

The Effect Of Celebrity Endorser And Brand Image On Customer Satisfaction And Its Impact On Customer Loyalty Skincare Ms. Glow In The City Of Kendal (Study On Ms. Glow Users In Kendal City)

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Abstract. The purpose of this studies is to examine how celebrity endorsing and brand image affect customer satisfatiion and brand loyalty forMS. Glow productsIn Kendal City. 147 samples were used in this investigation, and the participants were people who had purchased and used MS. Glow products. The questionnaire was made using the Google Form media as a data collection method. The study's findings indicate that celebrity endossers and brannd image have a favorable and considerable impact on customer satisfactioon.

Keywords: Celebrity Endorserr, Brand Image, Customer Satisfactioon, and Customer Loyaltyy.

INTRODUCTION

In the current era of globalization, science and technology are also developing more rapidly, which makes it easier for humans to realize their desires and needs. Women's demand for beauty care products is one such need.

The choice of MS Glow as the object of research is because MS Glow has succeeded in managing its business effectively and improving its products since it was founded in 2013, where MS. Glow was founded by Shandy Purnamasarii and Maharani Kemalla with the aim of facilitating skin and health care, both face and body. Ms Glow is a skincare brand that has just entered the Indonesian market for beauty products, but in 2020 and 2021 it won the Indonesian Best Brand Award (IBBA) exclusive facial care category.

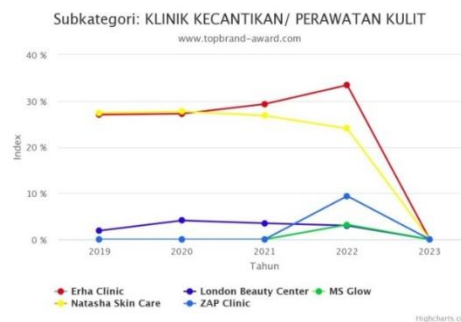


Figure 1. Top Brand Index Skincare 2019-2023

Source: www.topbrand-word.com

The phenomenon in the skincare sector can be seen in figure 1, where competition in the skincare industry is currently getting tougher with many newcomers emerging such as Erha Clinic, Natasha Skincare, London Beauty Center, ZAP Clinic. Manufacturers are competing to promote their products, explain the advantages of their products, and convey to consumers about product quality because consumers are now more picky about the goods they buy. This study used a study of MS Glow skincare users in Kendal City. All facial care products from MS Glow have received halal certification from the Indonesian Ulema Council, and have won top brand awards as well as being included in skincare choices based on sales systems and product segmentation.

According to [1] Celebrity endorsers are actors or actresses from television or the movies, well-known athletes, and occasionally deceased celebrities who are frequently featured in magazine ads, sports radio ads, and television commercials to support a product. Several prior studies of celebrity endorsers partially had a positive and significant effect on customer satisfaction [2],[3],[4],[5],[6]. Bud According to several researchers, celebrity endorsements have a limited but considerable impact on consumer loyalty [7].

According to [8] The view and beliefs that consumers have about a brand are represented in the associations that are ingrained in their memories. These associations are always triggered by hearing a phrase and become ingrained in consumers' thoughts. [9],[10],[11]. However, other researchers claim that there is no significant relationship As for client loyalty, brand image has a considerable and partially favorable impact [12].

[13] defined customer satisfaction as the degree of sensations one experiences after comparing the performance (or results) he observes to his expectations. Some earlier studies found a weakly positive and significant relationship between customer satisfaction and customer loyalty [14], [15],[16], whereas other studies found no such relationship [17].

METHODS

A quantitative study is the one in question. Primary data and secondary data were both utilised in this investigation. Customers who purchase and use MS.Glow skincare products in Kendal City completed a questionnaire, which provided the primary data for this study. whereas the literature, books, and journals pertinent to the issue and study objectives are considered secondary data in this study. Purposive sampling was the methodology employed in this investigation. The sample size was 147 samples, and the respondents were chosen based on factors such as name, gender, age, occupation, most recent educational attainment, number of purchases, knowledge of celebrity endorser MS. Glow, perception of MS. Glow as a positive brand, and use of MS goods. Demonstrate some Rao Purba formula computations in detail.

$$n = \frac{Z^2}{4 (\text{Moe})^2}$$

$$4 (\text{Moe})^2$$

The analysis technique used is multiple linear regression to test hypotheses and mediation tests using the SPSS program.

RESULTS AND DISCUSSION

PERSONAL TRAITS OF RESPONDENTS

There were 147 respondents in the study's overall sample, 97% of whom were female, and 120% of whom were between the ages of 17 and 24. When viewed from the last level of education, it is dominated by SMA/SMK (73%), with employment status as a student/student (65%). Then, when viewed in terms of the number of purchases dominated by consumers who bought 1 time (44%).

RESULTS OF VALIDITY AND RELIABILITY TESTING

Table 1. Result of Validity and Reliability Test

Variabel	Indicator	KMO	Loading Factor	Information
Celebrity	X1.1		0.856	VALID
	X1.2		0.882	VALID

Endorser (X1)	X1.3	0.828	0.860	VALID
	X1.4		0.826	VALID
	X1.5		0.768	VALID
Brand Image (X2)	X2.1	0.784	0.755	VALID
	X2.2		0.841	VALID
	X2.3		0.892	VALID
	X2.4		0.815	VALID
Kepuasan Pelanggan (Y1)	Y1.1	0.737	0.871	VALID
	Y1.2		0.909	VALID
	Y1.3		0.898	VALID
	Y1.4		0.865	VALID
Loyalitas Pelanggan (Y2)	Y2.1	0.806	0.865	VALID
	Y2.2		0.892	VALID
	Y2.3		0.922	VALID
	Y2.4		0.858	VALID

The calculation results of all the variable statement indicators of Celebrity Endorser, Brand Image, Customer Satisfaction, and Customer Loyalty can be pronounced legitimate based on the findings of the validity test. The SPSS result display shows that the one used in this investigation has a KMO value of >0.5. The sample conditions are said to have been sufficiently met based on the KMO values of the celebrity endorser variable (0.828), brand image (0.784), customer satisfaction (0.737), and customer loyalty (0.806). According to the reliability test results, all of the study's variables have complied with the criteria for dependability and can thus be regarded as reliable.

TEST RESULTS FOR DETERMINATION COEFFICIENT

As determined by the calculation of the coefficient of determination in model 1, the Adjusted R Square is 0.590 (59.0%), which indicates that the celebrity endorser and brand image variables can account for 59% of the variations in customer satisfaction, with the remaining 41% (100% - 59%) being explained by other variables not included in this study. Additionally, the results of the computation of the coefficient of determination in model 2 reveal that the Adjusted R Square is 0.672 (67.2%), indicating that the variables of celebrity endorser, brand image, and customer satisfaction are able to explain variations in customer loyalty by 67.2%, with the remaining 32.8% (100% - 67.2%) being explained by other variables not examined.

TEST RESULTS FOR F

The calculated F value is 105,972 with a significance level of $0.000 < 0.05$, indicating that the dependent variable (customer satisfaction) is influenced simultaneously by the brand image variable (X2) and the celebrity endorser variable (X1). These results come from the simultaneous significance test of model 1 above. Then, based on the results of the simultaneous significance test for model 2, it can be seen that the calculated F value is 100,522 with a significance level of $0.000 < 0.05$, indicating that the independent variables (celebrity endorser, brand image, and customer satisfaction) have an equal and simultaneous impact on the dependent variable (loyalty customers).

TEST RESULTS REGRESSION COEFFICIENT (BETA)

Based on the 0.267 responses to the beta values on model 1 for celebrity endorsers with a significance level of $0.000 < 0.05$, it can be concluded that the influence of celebrity endorsers on customer satisfaction is both positive and significant. Brand image has a positive and significant impact on customer satisfaction, according to the beta value for the brand image variable, which is 0.567 with a significance value of $0.000 < 0.05$. The celebrity endorser variable in model 2 has a beta value of 0.067 and a significance value of $0.323 > 0.05$, indicating that the influence of the celebrity endorser on customer loyalty is both positive and insignificant. The beta value for the

brand image variable is 0.229, and the significance level is $0.003 < 0.05$, which indicates. The beta value of the customer satisfaction variable is 0.590 with a significance value of $0.000 < 0.05$, which means that customer satisfaction has a positive and significant effect on customer loyalty.

MULTIPLE LINEAR REGRESSION TEST RESULTS

Table 2. Results of Multiple Linear Regression Analysis

Model	Variabel	Regression Coefficient (Beta)	T	Sig.	Information
1	Celebrity Endorser (X1)	0.267	3.717	0.000	H1 : Positive and significant influence
	Brand Image (X2)	0.567	7.902	0.000	H2 : Positive and significant influence
2	Celebrity Endorser (X1)	0.067	0.991	0.323	H3 : Positive and insignificant effect
	Brand Image (X2)	0.229	2.978	0.003	H4 : Positive and significant influence
	Kepuasan Pelanggan (Y1)	0.590	7.918	0.000	H5 : Positive and significant influence

Model 1's multiple linear regression analysis yielded the following conclusions:

$$Y1 = 0.267 (X1) + 0.567 (X2) \quad (1)$$

The celebrity endorser regression coefficient value of 0.267 is stated to be positive and can affect customer satisfaction. The brand image regression coefficient value of 0.567 is stated to be positive and can affect customer satisfaction.

Model 2's multiple linear regression analysis yielded the following conclusions:

$$Y2 = 0.067 (X1) + 0.229 (X2) + 0.590 (Y1) \quad (2)$$

It is claimed that the celebrity endorser regression coefficient value of 0.067 is good and can influence customer loyalty. According to reports, the brand image regression coefficient's value of 0.229 is favorable and has the potential to influence consumer loyalty. Customer loyalty may be impacted by the positive regression coefficient value of 0.590 for customer satisfaction.

MEDIATION TEST RESULTS

According to the findings of the mediation test, Customer Satisfaction, the variable with the greatest influence, mediates the effect of Celebrity Endorser on Customer Loyalty with a significance value of $0.0027 < 0.05$. The indirect effect of this effect is stronger. With a significance value of $0.0005 < 0.05$, the variable with the least impact, namely Customer Satisfaction, mediates the relationship between Brand Image and Customer Loyalty. The indirect effect of this effect is stronger.

CELEBRITY ENDORSERS' EFFECT ON CUSTOMER SATISFACTION

According to the analysis's findings, a celebrity or public figure is someone who is well-known to the general public, meaning that they are influential not just in the arts but also in society at large. Because the better the Celebrity Endorser's way of conveying a product, the consumer will feel satisfied, so that in this case the Celebrity Endorser is considered able to convince consumers.

The first idea in this study is consistent with earlier work done by [2],[3],[4],[5]. This indicates that celebrity endorsers partially have a good and significant effect on customer satisfaction.

BRAND IMAGE EFFECT ON CUSTOMER SATISFACTION

According to the analysis's findings, brand image or brand image is produced in order to be positive in the eyes of the public both for consumers (who have already bought the product or service) and new consumers who are wanted to be targeted by producers or companies. If the brand image owned by skincare MS. Glow is getting better, then customer satisfaction will also increase. Consumers will not hesitate if they buy skincare MS. Glow because the brand has a good image in the eyes of consumers.

The first idea in this study is consistent with earlier work done by [9],[18],[5],[9],[11],[18]. This indicates that brand image partially have a good and significant effect on customer satisfaction.

CELEBRITY ENDORSERS' EFFECT ON CUSTOMER LOYALTY

According to the analysis's findings, brand loyalty will emerge when the Celebrity Endorser product is good or in the sense that it is able to influence consumers to take an action, namely a purchase, if the celebrity used by the Celebrity Endorser is able to transfer and create the intended image, it will shape the customer's perception of the brand so that a desire arises. to purchase and repurchase.

The first idea in this study is consistent with earlier work done by [3],[4],[6]. This indicates that celebrity's endorser partially have a good and significant effect on customer loyalty.

BRAND IMAGE EFFECT ON CUSTOMER LOYALTY

According to the analysis's findings, brand image or brand image is produced in order to be positive in the eyes of the public both for customers (who have already bought the product or service) and potential consumers who are sought to be targeted by producers or firms. If consumers buy a product and are satisfied with the product, the brand image will be attached continuously so as to form loyalty to the brand.

The first idea in this study is consistent with earlier work done by [3],[5],[9],[12]. This indicates that brand image partially have a good and significant effect on customer loyalty.

CUSTOMER SATISFACTION EFFECT OF ON CUSTOMER LOYALTY

According to the analysis's findings Performance and perceived results, whether they are what was anticipated or not, can be used to gauge customer satisfaction levels. Consumers won't be content if the performance falls short of their expectations, but they will be happy if the performance meets those expectations. With this hope, consumers will provide value and satisfaction given and buy based on their expectations. If satisfaction is formed then loyalty will be formed by itself.

The first idea in this study is consistent with earlier work done by [6],[14],[15],[16], [18]. This indicates that customer satisfaction partially have a good and significant effect on customer loyalty.

CONCLUSIONS

The researcher might draw the following conclusion from the findings of the analysis that has been done: Of the five hypotheses tested in this study, 4 have positive and substantial effects, while the fifth has a positive but negligible effect. The association between brand image factors and customer loyalty is the hypothesis that has the most effect (Direct Effect) based on the mediation test findings of the five hypotheses in this study. In contrast, the theory on the impact of customer satisfaction characteristics on customer loyalty has the least strength (In Direct Effect). Finally, while the model utilized in this study is not ideal, it is anticipated that future researchers will improve it.

Based on the limitations of the research results, it is hoped that the preparation of the questionnaire will not only use the Google form but can also use media cognitive forms, hubspot forms, etc. Furthermore, it is hoped that future researchers can choose respondents in order to find out the actual phenomenon.

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