

The Effect Of Korean Celebrities As Brand Ambassadors On Cosmetic Products Customer's Purchase Intention In Batam City

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ABSTRACT

The purposes of this study are to determine the credibility of Korean celebrities as brand ambassadors (attractiveness, trustworthiness, expertise, match-up), the effect of perceived value and EWOM on purchase intention, as well as the influence of attitude toward the brand as a mediation of Korean celebrities' credibility and purchase intention. It applied quantitative research that was conducted by distributing an online questionnaire consisting of 33 questions. The number of respondents was as many as 479 people who were selected using a non-probability sampling technique with purposive sampling. Statistical descriptive data included the classification of gender, age, occupation, monthly income, and screening outlier data that were tested using SPSS. While PLS was used to evaluate the measurement model (outer model) in order to assess the validity and reliability of the model and evaluation of the structural model (inner model) which aimed to predict the relationship between latent variables. The results indicated that trustworthiness and match-up have a significant influence on attitude toward brand and purchase intention. Then it also influenced the variables perceived value and attitude toward the brand on purchase intention. Meanwhile, attitude toward brand has been considered as a mediator that mediates the relationship between trustworthiness and match-up.

Keywords: Purchase Intention, Attitude toward Brand, Celebrity Credibility, Perceived Value, EWOM

1. Introduction

The global economy is projected to grow 5.9 percent in 2021 and 4.9 percent in 2022 (IMF, World Economic Outlook, October 2021), while the Indonesian economy is expected to grow at least 5 percent in 2022 (UOB Economic Outlook 2021). This growth will certainly affect the huge business competition among companies. It encourages business actors to innovate or create breakthroughs in any aspect, including offering products as a consumer wants and needs, so that these can also survive or occupy the top ranks of their competitors (Imani & Martini, 2021). Even so, a high-quality product is not always meant to attract consumers, but companies also need to introduce their products to the public by implementing appropriate marketing strategies that can arouse the curiosity of potential consumers, and then it encourages them to buy the sales products. Purchase intention is considered very important because it can encourage customer purchasing decisions which automatically affect the company's sales.

There are many ways that companies do to introduce and attract people's attention to buy their products or services. According to Wolters Kluwer (2021) an effective way to reach customers is to create advertisements that attract the attention of potential customers to buy the company's products or services, regardless of the method used. Even so, not a few advertisements are ineffective and fail even though the company has spent a lot of money, energy, and time just to make the advertisement. Therefore, it is important for companies to find out what kind of marketing method is right to use. When viewed from the current phenomenon, one of the marketing strategies that is currently being carried out by business actors is to involve brand ambassadors (Ahmad & Azizah, 2021). According to Saputro and Sugiharto (2018), brand ambassadors are individuals who represent and love the brands, and they are even willing to speak positively about the product. The implementation of brand ambassadors with

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famous figures is considered effective because their popularity affects the promoted products to be more interesting, so that easier to reach consumers (Utami et al, 2020). This is also supported by the statement of Dewi et al. (2020) which states that implementing the use of public figures as brand ambassadors can encourage customers in more interested compared to advertising with non-celebrity brand ambassadors. However, while often proven to be effective, choosing the right brand ambassador is not an easy decision but rather risky, given the cost of the celebrity contract. Usually, the more popular a celebrity is, the higher the price. Therefore, the effectiveness of celebrities as brand ambassadors is an interesting issue to discuss, especially now that the use of Korean celebrities as brand ambassadors is common, both for local and non-local brands. This is because the Korean wave phenomenon or the Hallyu Wave is currently being loved by the public, especially Indonesian young people (IDN Times, 2019).

One of the products endorsed by Korean celebrities is cosmetics. Korean celebrities are widely known to people who serve beautiful faces with flawless and well-groomed skin and people wished for their great beauty. According to Tirto.id (2022) the appearance of Korean celebrities represent Indonesian beauty standard, as it shows white, smooth, and glowy. Andrew Sha from RedTorch Communication also stated that the willingness of Korean fans can increase sales and brand reputation. Thus, it is no wonder that we found that Korean artists have a huge influence on the product endorsed (Marketech Apac, 2022). Regarding this phenomenon, many companies end up employing 'Korean beauty' for their brand. In selecting the right brand ambassador, it is important to consider the relevance of the celebrity to consumers and the suitability of the celebrity to brand image. Utami et al., (2020) mention that to choose a brand ambassador, they should be deeply passionate about the products so that they can explain and share in their own ways. Brand ambassadors also need to have a good image and reputation, as well as good popularity to get a positive response from consumers. Once consumers are attracted to a particular brand, so they may respond well to its advertisements, or conversely, consumers may ignore it (Ahmad & Azizah, 2021).

Besides brand ambassadors, another way to reach consumers is by utilizing the existence of technology, considering the breadth of internet access that can connect with the whole world. This can be seen in the data of Indonesian internet users which reached 204.7 million in January 2022 out of a total population of 277.7 million or in other words 73.7% in 2022 (Hootsuite, 2022). Based on the number of internet users, it indicated that electronic word of mouth (EWOM) indirectly helping for business actors. According to Hasan & Lim (2019), EWOM is any communication that leads consumers toward services or sellers via the internet. EWOM also involves communication between consumers and companies and consumers with other

consumers. Various types of digital forums already have an EWOM platform, therefore EWOM communication has spread quickly. By combining the power of brand ambassadors and EWOM, it is very possible to run a business in the midst of intense competition. Information obtained from consumers through EWOM will certainly help in understanding consumer needs and behavior, and preventing mistakes that may happen (Utami et al., 2020).

This study focuses on local and non-local cosmetic brands that use Korean celebrities as their brand ambassadors. Cosmetics are categorized as experience-good and high-involvement products. Therefore, companies also have to pay attention to the quality of the products sold, the prices should be reasonable and in accordance with the benefits of the product, customer service, ease of access to information, and other aspects that can encourage attitude toward the brand and purchase intention. Based on this statement, the perceived value variable was added to this research because if the company provides good service to consumers, for example by providing a website that can provide more specific product information based on customer preferences or carrying out activities that allow them to interact with other customers, then this can increase customer perception of the brand or product (Chen et al, 2018).

2. Literature Review

Purchase Intention

According to Li et al. (2021) purchase intention refers to the willingness of customers to buy products from certain stores or retailers, which is the thought process where customers determine their necessity and underlying reason (Nuseir, 2019). In addition, according to Cui & Bai (2020) purchase intention refers to the attitude of customers planning a product whether to use or consume. However, the customer first involves a cognitive process during the purchase choice intention, that leads to the perception or information of products. The higher the purchase intention, the higher the probability that customer will make a purchase. Several indicators influence purchase intention according to Mayningsih et al., (2021), the interest in searching for more information, the purchase decision, the desire to try, the curiosity about the product, and the intention to buy. An individual purchase intention is a complex process that is related to the perceptions, behaviors, and attitudes of consumers towards the product or service itself or even the seller (Nuseir, 2019).

Attractiveness

According to Cui & Bai (2020), attractiveness means fascinating, interesting, and pleasing. Attractiveness is one of the supporting factors in increasing consumer attitudes toward advertising, and building purchase intention. This is supported by the research of Wuisan et al. (2020), Baniya, R. (2017), Komalasari & Liliani (2021) which state that the attractiveness of celebrities will drive

customer attitudes towards brands. Research conducted by Abddurahaman et al. (2018), Wongweeranonchai & McClelland (2016), Düsenberg et al. (2016), Lim et al. (2017), Ifeanyichukwu (2016) stated that celebrity physical attractiveness has a positive effect on customer purchase intention. Based on this, the proposed hypothesis is:

H1a: Attractiveness has a significant effect on Attitude toward Brand

H1b: Attractiveness has a significant effect on Purchase Intention

Trustworthiness

According to Cui & Bai (2020), trustworthiness means honesty, trustworthy, and integrity. A good personality, approval, psychological security, and any supportive atmosphere are generally considered positive outcomes of trustworthiness. The paradigm of trust in communication will create a sense of trust and acceptance in listeners towards celebrity endorsers, as well as the information they convey. Some researchers have found that trustworthiness is one of the supporting factors that drive customer attitudes toward the brand and also purchase intention. This is supported by the research of Wuisan et al. (2020), Wang & Scheinbaum (2017), Mahwama, Vuyelwa (2016), Ha & Lam (2017), Sheeraz et al. (2016) which state that celebrity trust will influence customer attitudes towards the brands. Abddurahaman et al. (2018), Düsenberg et al. (2016), Weismueller et al. (2020), Chekima et al. (2020), Park & Lin (2020) also stated that it is found that celebrity trust has a positive effect on customer purchase intention. Based on this, the proposed hypothesis is:

H2a: Trustworthiness has a significant effect on Attitude toward Brand

H2b: Trustworthiness has a significant effect on Purchase Intention

Expertise

According to Cui & Bai (2020), expertise means proficient, experienced, knowledgeable, qualified, and skilled. In this case, consumers usually assume that celebrity endorsers who have expertise as the indicator of celebrity credibility can improve the image of the brand or product. For example, some clothing companies appoint famous designers to speak about their brand. Of course, celebrities' proficiency will affect people's views on the product. Therefore, it is necessary for a brand to show and gain consumers' trust with a skilled ambassador. In addition, consumers also usually perceive information from a trusted source, and it plays the role of celebrities in providing its objective information to the public through advertising. Some researchers have found that expertise is one of the supporting factors that can influence customer attitudes toward the brand and the purchase intention. This is supported by the research of Wuisan et al. (2020) and Ha & Lam (2017) which state that celebrities' trust will drive customer attitudes towards brands. Wongweeranonchai & McClelland (2016),

Ifeanyichukwu (2016), Weismueller et al. (2020), Chekima et al. (2020), Seiler & Kuczka (2017) on their researches stated that celebrity trust has a positive effect on customer purchase intention. Based on this, the proposed hypothesis is:

H3a: Expertise has a significant influence on Attitude toward Brand

H3b: Expertise has a significant influence on Purchase Intention

Match-Up

According to Cui & Bai (2020), match-up refers to the suitability between celebrity endorsers and the promoted product or brand. This suitability will find the ideal set of celebrities for each product. In addition, it helps celebrities to easily adjust the message conveyed. Some researchers have found that match-up is one of the supporting factors that can affect on customer attitudes towards the brand and purchase intention. This is supported by the research of Wuisan et al. (2020), Ha & Lam (2017), Baniya, R. (2017), Komalasari & Liliani (2021) which stated that celebrity trust may influence customer attitudes towards brands. Lim et al. (2017), Khan et al. (2019), Baniya, R. (2017), Anwar & Jalees (2017), Aprianingsih et al. (2020) also stated that celebrity trust has a positive effect on customer purchase intention. Based on this, the proposed hypothesis is:

H4a: Match-up has a significant effect on Attitude toward Brand

H4b: Match-up has a significant effect on Purchase Intention

Perceived Value

According to Silva et al. (2019), Perceived value is a consumer's total evaluation of a product on what is received and what is given. The consumer is not only willing to pay for the products by its money sacrifice but also time and effort on the perceived quality of the product and willing to repurchase (Ali & Bhasin, 2019). Perceived value can be considered as the basis of all transactions because consumers choose products that provide the highest value. In this regard, several researchers such as Konuk, Faruk Anil (2018), Chen et al. (2018), Han-sopaheluwakan & Kristiyanto (2020), Salahzadeh & Pool (2016), Graciola et al. (2020) found that perceived value is one of the supporting factors that encourage consumer purchase intention. Based on this, the proposed hypothesis is:

H5: Perceived Value has a significant effect on Purchase Intention

Electronic Word of Mouth (EWOM)

Electronic word of mouth (EWOM) is customer positive and negative statements of product consumption that spread over digital tools. According to Rahman et al (2020), EWOM has become an interactive way for brands and it has a powerful impact on other customer purchase intentions. This is because of the role of experienced customers to review the quality of a product. Customers certainly cannot evaluate service or product quality before experiencing it

for themselves, so some customers depend on the interactive effect of EWOM. In this regard, several researchers such as Nuseir, M.T (2019), Putra et al. (2019), Mayningsih et al. (2021), Ivana W. & Uturestantix (2018), Al Halbusi & Tehseen (2018) found that EWOM is one of the supporting factors that invite consumer purchase intention. Based on this, the proposed hypothesis is:

H6: Electronic Word of Mouth (EWOM) has a significant effect on Purchase Intention

Attitude toward Brand

According to Chin et al. (2019) Attitude toward brand refers to the consumer's favorable or unfavorable response to product evaluations in terms of design, symbol, or any other feature that identifies a product or service as distinct from other sellers. Several researchers, involving Wuisan et al. (2020), Mahwama, Vuyelwa (2016), Komalasari & Liliani (2021), Lim et al. (2017), Wang & Scheinbaum (2017) find that one of the supporting factors that are helpful to build up consumer purchase intention involves attitude toward brand. Based on this, the proposed hypothesis is:

H7: Attitude toward Brand has a significant influence on Purchase Intention

Attitude toward Brand as Mediation

In this study, attitude toward brand refers to positive or negative customer feedback on a product that implements Korean celebrity endorsement. Sheeraz & Iqbal (2016), Ha & Lam (2017), Wuisan & Saputra (2020), Komalasari & Liliani (2021), stated that attitude toward brand has been used as an intervention mechanism to brand credibility and purchase intention, although both elements are not completely equal to each other. While Sheeraz & Iqbal (2016), their research results appointed that attitude toward brand mediates the relationship between brand credibility (trustworthiness, expertise, likeableness) and purchase intention. The results mean that it has a partial mediation on the conceptual model. This implies that brand credibility changes consumer attitudes and consumer purchase intentions. The credibility of Korean celebrities in this study, which involves attractiveness, trustworthiness, expertise, and match-up directly influences attitude toward brand and purchase intention. Therefore, attitude toward brand can be used as a mediator on source credibility (Korean celebrity credibility) and purchase intention. Based on this, the proposed hypothesis is:

H1c: Attractiveness has a significant effect on Purchase Intention that mediated by Attitude toward Brand

H2c: Trustworthiness has a significant effect on Purchase Intention that mediated by Attitude toward Brand

H3c: Expertise has a significant influence on Purchase Intention that mediated by Attitude toward Brand

H4c: Match-up has a significant effect on Purchase Intention that mediated by Attitude toward Brand

3. Research Methods

The research object involves the community of Batam City who knows about Korean celebrities who became brand ambassadors of cosmetic products, both for local and non-local brands. The technique in this study used non-probability sampling, a data selection that applies non-random procedures (Acharya et al., 2013). While the method used judgmental or purposive sampling in which the sampling design is chosen based on the researcher's assessment, to meet most include to the criteria so that successfully achieve the research objectives (Etikan & Bala, 2017).

This research data was collected from respondents who knew about cosmetic brands such as Nature Republic, Everwhite, Innisfree, Etude House, Nacific, Ms Glow that use Korean celebrities as their cosmetic brand ambassadors. The questionnaires were distributed through various social media, covering WhatsApp, Line, Instagram, and Twitter in the form of a google form link, where respondents who meet the qualifications will be directed to fill out the form. In addition, this study used secondary data derived from previous studies, such as books, articles, and journals. As a result, the researcher managed to collect 479 screening data out of 551 respondents.

The research data collected were analyzed using the Statistical Package for Social Sciences (SPSS) and Partial Least Squares (PLS). SPSS is used to analyze data, and perform statistical calculations, both for parametric and non-parametric statistics. In this study, the data processed by SPSS software applied statistical descriptive data, including gender, age, occupation, and monthly income to find outliers in data screening. Researchers also used PLS software, which is a multivariatebased structural equation modeling technique that is widely applied in business and social sciences (Latan & Noonan, 2017). The use of this multivariatebased PLS method is to easily connect various types of variables such as independent variables to dependent variables. PLS was used to evaluate the measurement model (outer model) which was carried out to assess the validity and reliability of the model and evaluation of the structural model (inner model) which aims to predict the relationship between latent variables (Ghozali, 2021).

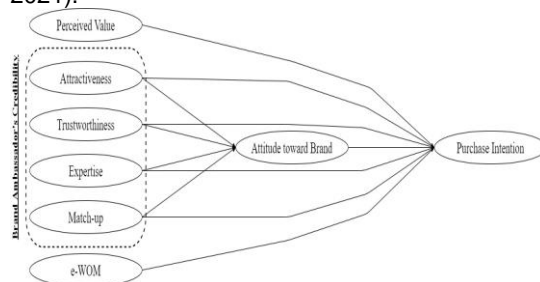


Figure 1. Conceptual Model

4. Results and Discussion

According to Z. Ali & Bhaskar (2016), descriptive analysis method is a method used based on descriptive statistics which aims to show the calculation of the demographic percentage of respondents. Descriptive statistics itself is a method that shows the relationship between types of variables. Meanwhile, Ghozali (2021), mentions that descriptive statistics also serve to provide a description or description of data that can be seen in the mean, standard deviation, variance, maximum, minimum, sum, range, kurtosis, and skewness. In this study, the descriptive statistical data displayed are gender, age, occupation, and income per month which can be seen in Appendix 1.

Based on gender distribution, the respondent is mostly belonging to the group of women in the amount of 388 respondents or 79%, while the rest of 103 respondents belonging to the group of male for about 21%.

While in the group of age, the average age of the respondents is about teens to young adults of 17-30 years. In a sort of the ages, the respondents of age group largely belonging to 17-20 years with the amount of 268 respondents or 54.6%, followed by the age group of 21-30 years have the number 213 respondents or 43.4%, then age group under 17 years old has a total of 8 respondents or 1.6%, and the last is the age group of 31-40 years, that only has 2 respondents or 0.8%, while for respondents of age group over 40 years has not been found in the questionnaires collected.

The following distribution is occupation group, the majority of respondents are belonging to students or scholars, it has been found 364 respondents with a percentage of 74.1%. Over 89 respondents with a percentage of 18.1% are belonging to public or private employees, and 29 respondents with a percentage of 5.9% are belonging to entrepreneurs, then other jobs that out of the choices written on the questionnaire as many as 6 respondents with a percentage of 1.2%, and the last one is a housewife which amounts to 3 respondents with a percentage of 1.6%.

In monthly income distribution, it can be seen that quite a lot of respondents still earn below the UMK (district/city minimum wage) in Batam which on December 1, 2021, was set by the Governor of the Riau Islands at Rp. 4,186.359 (Kompas.com, 2021). It can be concluded that there are 331 or 67.4% of respondents whose income is below the Batam UMK.

According to Hair et al. (2019) The convergent validity test is used to measure the extent to which a construct with latent variables is correlated. The high correlation here indicates that the scale measures the intended concept, while the reliability test is used to measure the level of consistency between several variable measurements or in other words to measure the consistency of respondents in answering question items in questionnaires or research instruments. The goal is to ensure that responses do not vary too much between time periods so that measurements made at any point in time are

reliable. The results of the research validity and reliability tests can be seen in Appendix 2.

Based on the outer loadings table above, all indicators have produced a value of >0.07 as well as the Average Variance Extracted (AVE) value which has met the requirements, as we find the value of >0.50 . The indicators and question items on each proposed variable can be declared to have a strong or valid correlation. In addition, the Composite Reliability value can be declared consistent or reliable. This is because the Composite Reliability value has met the requirements, as we find the value of >0.70 .

Based on the table in appendix 4, it can be seen that attractiveness has no significant effect on attitude toward brand (H1a). The results of this study are supported by Wang & Scheinbaum (2017), Mashwama (2016). However, in several studies there is a significant influence between attractiveness and attitude towards brands as in the research conducted by Wuisan et al. (2020), Baniya, R. (2017), Komalasari & Liliani (2021). Then, attractiveness has no significant effect on purchase intention (H1b). The results of this study are supported by Komalasari & Liliani (2021), Park & Lin (2020), Hani & Andre (2018). However, in several studies there is a significant influence between attractiveness and purchase intention as in the study conducted by Abdurahaman et al. (2018), Wongweeranonchai & McClelland (2016), Düsenberg et al. (2016), Lim et al. (2017), Ifeanichukwu (2016). In addition, attractiveness toward purchase intention which is mediated by attitude toward brand (H1c) shows no significant results. This proves that celebrities who have an attractive appearance will certainly support cosmetic with interesting ways. However, this is not possibly enough to create positive customer perceptions and encourage purchase interest, because cosmetic is a product that involves to experience-good and high-involvement categories, therefore when customers buy cosmetic products, of course, many things that need to be considered before making a purchase besides the appearance of the brand ambassador. However, when it comes to Korean celebrities, it is difficult to let go of the image of celebrities who are mostly known as people with attractive appearances. It is natural for people to like beautiful things and this is the main reason why many people admire the appearance of Korean celebrities. For customers who do know the celebrity or are fans of the Korean celebrities, maybe buying interest will grow quickly compared to regular customers. In addition, when viewed from the Korean wave phenomenon, when a Korean celebrity becomes a brand ambassador of a brand, of course, this will become a hot topic among the public and inevitably attract the attention of ordinary customers, although for ordinary customers compared to the attractiveness of the brand ambassador, things such as price, quality, service, will attract more customers to buy, but at least using Korean celebrities as brand ambassadors will make the market reach wider.

Trustworthiness has a significant effect on attitude toward brand (H2a). The results of this study are supported by Wuisan et al. (2020),

Wang & Scheinbaum (2017), Mahwama, Vuyelwa (2016), Ha & Lam (2017), Sheeraz et al. (2016). Then, Trustworthiness has a significant effect on purchase intention (H2b). The results of this study are supported by Chekima et al. (2020), Abbdurahaman et al. (2018), Düsenberg et al. (2016), Weismueller et al. (2020), Park & Lin (2020). In addition, trustworthiness towards purchase intention which is mediated by attitude toward brand (H2c) also shows significant results. This means that Korean celebrities ambassadors have a good image to the public and are considered sincere, honest, and trustworthy which affects customers' positive perceptions. The stronger the customer's trust in celebrities, the more it affects the image of the celebrity and the brands, and affects on customer purchase intention. Basically, people will be more confident in the words of people they trust than those who don't. Therefore, the stronger the customer's trust in celebrities will affect the value of the celebrity itself and the cosmetic brand it supports, as well as affect customer buying interest because customers think that what the celebrity says is credible and can be justified. Thus, a cosmetic brand needs to choose a celebrity who is considered to be able to gain consumer trust, because the more trusted the brand ambassador is, the more the brand endorsed by the celebrity will be trusted by consumers and get a good response, as well as influencing consumer attitudes towards cosmetic brands that have an effect on customer purchase intention.

Expertise has no significant effect on attitude toward brand (H3a). The results of this study are supported by Wang & Scheinbaum (2017), Mashwama (2016), Komalasari & Liliani (2021). However, in several studies there is a significant influence between expertise and attitude toward brand, such as in the research conducted by Wuisan et al. (2020), Ha & Lam (2017). Then, expertise has no significant effect on purchase intention (H3b). The results of this study are supported by Baniya, R. (2017), Abbdurahaman et al. (2018), Saima, & Khan (2020), Komalasari & Liliani (2021). However, in several studies there is a significant influence between expertise and purchase intention, such as in the research conducted by Wongweeranonchai & McClelland (2016), Ifeanyichukwu (2016), Weismueller et al. (2020), Chekima et al. (2020), Seiler & Kucza (2017). In addition, the hypothesis of expertise toward purchase intention which is mediated by attitude toward brand (H3c) also has no significant results. This means customers perceive that celebrity ambassadors may not be experts to promote cosmetics. Many celebrities apparently do not use the brand that they endorse. This is because most of these celebrities only carry out their roles as brand ambassadors by taking photos with products, attending product-related events, to ensuring that they do not use products from rival brands in public. So in this case it can be said that customers themselves do not think that certain skills are needed by celebrities and affect consumer views and expectations of related cosmetic brands. Even so, celebrity expertise still needs to be considered by related brands,

because consumers will certainly trust celebrities who have the same expertise as the brand they are promoting. For example, if a celebrity is a person who has expertise in the field of cosmetics, of course, customers will be easier to believe if the celebrity talks about cosmetic products because the customer knows that the celebrity has knowledge in cosmetic field. Celebrities can also act as educators and consultants on customer brands so this will certainly affect the image and customer views of the brand.

Match-up has a significant effect on attitude toward brand (H4a). The results of this study are supported by Baniya, R. (2017), Wuisan et al. (2020), Ha & Lam (2017), Komalasari & Liliani (2021). Then, Match-up has a significant effect on purchase intention (H4b). The results of this study are supported by Lim et al. (2017), Khan et al. (2019), Baniya, R. (2017), Anwar & Jalees (2017). As it is produced in the hypothesis of match-up toward purchase intention which is mediated by attitude toward brand (H4c), it also has a significant effect. This proves that celebrities who have compatibility with the supported cosmetic products make advertisements more credible and easier for customers to remember because it will indirectly foster a synergy between the cosmetic products being promoted and related celebrities. The compatibility between Korean celebrities and endorsed cosmetic brands is very important to get good results. If a Korean celebrity who advertises a cosmetic brand is deemed to be compatible with the brand, then this will increase the brand effect and make the endorsed brand stand out more and can increase the brand's popularity. On the other hand, if the celebrity does not match the advertised brand or product, this will raise doubts about the product. For example, if a cosmetic brand mentions that the product it sells can whiten the skin, while the celebrity who advertises it has dark skin, customers will naturally doubt the cosmetic brand and think that celebrities are only paid to support the brand. This certainly can affect the brand image in the eyes of customers. In addition, it will be easier for a brand to convey the meaning of the cosmetic product if the chosen celebrity matches the cosmetic product being promoted. Therefore, when a cosmetic brand has a strong compatibility with celebrities, it will produce a positive customer attitude that affects the customer's purchase intention in cosmetic products. With this, a brand needs to spend time looking for celebrities who match its type or brand image.

Perceived value has a significant effect on purchase intention (H5). This proves that if a cosmetic brand can create quality products at appropriate prices, and overall satisfactory then this will certainly create a good customer perception of cosmetic products and encourage consumer purchase intention. The selection of a popular celebrity will indeed be beneficial for the brand, because the more popular the Korean celebrity chosen, the more famous the brand being marketed will be, but in the end what is sold is still a product and nothing else. Therefore,

cosmetic products that are sold must be products with satisfactory quality, price, and benefits, and according to the needs and desires of consumers so that customers will not be disappointed with the brand and always have a good assessment of the product. The results of this study are supported by Konuk, Faruk Anil (2018) which explains that consumer perceptions of high value on products allow customers to buy the products. The results of this study are also supported by Chen et al. (2018), Hansopaheluwakan & Kristiyanto (2020), Salahzadeh & Pool (2016), Graciola et al. (2020).

Regarding EWOM, the hypothesis of it has no significant effect on purchase intention (H6). This proves that customers think that reviews or testimonials from someone on the internet cannot be trusted completely. Especially when it comes to cosmetic products. This is because differences in skin type, skin color, and even activities can affect the choice of cosmetics. Therefore, compared to choosing cosmetic products based on online consumer reviews whose identities are not even known, consumers prefer to come to offline stores and consult directly with beauty advisors who are more trustworthy. Currently, many cosmetic stores provide product testers that customers can try so that in choosing cosmetic products, seeing and assessing directly is the best way to find products that suit customers. Even so, not a few customers also like to read other customer reviews and ask for recommendations on social media about certain products to someone who may have experience buying that product, and the more people who talk well about the brand or product then this will affect the image and customer views of the brand. The results of this study are supported by Hansopaheluwakan & Kristiyanto (2020) which explains that EWOM has no effect on customer purchase intentions. However, it is important to continue to provide convenience and accessibility to customers, as well as observe perceptions and feedback on products. The results of this study are also supported by Rofiq & Suyono (2019), Rosara & Luthfia (2020). However, in several studies there is a significant influence between EWOM and purchase intention as in the study conducted by Nuseir, M.T (2019), Putra et al. (2019), Mayningsih et al. (2021), Ivana W. & Uturestantix (2018), Al Halbusi & Tehseen (2018).

The hypothesis of attitude toward brand that influences purchase intention (H7). This proves that the positive attitude of consumers towards products endorsed by Korean celebrities as brand ambassadors can lead to brand benefits and this is also a dominant predictor that can lead to consumer purchase intentions. Therefore, it is important for a brand to choose the right "face" and in accordance with the brand image or product being promoted, because the more appropriate the celebrity with the product being promoted, the more it will improve consumer attitudes and affect purchase intention. Brand ambassadors should have a positive reputation before they endorse a brand. This is because celebrities who have a good reputation will be easier to trust by the public and can indirectly

affect the customer's perspective on the products offered by the celebrity, while celebrities who have a negative reputation can damage the good name and brand image. The results of this study are supported by Wuisan et al. (2020) which explains that positive customer attitudes towards the brand, as well as the support of certain celebrities, will increase customer purchase intention. The results of this study are also supported by Mashwama (2016), Komalasari & Liliani (2021), Lim et al. (2017), Wang & Scheinbaum (2017).

5. Conclusion

Based on the results of the research conducted, there are several conclusions as follows:

1. Attractiveness has no significant effect on attitude toward brand and Purchase Intention. In addition, attractiveness toward purchase intention which is mediated by attitude toward brand also shows no significant results.
2. Trustworthiness has a significant effect on attitude toward brand and purchase Intention. In addition, trustworthiness toward purchase intention which is mediated by attitude toward brand also shows significant results.
3. Expertise has no significant effect on attitude toward brand and purchase intention. In addition, expertise toward purchase intention which is mediated by attitude toward brand also shows no significant results.
4. Match-up has a significant effect on attitude toward brand and purchase Intention. In addition, match-up toward purchase intention which is mediated by attitude toward brand also shows significant results.
5. Perceived value has a significant effect on purchase intention.
6. Electronic word of mouth (EWOM) has no significant effect on purchase intention.
7. Attitude toward brand has a significant effect on purchase intention.

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Appendixes

Table 1. Demographics of Respondents

Evaluation		Amount (Respondents)	Percentage (%)
Gender	Male	103	21.0%
	Female	388	79.0%
Age	<17 Years Old	8	1.6%
	17-20 Years Old	268	54.6%
	21-30 Years Old	213	43.4%
	31-40 Years Old	2	0.4%
Occupation	Student/Scholar	364	74.1%
	public/private employees	89	18.1%
	Entrepreneur	29	5.9%
	Housewife	3	0.6%
	Others	6	1.2%
Monthly income	<4.100.000	331	67.4%
	4.100.001-6.000.000	131	26.7%
	6.000.001-8.000.000	14	2.9%
	8.000.001-10.000.000	6	1.2%
	>10.000.000	9	1.8%

Source: Primer data was processed 2022

Table 2. Validity and Reability

Construct	Factor Loading	AVE	Composite Reliability
Purchase Intention		0.714	0.908
I will consider buying cosmetics with Korean celebrities' endorsement	0.749		
I am willing to buy cosmetics with Korean celebrities' endorsement in the future	0.854		
I would like to give a positive review to the cosmetics with Korean celebrity endorsement to other customers	0.882		
I would like to recommend other customers to buy cosmetics with Korean celebrity endorsement	0.887		
Attitude toward Brand		0.706	0.878
I know a brand from the endorsement of a Korean celebrity	0.732		
I consider that the promoted brand is worth buying	0.870		
I perceive that I shall buy the products	0.859		
Attractiveness		0.723	0.913
Korean celebrities are classy	0.837		
Korean celebrities have a handsome/beautiful appearance	0.827		
Korean celebrities are elegant	0.871		
Korean celebrities have great charms	0.867		
Trustworthiness		0.767	0.929
Korean celebrities are dependable	0.836		
Korean celebrities are honest	0.892		
Korean Celebrities are reliable	0.913		
Korean celebrities are sincere	0.861		
Expertise		0.706	0.906
Korean celebrities are experienced	0.846		
Korean celebrities are knowledgeable	0.826		
Korean celebrities are qualified	0.855		
Korean celebrities are skilled	0.833		
Match-Up		0.790	0.938
Korean celebrities are familiar with the cosmetic brands	0.855		
Korean celebrities fit the cosmetic brand	0.910		
Korean celebrities are suitable for the cosmetic brand	0.917		
Korean celebrities and cosmetic brands feel the same	0.873		
Perceived Value		0.654	0.883
I perceive that the cosmetics have a good bargain and is worth the price	0.767		
I perceive that the cosmetics are worth buying and useful	0.844		
I perceive that the cosmetics have its own specialty and value	0.785		
I perceive that the cosmetics can be considered a good purchase	0.836		
Electronic Worth of Mouth		0.614	0.826
I follow the recommendation of reviewers or online consumers about the cosmetic products	0.776		
I agree with the review of reviewers or online consumers about the cosmetic products	0.746		
I often collect product information from reviewers or online consumers before I purchase it	0.747		

Source: Primer data was processed 2022

Table 3. Hypothesis Test

Path Coefficients (Direct Effects)	T-Statistics	P-Values	Results
Attractiveness -> Attitude toward Brand	0.463	0.644	Non-Significant
Attractiveness -> Purchase Intention	0.755	0.451	Non-Significant
Trustworthiness -> Attitude toward Brand	11.742	0.000	Significant
Trustworthiness -> Purchase Intention	2.863	0.004	Significant
Expertise -> Attitude toward Brand	1.612	0.107	Non-Significant
Expertise -> Purchase Intention	1.339	0.181	Non-Significant
Match-up -> Attitude toward Brand	2.827	0.005	Significant
Match-up -> Purchase Intention	2.236	0.025	Significant
Perceived Value-> Purchase Intention	3.823	0.000	Significant
EWOM -> Purchase Intention	0.702	0.482	Non-Significant
Attitude toward Brand -> Purchase Intention	9.252	0.000	Significant
Specific Indirect Effects			
Attractiveness -> Attitude toward Brand -> Purchase Intention	0.456	0.649	Non-Significant
Trustworthiness -> Attitude toward Brand -> Purchase Intention	6.939	0.000	Significant
Expertise -> Attitude toward Brand -> Purchase Intention	1.621	0.105	Non-Significant
Match-up -> Attitude toward Brand -> Purchase Intention	2.690	0.007	Significant

Source: Primer data was processed 2022

Table 4. Hypothesis Test

Path Coefficients (Direct Effects)	T-Statistics	P-Values	Results
Attractiveness -> Attitude toward Brand	0.463	0.644	Non-Significant
Attractiveness -> Purchase Intention	0.755	0.451	Non-Significant
Trustworthiness -> Attitude toward Brand	11.742	0.000	Significant
Trustworthiness -> Purchase Intention	2.863	0.004	Significant
Expertise -> Attitude toward Brand	1.612	0.107	Non-Significant
Expertise -> Purchase Intention	1.339	0.181	Non-Significant
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Match-up -> Purchase Intention	2.236	0.025	Significant
Perceived Value-> Purchase Intention	3.823	0.000	Significant
EWOM -> Purchase Intention	0.702	0.482	Non-Significant
Attitude toward Brand -> Purchase Intention	9.252	0.000	Significant
Specific Indirect Effects			
Attractiveness -> Attitude toward Brand -> Purchase Intention	0.456	0.649	Non-Significant
Trustworthiness -> Attitude toward Brand -> Purchase Intention	6.939	0.000	Significant
Expertise -> Attitude toward Brand -> Purchase Intention	1.621	0.105	Non-Significant
Match-up -> Attitude toward Brand -> Purchase Intention	2.690	0.007	Significant

Source: Primer data was processed 2022