confidence in making purchase decision regarding a product. However, a separate study conducted by Stefany (2023) found that there was no significant partial effect of celebrity endorser on purchase decision. These differing findings suggest that the influence of celebrity endorser on purchase decision remains inconsistent, so further research is needed to obtain a clearer and more comprehensive picture.

### **3.8 The Effect of Brand Image on Consumers' Purchase Decision Regarding Wardah Facial Moisturizers in Depok City**

Based on the research findings, the brand image variable (X2) is proven to have a significant influence on purchase decision for Wardah facial moisturizer products among consumers in Depok City. This finding is reinforced by research conducted by Dzakirah et al., (2021), Aini et al., (2022), and Umar et al., (2025), which indicates that brand image has a significant influence on purchase decision. Based on these findings, it can be concluded that brand image plays a very important role in the purchase decision making process. However, a separate study conducted by Nugroho & Sarah



(2021) found that brand image, when considered in isolation, does not have a significant effect on purchase decision. These differing findings indicate that the influence of brand image on purchase decision has not yet yielded consistent results, so further research is needed to gain a more comprehensive understanding.

### **3.9 The Influence of Celebrity Endorser and Brand Image on Consumers' Purchase Decision for Wardah Facial Moisturizers in Depok**

Based on the research findings, the celebrity endorser and brand image variable have an influence on purchase decision for Wardah facial moisturizer products among consumers in Depok City. These findings are supported by research conducted by Rosita & Novitaningtyas (2021), Wabang et al., (2023), and Yuniar & Suryaningsih (2023), which indicates that celebrity endorser and brand image simultaneously or collectively have a significant influence on purchase decision. Based on the findings of previous research, it can be seen that celebrity endorser and brand image together play an important role in influencing purchase decision. The better the celebrity endorser used and the stronger the brand image possessed by a product, the greater the tendency of consumers to make purchase decision.

## **4. CONCLUSION**

This research shows that celebrity endorser has a significant effect on purchase decision in Depok City, and brand image has a significant effect on purchase decision in Depok City. In addition, celebrity endorser and brand image simultaneously have a significant effect on purchase decision in Depok City. These findings indicate that the presence of public figures is able to attract consumer attention, while a strong brand image plays an important role in driving purchase decision for Wardah facial moisturizer products among consumers in Depok City. Therefore, companies need to pay closer attention to and improve their marketing strategies, particularly regarding the use of appropriate celebrity endorser, as well as building a strong and positive brand image. Both of these factors can increase purchase decision for Wardah facial moisturizer products in Depok City.

## **ACKNOWLEDGMENTS**

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## **CONFLICT OF INTEREST**

The authors declare that there are no conflicts of interest to report regarding the conduct or

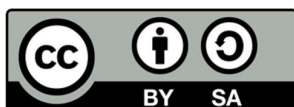


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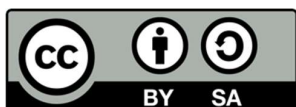
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