THE EFFECT OF CELEBRITY ENDORSER, BRAND IMAGE AND PRICE ON THE DECISION OF PURCHASE OF SKIN CARE IN THE EXTENSIVE ERTOS BEAUTY CLINIC)

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Abstract - *The purpose of this study was to see the influence of the influence of celebrities, brand image, and skin care purchasing decisions Ertos Buaran.*

The method used is a data survey method through a questionnaire which is measured using a Likert scale diagram. The sampling method used purposive sampling technique with sample criteria into consideration, namely consumers who buy products and do skin care at the Ertos Clinic, Buaran branch, as many as 97 respondents. This research is a quantitative study using an associative strategy with calculations without doubts (partial and multiple) and hypothesis testing using SPSS version 26.0.

The results of this study are influenced by the influence of the Celebrity Endorser variable on purchasing decisions by 14.89%. There is a variable effect of Brand Image on Purchasing Decisions of 11.56%. There is a variable price effect on purchasing decisions of 22.94%. There is a variable influence of Celebrity Endorser, Brand Image and Price together on Purchasing Decisions by 48.3%. The conclusion is that there is an influence of the supporting celebrity, brand image and price together on purchasing decisions

***Keywords: Celebrity Endorser, Brand Image,* Price, Decision Purchase**

*Abstrak–*Tujuan penelitian ini adalah untuk mengetahui pengaruh Celebrity Endorses, citra merek, dan Harga terhadap keputusan pembelian skin care Ertos Buaran.

Metode yang digunakan adalah metode pengumpulan data melalui kuesioner yang diukur menggunakan diagram skala *likert*. Metode pengambilan sampel menggunakan Teknik *purposive sampling* dengan kriteria sampel yang menjadi pertimbangan penelitian ini yaitu konsumen yang yang membeli produk dan melakukan perawatan kulit di Klinik Ertos cabang Buaran sebanyak 97 responden. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan strategi asossiatif dengan perhitungan koefisien korelasi (parsial dan berganda) serta pengujian hipotesis menggunakan program SPSS versi 26.0.

Hasil dari penelitian ini menyatakan terdapat pengaruh variabel *Celebrity Endorser* terhadap Keputusan Pembelian sebesar 14,89%. Terdapat pengaruh variabel *Brand Image* terhadap Keputusan Pembelian sebesar 11,56%. Terdapat pengaruh variabel Harga terhadap Keputusan Pembelian sebesar 22,94%. Terdapat pengaruh variabel *Celebrity Endorser, Brand Image dan* Harga secara bersama-sama terhadap

Keputusan Pembelian sebesar 48,3%. Kesimpulannya adalah terdapat pengaruh celebrity endorser, brand image dan harga secara bersama – sama terhadap keputusan pembelian

Kata kunci : Celebrity Endorser, Brand Image, Harga, Keputusan Pembelian

I.   PRELIMINARY

Every woman from various social groups yearns to be a beautiful and attractive person. By being beautiful, a woman feels more confident and more accepted in her society. Beauty can support a woman's appearance. Taking care of beauty is not a difficult thing, but requires special discipline and doing it regularly. The face is one of the aspects that affects a person's perception of beauty. The face is a symbol of the totality or the whole of the human body. A person can be easily identified by his face compared to the rest of the body. Beauty issues have received a lot of attention and are often discussed on various occasions. Currently, there are places that offer stamina and facial body care and services,

There is more and more competition to fight for market share in the facial care product industry. On the other hand, people's desire to have healthy and smooth skin causes them to be more selective in choosing care products that work fast without side effects. Because of this, companies operating in the skin and facial care industry must be able to recognize what current and future consumers need. If a company offers a product, the product should be able to meet consumer expectations or desires. Theoretically, if a product can meet the desires of its consumers, it can be stated that the product is satisfactory. There are various kinds of skin and facial care products on the market,

1.1.   Formulation of the problem

Based on the description above, the formulation of the main problem of this study is whether celebrity endorsers, brand image, and prices have an effect on the decision to purchase skin care at the Ertos beauty clinic.

then the specifications of the main problems of this study are:

1. Does Celebrity Endorses influence the decision to buy Ertos skin care?
2. Does Brand Image influence the decision to purchase Ertos skin care?
3. Does price affect the decision to purchase Ertos skin care?
4. is *Celebrity Endorses*, *Brand Image*, and price simultaneously influences the purchase decision *skin care* Ertos?

1.2.   Research purposes

In line with the problem formulation above, this study aims to examine:

1. To find out the influence of Celebrity Endorses on the decision to purchase Ertos Buaran skin care.
2. To determine the effect of brand image on the decision to purchase Ertos Buaran skin care.
3. To find out the effect of price on the decision to purchase Ertos Buaran skin care.
4. To know together the influence of Celebrity Endorses, brand image, and price on purchasing decisions *skin care* Ertos Buaran

II.   LITERATURE REVIEW

2.1.   Marketing

Marketing is an important activity in a company aimed at meeting the needs and desires of the community through a product that is expected to provide benefits to consumers, besides marketing is aimed at increasing profits for the company. Marketing is a social process where individuals and groups get what they need and want to create, offer,

and freely exchange valuable products and services with other people (Kotler, Keller 2016: 27). According to AMA (American Marketing Association) cited by Kotler and Keller (2016: 27) defines marketing as an organizational function and a series of processes to create, communicate, and provide value to customers and to manage customer relationships in a way that benefits the organization.

2.2. Price

Price is the only element of the marketing mix (marketing mix) that generates income or revenue for the company, while the other three elements of the marketing mix (product, promotion, and distribution) cause costs (expenses). According to Kotler and Armstrong (2015: 151), price is the amount of money that is charged for a good or service or the amount of money that consumers exchange for the benefits of owning or using the goods or services. Price is referred to as one of the flexible marketing mixes which can change at any time according to time and place, therefore consumers pay enough attention to this before deciding to buy.

2.3. *Celebrity Endorse*

According to Suryadi (2016) defines that an Endorser is an icon or often referred to as a direct source to deliver a message and / or demonstrate a product or service in promotional activities that aim to support the effectiveness of delivering product messages. Meanwhile, according to Hardiman (2016: 38) endorsers are defined as people who are chosen to represent the image of a product (product image), usually among potential consumer figures who have prominent characters and strong appeal..

2.4. *Brand Image* (Brand Image)

Brand image is very important for the company to pay attention to, through a good brand image, it can create emotional value in consumers, where there will be positive feelings when buying or using a brand. Conversely, if a brand has a bad image in the eyes of consumers, it is unlikely that consumers will buy the product According to Tjiptono (2015: 49) brand image is a description of associations and consumer beliefs in certain brands. Brand image is the observation and belief held by consumers, as reflected in associations or in consumers' memories.Brand image is a representation of the overall perception of them and is formed from information and past experiences with the brand. The image of their relationship is related to attitudes in the form of beliefs and references to a brand. Consumers who have a positive image of a brand will be more likely to make purchases (Setiadi 2013: 180).

2.5. Buying decision

The purchase decision is a determination of what consumers will buy or not. The decision is based on the results obtained from the activities or activities before the purchase. The purchase decision is one part of consumer behavior. Consumer behavior is an action that is directly involved in obtaining, determining products and services, including the decision-making process that precedes and follows these actions (Tjiptono, 2016: 22).

2.6. Relationship between Research Variables

Based on the theoretical basis used, the researcher can describe the logical relationship between one research variable and another.

2.6.1. Price Influence Against Purchasing Decisions

The price of a product or service is a major determinant of market demand. Price is one of the important variables in marketing, where the price can influence consumers in making decisions to buy a product. According to Kotler and Armstrong (2018: 276), there is a relationship between the price set and the purchase decision because the higher the price of a product, the lower the purchasing decisions made by consumers. Companies must

be wiser in setting prices, because prices will always be associated with product quality, if the price set is not in accordance with the quality of the product, it will affect consumer decisions in buying the product. Price can also indicate the brand quality of a product,

According to Akbarini (2017) and Aspan (2017), there is a significant influence between price and purchase decisions for study care products for consumers in the Larissa Aesthetic Center, Ponorogo Branch of 5,116, so Ho is rejected and Ha is accepted.

2.6.2. The Influence of Celebrity Endorser on Purchasing Decisions

Selection of celebrity endorsers in advertising has been commonly done by companies to attract market interest. Celebrity endorsers are the use of an artist, entertainer, athlete, and public figure who is known to the public for their ability in a field that can support the products they promote (Shimp, 2014: 302). According to Kotler (2016: 178) the selection of a character in conveying a message is a very important factor, this figure must be widely recognized, have a positive influence, namely a positive emotional effect on the audience and according to the product they star in. Khan and Lodi (2016), Ayu and Nurcahya (2016) states that celebrity endorsement of facial care products affects consumer purchasing decisions
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2.6.3. The Influence of Brand Image on Purchasing Decisions

Every product sold in the market certainly has a brand name, where the brand differentiates one product from another. Brand image is formed fromperception which has been in the mind for a long time consumer. After going through the stages that occur in the perception process, then proceed to the stage. The results of previous research Hastono (2019) show that there is a positive, strong and significant influence between brand image on purchase decisions.According to Elwisan (2017), it shows that brand image has an influence on purchasing decisions.

2.6.4. Influence of Price, Brand Image and Celebrity Endorser Adapt
Buying decision

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Price, Brand Image and Celebrity Endorser variables that affect consumer satisfaction are supported by previous research, among others, conducted by Elwisam (2017) which reveals that product quality, brand image and celebrity endorsers simultaneously have pengarus in purchasing decisions. And according to dwi et al (2016) that celebrity endorser, brand image and satisfaction partially have a positive and significant effect on purchasing decisions.

2.7. Hypothesis Development

Based on this research, the following hypothesis can be stated:

1. It is suspected that Celebrity Endorses influences the decision to purchase Ertos skin care
2. It is suspected that Brand Image has an effect on the decision to purchase Ertos skin care
3. It is suspected that the price has an effect on the decision to purchase Ertos skin care
4. It is suspected that Celebrity Endorses, Brand Image, and Price simultaneously influence the decision to purchase Ertos skin care.

2.8. Research Conceptual Framework

Based on a review of the theoretical basis, a framework of thought in this study can be prepared, as presented in the following.
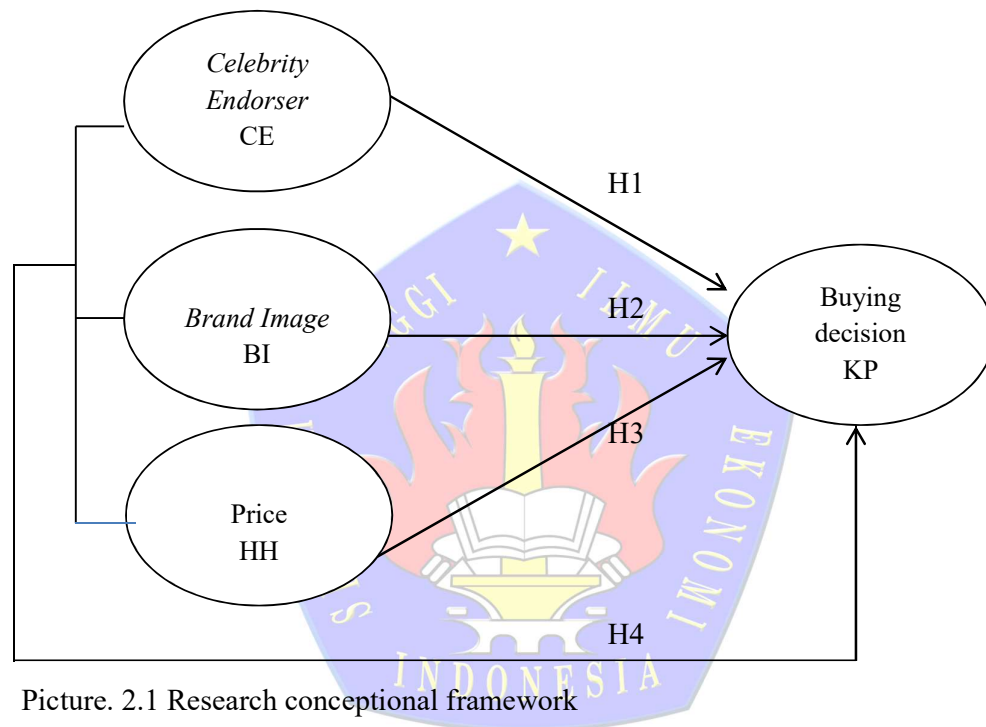
Picture. 2.1 Research conceptional framework

III. RESEARCH METHOD

3.1. Research Strategy

The research strategy used in this study is an associative research strategy. Associative research is research that aims to determine the relationship between two or more variables (Sugiyono, 2018: 51). Sugiyono (2018: 51) explains that the clausal relationship is a causal relationship, in this research the clause relationship associative strategy is used to analyze the effect of celebrity endorser, brand image and price on purchasing decisions.

3.2. Population and Sample Research

The target population in this study are consumers who buy products and carry out skin care at the Ertos Clinic, Buaran branch in 2020. Given the number of pulses that are not known with certainty, the determination of the number of samples used in this study uses the formula from the ancient Rao.

The sample criteria that are considered by this study are consumers who buy products and perform skin care at the Ertos Clinic in Buaran branch, sampling is carried out at the Ertos clinic and using a questionnaire.Then the Margin of Error formula is used, namely:

$$n = \frac{Z^2}{4(Moe)^2} \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots(3.1)$$

Information :

n   =   Number of Samples

Z   =   The level of normal distribution at the significant level is 5% = 1.96

Moe =   The maximum tolerable or desirable sampling error rate is 10% or 0.10.

By using the formula above, the following calculations are obtained:

$$n = \frac{(1,96)^2}{4(10\%)^2}$$

$$n = \frac{1.96^2}{4(0.10)^2}$$

$$n = \frac{3,8416}{0,04}$$

n = 96.04 rounded to 97.

From the above calculations, it is known that the number of samples used in this study were 97 consumer respondents The Buaran branch of Ertos Clinic.

3.3.   Data Analysis Methods
3.3.1.   Descriptive Analysis

Descriptive statistics are statistics used to analyze data by describing or describing the data that has been collected as it is without intending to make general conclusions or generalizations (Sugiyono, 2018: 226). Respondent descriptions are used to determine the number of respondents who have been divided according to predetermined characteristics based on demographic characteristics, including age, gender, occupation and based on the characteristics of the respondent, namely the type of product purchased. Where the respondent's description is displayed in the form of tables and diagrams accompanied by descriptions

3.3.2.   Analysis of Respondents' Answers

Variable descriptions are used to determine respondents' answers to variables of product quality, price, brand image and purchase decisions. This analysis uses index analysis. To get the tendency of respondents' answers to each variable, it will be based on the average score (index) which is categorized into a range of scores based on the calculation of the three box method. The resulting index number shows a score of 20 to 100 with a rent of 80. By using the three box method, the range of 80 is divided into three parts, resulting in a range for each part of 26, which will be used as a list the following interpretation:

20 - 46 = Low

47 - 73 = Medium

74 - 100   = Height

The suspension technique in this study is a maximum score of 5 and a minimum of 1, so the calculation of the index for the respondent's answer is to use the following formula:

Index Value = [(% F1 * 1) + (% 2 * 2) + (% 3 * 3) + (% 4 * 4) + (% 5 * 5)] / 5 ………. (3.2)

Information :

F1:   The frequency of respondents who answered 1 of the scores used in the questionnaire questionnaire.

F2:   The frequency of respondents who answered 2 of the scores used in the questionnaire questionnaire.

F3:   The frequency of respondents who answered 3 of the scores used in the questionnaire questionnaire.

F4:   The frequency of respondents who answered 4 of the scores used in the questionnaire questionnaire.

F5:   The frequency of respondents who answered 5 of the scores used in the questionnaire questionnaire.

3.4.   Statistical Analysis of Data
3.4.1.   Validity test

The validity test is the data equation reported by researchers with data obtained directly that occurs in research subjects (Sugiyono, 2018: 267). The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the statement on the questionnaire is able to reveal what the questionnaire will measure.Validity test on each question if rcount> r table is at a significant level ($\alpha = 0.05$) then the instrument is considered invalid and if rcount <rtabel then the instrument is considered invalid.

3.4.2.   Reliability Test

Reliability test is the degree of consistency and stability of data or findings (Sugiyono, 2018: 268). Unreliable data cannot be processed further because it will produce biased conclusions, a measuring instrument that is considered reliable if the measurement shows consistent results over time.

   a. If the value of Cronbach Appha $\alpha > 0.6$ then it is reliable.

   b. If the value of Cronbach Appha $\alpha < 0.6$ then it is not reliable.

3.4.3.   Analysis of the Correlation Coefficient and the coefficient of determination
3.4.3.1. Correlation coefficient

Correlation coefficient analysis is used to determine the direction and strength of the relationship between two or more variables. Direction is stated in the form of positive and negative relationships, while the strength or weakness of the relationship is expressed in the magnitude of the correlation coefficient (Sugiyono, 2018 :).

The correlation coefficient (r) shows the degree of correlation between the independent variable and the dependent variable. The correlation coefficient value must exist within the limits of -1 to +1 ($-1 < r \leq +1$) which results in several possibilities, including the following:

a.   A positive sign indicates a positive correlation in the tested variables, which means that any increase or decrease in X values will be recognized with an increase and decrease in Y.If r = +1 or close to 1, it indicates a positive influence between the tested variables. very strong.

b.   The negative sign indicates a negative correlation between the tested variables, meaning that any increase in X values will be followed by a decrease in Y values and vice versa. If r = -1 or close to -1, it indicates a negative influence and the correlation of the tested variables is weak.

c.   If r = 0 or close to 0, it indicates a weak correlation or no correlation at all between the variables studied and tested.

Table 3.3

Coefficient Interval	Correlation coefficient
0.00 - 0.199	Very low
0.20 - 0.399	Low
0.40 - 0.599	Moderate
0.60 - 0.799	High

0.80 - 1,000	Very high

Source: Sugiyono, 2018

3.5.4.2. Coefficient of Determination

Analysis of determination (R2) is to measure the ability of the model to explain the variation in the dependent variable. The coefficient of determination is 0 and 1. A small R2 value means that the ability of the dependent variables is very limited. A value close to 1 means that the independent variables provide almost all the information needed to predict variations in the dependent variable (Ghozali, 2018: 97). In this study, determination analysis was used to determine how much the ability of the independent variable to explain the variation in the dependent variable.

To find out the value of the coefficient of determination, this study uses the following formula:

$$KD = r2 \times 100\% \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots \text{ (3.3)}$$

Information :

KD   : Coefficient of Dermination

r2   : Multiple correlation coefficient

3.4.4. Hypothesis testing

Hypothesis is an assumption or conjecture about something that is made to explain something that is often required to check. The statistical hypothesis is in the formulation of hypotheses, between the null hypothesis (Ho) and the alternative hypothesis (Ha) always in pairs, if one is rejected, then the other must be accepted, so that the decision is firm, namely if Ho is rejected and Ha is accepted. The statistical hypothesis is expressed in symbols (Sugiyono, 2017: 87). Hypothesis testing is presented in the form of tables and figures with statistical methods, significant test for the effect of independent variables on the dependent variable partially using the t test and simultaneously using the F test are as follows:

1.   Partial Correlation Coefficient Test (t test)

The t test is used to test the significance of the relationship between the independent variable and the dependent variable individually (partially). The hypotheses to be tested are as follows:

1. *Celebrity Endorser* affect ertos skin care purchasing decisions

Ho: $\rho y1.23 = 0$: The partial correlation coefficient between Celebrity endorser and ertos skin care decision is not significant.

Ha:$\rho y1.23 \neq 0$: Partial correlation coefficient between Celebrity Endorser and Ertos skin care purchasing decision.

The criteria for the significance of the partial correlation coefficient are used:

   a.   Hoaccepted, if t sig. $> \alpha$ (0.05)

   b.   Horejected, if t sig. $< \alpha$ (0.05)

If the test results show a significant partial correlation coefficient, the hypothesis test is continued by using the coefficient of determination, where: KD1.23 = r y1.232.100%

The coefficient of determination measures the contribution of the influence *Celebrity Endorser* against the decision [Ertos Skin care appendix.

2. *Brand Image* influence on Ertos Skin care Purchase Decisions

Ho: $\rho y2.13 = 0$: Partial correlation coefficient between Brand Image and Ertos Skin Care Purchase Decisions.

Ha:$\rho y2.13 \neq 0$: Partial correlation coefficient between brand image and Ertos skin care purchase decision.

The criteria for the significance of the partial correlation coefficient are used:

    a. Hoaccepted, if t sig. > α (0.05)
    b. Horejected, if t sig. <α (0.05)

If the test results show a significant partial correlation coefficient, the hypothesis test is continued by using the coefficient of determination, where: KD2.13 = r y2.132.100%

The coefficient of determination measures the contribution of the influence *Brand Image* against the decision to purchase Ertos Skin care.

3. Price affects Ertos Skin Care Purchase Decisions
    Ho: ρy3.12 = 0 : Partial correlation coefficient between Price and Ertos Skin Care
                 Purchase Decision.
    Ha:ρy3.12≠ 0: Partial correlation coefficient between Price and Ertos Skin Care
                 Purchase Decision.
    The criteria for the significance of the partial correlation coefficient are used:
        a. Hoaccepted, if t sig. > α (0.05)
        b. Horejected, if t sig. <α (0.05)

If the test results show a significant partial correlation coefficient, the hypothesis test is continued by using the coefficient of determination, where: KD3.12 = r y3.122.100%

The coefficient of determination measures the contribution of the influence Prices against Ertos Skin Care Purchase Decisions.

2. **Simultaneous Correlation Coefficient Test (Test F)**
    The F test is used to determine the significance level of the effect of the independent variables simultaneously (simultaneously) on the dependent variable. The hypothesis (4) to be tested is:

4. *Celebrity Endorser, Brand Image*, and the price together influences the ertos Skin Care Purchase Decision.
    Ho: ρy123 = 0 : The simultaneous correlation coefficient between Celebrity
                 Endorser, Brand Image, and Price with ertos Skin Care
                 Purchase Decisions is not significant.
    Ha: ρy123≠ 0 : The simultaneous correlation coefficient between Celebrity
                 Endorser, Brand Image, and Price with ertos Skin Care
                 Purchase Decisions is significant.
    The criteria for the significance of the simultaneous correlation coefficient are used:
        a. Hoaccepted, if Fcount <Ftable or if Prob. F> α (0.05)
        b. Horejected, if Fcount> Ftable or if Prob. F <α (0.05)

   If the test results show the correlation coefficient simultaneous significant, hypothesis testing is continued by using the adjusted coefficient of determination (Adjusted R Square) to determine the effect simultaneously or jointly between the independent variable on the dependent variable (Arikunto, 2014: 339). The Adjusted R Square value is used in order to avoid bias or errors in data collection on the number of independent variables included in the model (Ghozali, 2017: 97).

IV.   RESULTS AND DISCUSSION
4.1.   Description of Research Object
    Ertos is a local Indonesian skin care brand that produces its own high-quality, luxurious skin care products. Facial treatment products from Ertos are currently booming in the skincare market and are sought after by facial care lovers, especially in Indonesia. Starting with just one staff member, Ertos has now grown to over 70 staff in just under 6 years. Ertos started to increase its income by leveraging existing technologies such as social

media to attract customers and resellers. Rina Busri as CEO & founder of PT Erto Berjaya Internasional said that social media had helped him start a business from scratch and made business marketing easier by reaching and recruiting distributors in more than 27 provinces in Indonesia,

4.2.   Respondent Data Description

Respondents' responses to indicators and variable questionnaire calculations can be seen and described in a Likert scale diagram. The variables used in this research are Celebrity Endorser (CE), Brand Image (BI) and Price (HH) as independent variables and Purchase Decision (KP) as dependent variables. The questionnaire was filled in as many as 97 consumers who bought products and carried out skin care at the Ertos Clinic, Buaran branch in 2020. The following are the results of processing consumer data based on the characteristics in the questionnaire.

4.2.1.   Characteristics of Respondents by Age

The results of respondent data regarding the profile of respondents based on age, the following are the results of data analysis which can be seen in table 4.1. below this :

Table 4.1. Characteristics of Respondents by Age

No.	Age	Number of people)	Percentage (%)
1.	16 years - 25 years	36	37%
2.	26 years - 35 years	56	58%
3.	36 years - 45 years	3	3%
4	46 years - 56 years	2	2%

Source: data processed in 2020

In this study, customers who most trusted facial and skin care at Erto's Buaran Jakarta were 26 - 35 years old with a proportion (58%), 16 years - 25 years old with a proportion (37%). and the minimum is 46 years - 56 years with a proportion of 2%. Customers who come for both facial and skin care products at Erto's Buaran Jakarta are dominated by adults aged 26 - 35 years. Because at the age of 26-35 years, signs of aging and high purchasing power have started because they have financial ability.

4.2.2.   Characteristics of Respondents Based on Length of Product Use

The results of respondent data based on the characteristics of the length of time using the product can be seen in Table 4.2. below this :

Table 4.2. Characteristics of Respondents Duration of Product Use

No.	Duration of Use	Number of people)	Percentage (%)
1.	1 - 6 months	80	82%
2.	7 - 12 months	14	14%
3.	13-19 months	3	3%

Source: data processed in 2020

In this study, customers who trusted their face and skin care the most at Erto's Buaran Jakarta were for 1 - 6 months with the next 82% for product use and facial care for 6 - 12 months with a proportion of 14% and the least amount was the use. products over 1 year with a proportion of 3%. Customers who come for both facial and skin care products at Erto's Buaran Jakarta are dominated by customers with a duration of use for 1 - 6 months. Because the increasing number of promotions carried out by ertos makes consumers feel interested in trying diertos treatments

4.2.3.   Characteristics of Respondents by Type of Care

The results of respondent data regarding the respondent profile based on the type of treatment, here are the results of data analysis which can be seen in table 4.3. below this :

Table 4.3. Characteristics of Respondents Type of Care

No.	Types of Care	Number of people)	Percentage (%)
1.	Face treatment	81	84%
2.	Skin care	0	0%
3	Face and Skin Care	16	16%

Source: data processed in 2020

In this study, the most customers who came to Erto's Buaran Jakarta were those who entrusted facial care, namely as many as 81 people or a proportion of 84%, then 16 people who did facial care as well as their skin or a proportion of 16%.

4.2.4. Characteristics of Respondents based on Information about Erto's

The results of respondent data regarding respondent profiles based on where they know about Erto's skincare, here are the results of data analysis which can be seen in table 4.4. below this :

Table 4.4. Characteristics of Respondents Information about Erto's

No.	Type of information media	Number of people)	Percentage (%)
1.	Friend	21	22%
2.	Advertisement	26	27%
3.	Artist / Celebgram	45	46%
4.	Others	5	5%

Source: data processed in 2020

In this study, Erto's customers who came to the Erto's Buaran Jakarta Beauty Clinic knew about the Erto's skincare brand from the advice of friends or relatives as many as 21 people or with a proportion of 22%, then customers who knew Erto's Skincare information through advertisements on social media were 26 people with proportion 27%, then information through artists / celebgram as many as 45 people with a proportion of 46% and through other media as many as 5 people with a proportion of 5%. From the information above, it is known that Erto's Clinic customers in Buaran Jakarta know about Erto's skincare through Artists / Celebgrams on Instagram Social Media. Because the generation of sophisticated technology makes it easier for the public to get information from the internet which is supported by artists or celebgrams.

4.3. Description of Respondents' Answers

The data used in this study were obtained from filling out a questionnaire by customers of Erto's beauty clinic in Buaran Jakarta, as many as 97 respondents, then the answers to the questionnaire were processed by the perception index analysis method which was divided into 3 susceptible scores (Three-box Method). The independent variable in this study is Celebrity Endorser (CE), Brand Image (BI) and Price (HH), while the dependent variable is the Purchase Decision (KP). The following are the results of the perception index analysis for each research variable:

1. *Celebrity Endorser*

The results of data processing on respondents' answers are stated in the form of a perception index for the celebrity endorser variables and indicators displayed in table 4.5. as follows :

Table 4.5. Respondents' Perception Index of Celebrity Endorser

Indicator	Code	Answer Frequency					amount	Index	Category
		1	2	3	4	5			
Trustworthiness (Trust)	CE1	0	0	1	71	25	97	82.4	High
		0	0	3	284	125	412		
	CE2	0	0	9	61	27	97	81.2	High
		0	0	27	244	135	406		

Expertise (Skills)	CE3	0	0	25	51	21	97	76.8	High
		0	0	75	204	105	384		
	CE4	0	0	18	58	21	97	78.2	High
		0	0	54	232	105	391		
Attractiveness (Attraction)	CE5	0	1	11	62	23	97	79.2	High
		0	0	33	248	115	396		
Respect (Quality is appreciated)	CE6	0	0	12	61	24	97	80.0	High
		0	0	36	244	120	400		
Similarity	CE7	0	0	16	59	22	97	78.8	High
		0	0	48	236	110	394		
						AVERAGE		**79.5**	**High**

Source: processed primary data, 2020.

On average, respondents' perceptions of the influence of Celebrity Endorser Skincare Erto's are in the high category. Based on the sub-indicators of celebrity endorsers, the highest is 82.4 (CE1) with a statement. The advertising message delivered by Kesha Ratuliu is trustworthy. This indicates that the advertisement delivered by the artist Kesha Ratuliu is trusted by Erto's customers. while the lowest sub indicator is 76.8 (CE3) with the statement that Kesha Ratuliu has knowledge in starring in Erto's commercials.

2. Brand Image

The results of data processing on respondents' answers are stated in the form of a perception index for the variables and brand image indicators shown in table 4.6. as follows :

Table 4.6. Respondents' Perception Index of Brand Image

Indicator	Code	Answer Frequency					amount	Index
		1	2	3	4	5		
Strength (Strengthness)	BI1	0	0	1	27	69	97	91.2
		0	0	3	188	345	536	
	BI2	0	0	4	36	57	97	88.2
		0	0	12	144	285	441	
Uniqueness	BI3	0	0	16	54	27	97	79.8
		0	0	48	216	135	399	
	BI4	0	0	8	46	43	97	84.6
		0	0	24	184	215	423	
						AVERAGE		**90.0**

Source: processed primary data, 2020

On average, respondents' perceptions of Erto's Skincare brand image are in the high category. Based on the sub-indicator of the highest brand image of 91.2 (BI1) with a statement that Ertos products are well-known products, this indicates that Ertos has a brand that is well known to its customers. while the lowest sub indicator is 79.8 (BI3) with a statement that every consumer gets a free consultation before buying and using a product.

3. Price

The results of data processing on respondents' answers are stated in the form of a perception index for the variables and price indicators in table 4.7.

Table 4.7. Respondents' Perception Index of Prices

Indicator	Code	Answer Frequency					amount	Index	Category
		1	2	3	4	5			
Affordability of prices	HH1	0	0	0	47	50	97	87.6	High
		0	0	0	188	250	438		

Indicator	Code						amount	Index	Category
Price compatibility with product quality	HH2	0	0	2	48	47	97	86.6	High
		0	0	6	192	235	433		
Price match with benefits	HH3	0	0	15	50	32	97	81.0	High
		0	0	45	200	160	405		
price competitiveness	HH4	0	0	11	51	35	97	82.4	High
		0	0	33	204	175	412		
						AVERAGE		**84.4**	**High**

On average, respondents' perceptions of the price of Erto's Skincare are in the high category. Based on the highest sub-indicator price of 87.6 (HH1) with a statement that the price of Ertos Facial Treatment is affordable, this indicates that Ertos provides an affordable price for its Facial Treatment. while the lowest sub indicator is 81.0 (HH3) with a statement that the price of Ertos Facial Treatment is cheaper than other facial care products.

4. Buying decision

The results of data processing on respondents' answers are expressed in the form of a perception index for the variables and indicators of purchasing decisions shown in table 4.8. as follows :

Table 4.8. Respondents' Perception Index of Purchasing Decisions

Indicator	Code	Answer Frequency					amount	Index	Category
		1	2	3	4	5			
Steadiness in a product	KP1	0	0	0	34	63	97	90.2	High
		0	0	0	136	315	451		
Habits in buying products	KP2	0	0	4	40	53	97	87.4	High
		0	0	12	160	265	437		
Provide recommendations to others	KP3	0	0	8	44	45	97	85.0	High
		0	0	24	176	225	425		
Make repeat purchases	KP4	0	0	0	45	52	97	88.0	High
		0	0	0	180	260	440		
						AVERAGE		**87.7**	**High**

Source: processed primary data, 2020

On average, respondents' perceptions of Erto's skincare purchasing decisions are in the high category. Based on the highest purchase decision sub-indicator of 90.2 (KP1) with the statement that the customer felt that the ertos product was tested to be of good quality, this indicated that Ertos was able to make its customers satisfied with Ertos products. while the lowest sub-indicator is 85.0 (KP3) with a statement that is willing to provide recommendations to other people or close relatives.

4.4. Statistical Analysis of Data

4.4.1. Validity Test Results

The validity test was processed using the SPSS version 26 application program. The research instrument was declared valid for research if it had a value of rcount> rtable and if the rcount value <rtabel then the statement was declared invalid. The following are the results of data processing for all statements from all research variables:

1. Celebrity Endorser (CE) Validity Test

Based on research data processing, the validity test results for the Celebrity Endorser (CE) variable from 7 (seven) statements of the Celebrity Endorser (CE) variable

were declared valid. Following are the results of data processing for the celebrity endorser (CE) variable which consists of 7 (seven) statement items in table 4.9. as follows :

Table 4.9. The results of the validity test of the Celebrity Endorser (CE) variable instrument

No. statement	r count	Sig.	decision
CE1	0.728		Valid
CE2	0.796		Valid
CE3	0.827		Valid
CE4	0.702	0,000	Valid
CE5	0.752		Valid
CE6	0.776		Valid
CE7	0.703		Valid

Source: Data processed in 2020

Based on the results of data processing for 7 (seven) statements in the Celebirty Endorser, the value of CE1 is 0.728, CE2 is 0.796, CE3 is 0.827, CE4 is 0.702, CE5 is 0.752, CE6 is 0.776, and CE7 is 0.703. So it can be said that the results of the data processing are valid. Because all statement items have a value of r count greater than rtabel (0.198) or if seen from its significance, the sig value is obtained. (0.00) <α (0.05), this indicates that all of the statement items can be used to measure Celebrity Endorser.

2. Brand Image (BI) Validity Test

Based on the research data processing, the validity test results for the Brand Image (BI) variable from 4 (four) statements of the Celebrity Brand Image (BI) variable were declared valid. Following are the results of data processing for the Brand Image variable (X2) in table 4:10. as follows :

Table 4.10. The results of the validity test of the Brand Image variable instrument

No. statement	rhitung	Sig.	decision
BI1	0.785		Valid
BI2	0.789	0,000	Valid
BI3	0.837		Valid
BI4	0.765		Valid

Source: Data processed in 2020

Based on the results of data processing for 4 (four) statements in the Brand Image, the rcount value of BI1 is 0.785, BI2 is 0.789, BI3 is 0.837 and BI4 is 0.765. So it can be said that the results of the data processing are valid. Because all statement items have a value of r count greater than rtabel (0.198) or if seen from its significance, the sig value is obtained. (0.00) <α (0.05), this indicates that all of the statement items can be used to measure Brand Image.

3. Price validity test (HH)

Based on the research data processing, the validity test results for the price variable (HH) from the 4 (four) price variable (HH) statements were declared valid. Following are the results of data processing for variable prices (HH) which consists of 4 (four) statement items in table 4:11. as follows :

Table 4.11. The results of the price variable instrument validity test (HH)

No. statement	rhitung	Sig.	decision
HH1	0.813		Valid
HH2	0.823	0,000	Valid
HH3	0.825		Valid
HH4	0.850		Valid

Source: Data processed in 2020

Based on the results of data processing for 4 (four) statements on price, it is obtained that the value of HH1 is 0.813, HH2 is 0.823, HH3 is 0.825 and HH4 is 0.850. So it can be

said that the results of the data processing are valid. Because all statement items have a value of r count greater than r table (0.198) or when viewed from its significance, the sig value is obtained. (0.00) <α (0.05), this indicates that all of the statement items can be used to measure prices.

4. Purchase Decision Validity Test (KP)

Based on the research data processing, the validity test results for the Purchasing Decision (KP) variable from 4 (four) statements of the Purchasing Decision (KP) variable were declared valid. Following are the results of data processing on the Purchasing Decision (KP) variable which consists of 4 (four) statement items in table 4.11. as follows :

Table 4.12. The results of the validity test of the Purchasing Decision (KP) variable instrument

No. statement	rhitung	Sig.	decision
KP1	0.757		Valid
KP2	0.803	0,000	Valid
KP3	0.843		Valid
KP4	0.734		Valid

Source: Data processed in 2020

Based on the results of data processing for 4 (four) statements on the purchase decision, the value of KP1 was 0.757, KP2 was 0.803, KP3 was 0.843 and KP4 was 0.734. So it can be said that the results of the data processing are valid. Because all statement items have a value of r count greater than rtabel (0.198) or if seen from its significance, the sig value is obtained. (0.00) <α (0.05), this indicates that all items of the statement can be used to measure purchase decisions.

4.4.2. Reliability Test Results

Reliability test is used as a measuring tool to ensure that the instrument is reliable and has consistency when repeated measurements are carried out. The following is a table of the reliability results of the Celebrity Endorser variable, Brand Image, Price and Purchase Decision:

Table 4.13. Reliability test of Celebrity Endorser variable instrument, Brand Image, Price and Purchase Decision

Variable	Reliability Statistic	Limitation	decision
Celebrity Endorser	0.872	0.6	Reliable
Brand Image	0.799	0.6	Reliable
Price	0.841	0.6	Reliable
Buying decision	0.791	0.6	Reliable

Source: Data processed in 2020

1. Celebrity Endorser (CE) reliability test

The reliability test of this instrument was carried out using the Cronbach's Alpha> 0.6 method. So it can be said that for the variable statement Celebrity Endorser (CE) is reliable (reliable). The reliability value obtained with the Cronbach's Alpha model is 0.872, because 0.872> 0.6, the statement on the Celebrity Endorser (CE) variable is reliable.

2. Brand Image (BI) Reliability Test

This instrument reliability testing was carried out using the Cronbach's Alpha> 0.6 method. So it can be said that for the statement of the Brand Image variable (X2) is reliable (reliable). The reliability value obtained with the Cronbach's Alpha model is 0.799, because 0.799> 0.6, the statement on the Brand Image (BI) variable is reliable.

3. Price Reliability Test (HH)

The reliability test of this instrument was carried out using the Cronbach's Alpha> 0.6 method. So it can be said that for the variable Price (HH) statement is reliable (reliable). The reliability value obtained with the Cronbach's Alpha model is 0.841 because 0.841> 0.6, the statement on the Price variable (HH) is reliable.

4. Patient Satisfaction Reliability Test (KP)

This instrument reliability testing was carried out using the Cronbach's Alpha> 0.6 method. So it can be said that for the variable Patient Satisfaction (KP) statement is reliable (reliable). The reliability value obtained with the Cronbach's Alpha model is 0.791, because 0.791> 0.6, the statement on the Patient Satisfaction variable (KP) is reliable.

4.4.3. Partial Hypothesis Test

1. It is suspected that Celebrity Endorser has an effect on Purchasing Decisions at Ertos Buaran Beauty Clinic, Jakarta.

Table 4.14. Partial Correlation Coefficient of Celebrity Endorser Variable (X1) on Purchasing Decisions (Y)

Correlations

Control Variables			Celebrity Endorser	Buying decision
Brand Image & Price	Celebrity Endorser	Correlation	1,000	, 386
		Significance (2-tailed)	.	, 000
		df	0	93
	Buying decision	Correlation	, 386	1,000
		Significance (2-tailed)	, 000	.
		df	93	0

Source: SPSS 26 output (2020)

Based on the results of the above data processing in Table 4.14 using SPSS version 26.0 software, the partial correlation coefficient of Celebrity Endorser to purchasing decisions (KP) is 0.386 with a significant value of 2 tailed (0.000) <(0.05). So it can be stated that there is a relationship between Celebrity Endorser and purchasing decisions. Meanwhile, the Correlations value of 0.386 is in the low relationship category.

Furthermore, to measure the contribution of the celebrity endorser influence on purchasing decisions, the coefficient of determination will be used with the formula (KD) as follows:

$$KD = (r)^2 \times 100\%$$
$$= (0.386)^2 \times 100\%$$
$$= 0.1489 \times 100\%$$
$$KD = 14.89\%$$

Based on the calculation of the coefficient of determination (KD) above, the KD value is 14.89%, meaning that the celebrity endorser contribution to purchasing decisions is 14.89%. This can be interpreted that the more creative celebrity endorsers are to promote Ertos skincare according to customers, the more people buy products at the Ertos Buaran beauty clinic. This is in line with previous research conducted by Khan and Samreen Lodhi in the 2016 Imperial Journal of Interdisciplinary Research (IJIR) which states that celebrity endorsers have an effect on skincare purchasing decisions.

2. It is suspected that Brand Image has an effect on purchasing decisions at Ertos Buaran Beauty Clinic, Jakarta

Table 4.15. Partial Correlation Coefficient of Variable Brand Image (BI) to Purchase Decisions (KP)

Correlations

Control Variables			Brand Image	Buying decision
Celebrity Endorser & Prices	Brand Image	Correlation	1,000	, 340
		Significance (2-tailed)	.	, 001
		df	0	93
	Buying decision	Correlation	, 340	1,000
		Significance (2-tailed)	, 001	.
		df	93	0

Source: SPSS 26 output (2020)

Based on the results of the above data processing in Table 4.15 using SPSS version 26.0 software, the partial correlation coefficient of brand image on purchasing decisions (KP) is 0.340 with a significant value of 2 tailed (0.001) <(0.05). So it can be stated that there is a relationship between brand image and purchasing decisions. Meanwhile, the Correlations value of 0.340 is in the low relationship category.

Furthermore, to measure the contribution of the influence of brand image on purchasing decisions, the coefficient of determination with the formula (KD) will be used as follows:

$$KD = (r)^2 \times 100\%$$
$$= (0.340)^2 \times 100\%$$
$$= 0.1156 \times 100\%$$
$$KD = 11.56\%$$

Based on the calculation of the coefficient of determination (KD) above, the KD value is 11.56%, meaning that the contribution of brand image to purchasing decisions is 11.56%. This can be interpreted that the better the brand image attached to Ertos skincare products, the more likely customers are to buy Ertos skincare at Ertos Buaran Beauty Clinic. This is in line with previous research conducted byOlivia Yoestin Agri Gadi and Donat Alanato Iskandar in Ultima Management Journal (2020) which states that brand image affects cosmetic purchasing decisions.

3. It is suspected that the price affects the Purchase Decision at Ertos Buaran Beauty Clinic, Jakarta

Table 4.16. Partial Correlation Coefficient of Price (HH) to Purchase Decisions (KP)
Correlations

Control Variables			Price	Buying decision
Celebrity Endorser & Brand Image	Price	Correlation	1,000	, 479
		Significance (2-tailed)	.	, 000
		df	0	93
	Buying decision	Correlation	, 379	1,000
		Significance (2-tailed)	, 000	.
		df	93	0
		Significance (2-tailed)	, 000	.
		df	93	0

Source: SPSS 26 output (2020)

Based on the results of the above data processing in Table 4.16 using SPSS version 26.0 software, the partial correlation coefficient of price to purchasing decisions (KP) is 0.479 with a significant value of 2 tailed (0.000) <(0.05). So it can be stated that there is a relationship between price and purchase decisions. Meanwhile, the Correlations value of 0.479 falls into the medium relationship category.

Furthermore, to measure the contribution of the effect of price on purchasing decisions, the coefficient of determination with the formula (KD) will be used as follows:

$$KD = (r)^2 \times 100\%$$
$$= (0.479)^2 \times 100\%$$
$$= 0.2294 \times 100\%$$
$$KD = 22.94\%$$

Based on the calculation of the coefficient of determination (KD) above, the KD value is 22.94%, meaning that the price contribution to the purchase decision is 22.94%. This can be interpreted that the better the perception of the price in the eyes of the customer set for Ertos skincare, the more likely the customer is to buy products at the Ertos Buaran beauty clinic. This is in line with previous research conducted byHenry Aspan, Iskandar Muda Sipayung, Ade Putri Muharrami, Husni Muharram Ritonga in the Journal of Economics and Business (2017) which states that product prices affect purchasing decisions.

4.4.4. Simultaneous Hypothesis Testing

Simultaneous hypothesis testing is to determine each independent variable consisting of celebrity endorser, brand image and price which together have an effect onpurchase decisions at the Ertos Buaran beauty clinic with the help of the programSPSS program version 26.0. The following is a simultaneous hypothesis test:

Table 4.17. Model Summary Table and ANOVA Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	, 706a	, 499	, 483	1,247	, 499	30,876	3	93	, 000

a. Predictors: (Constant), Price, Celebrity Endorser, Brand Image
Source: data processed in 2020

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	143,958	3	47,986	30,876	, 000b
	Residual	144,537	93	1,554		
	Total	288,495	96			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Celebrity Endorser, Brand Image

Source: data processed in 2020

Based on table 4.17the results of data processing obtained the correlation coefficient (R) between*celebrity endorser*, brand image and price Together with the decision to purchase Ertos skincare in Buaran Jakarta, the R value is 0.483 with a valuesig. (0,000) <α (0.05), so that Ho was rejected and Ha accepted. From the results of the data processingit can be stated thatthere is a moderate relationship between*celebrity endorser*, brand image and price collectively on the decision to purchase Ertos skincare in Buaran Jakarta.

Furthermore, to measure the contribution of celebrity endorsers, brand image and pricecollectively on the purchase decision at Ertos skincare in Buaran Jakarta. Judging from the adjusted coefficient of determination (Adjusted R Square) is 0.483, this means that the contribution of celebrity endorsers, brand image and price togetherthe decision to purchase Ertos skincare in Buaran Jakarta is 48.3%, while the contribution from other factors was 51.7%.

based on the Anova test or the F test, it is found that the Fcount value is 30.876 with a probability of 0.000, because the probability is much smaller than 0.05, the regression model can be used to predict*celebrity endorser*, brand image and price collectively influence the purchase decision Ertos skincare in Buaran Jakarta. Meanwhile, the value of Ftable with df1 is 3 and df2 is 97 - 3 - 1 = 93 is 2.70, so the result can be stated that Ho is rejected. This proves that simultaneously there is a significant influence between variables*celebrity endorser*, brand image and price to purchase decisionsErtos skincare in Buaran Jakarta.

From the results of the research, all partial and simultaneous tests will be summarized in a table form as follows:

4.18. Hypothesis Test Results

No.	Hypothesis	Conclusion
1	*Celebrity endorser* influence on purchasing decisions Ertos skincare in Buaran Jakarta	Be accepted
2	*Brand image* influence on purchasing decisions Ertos skincare in Buaran Jakarta	Be accepted
3	Price affects purchasing decisions Ertos skincare in Buaran Jakarta	Be accepted
4	*Celebrity endorser*, brand image and price together influence purchasing decisions Ertos skincare in Buaran Jakarta	Be accepted

V.   CONCLUSIONS AND SUGGESTIONS
5.1.   Conclusion

Based on the above research, entitled "The Influence of Celebrity Endorser, Brand Image and Price on Purchasing Decisions of Erto's Skin Care at Ertos Buaran Beauty Clinic". Then the following conclusions can be drawn:

1. There is the influence of the Celebrity Endorser variable on Purchasing Decisions. This shows that the decision to purchase Ertos skin care at the Ertos beauty clinic in Buaran Jakarta is influenced by Celebrity Endorser, this means that the more creative

Celebrity Endorser promotes Ertos, the more customers want to follow or decide to buy Ertos skincare.

2. There is an influence of the Brand Image variable on Purchasing Decisions. This shows that the decision to purchase Ertos skin care at the Ertos beauty clinic in Buaran Jakarta is influenced by the Brand Image. This means that the better the Brand Image attached to the brand, the more customers will decide to buy Ertos skincare.

3. There is a variable price effect on purchasing decisions. This shows that the decision to purchase Ertos skin care at the Ertos beauty clinic in Buaran Jakarta is influenced by the price set. This means that the more the price set on the brand is, the more customers will decide to buy Ertos skincare.

4. There is a joint influence of Celebrity Endorser, Brand Image and Price on Purchasing Decisions. This shows that the decision to purchase Ertos skin care at the Ertos beauty clinic in Buaran Jakarta is influenced by Celebrity Endorser, Brand Image and Price together.

5.2 Suggestion

Based on the results of the research that has been done, the suggestions that can be given to the Ertos beauty clinic in Buaran Jakarta to get consideration for decision making to increase the number of buyers in the future are as follows:

1. Based on the perception index of the celebrity endorser variable in statement number three "Kesha Ratuliu has knowledge in starring in Erto's commercials." Get the lowest perception index. Therefore, researchers suggest that they pay more attention to informative advertising content and ensure that endorsers or celebrities who are believed in promoting the product have received and understood the product well so that the advertising message can be conveyed properly to prospective buyers so that it is expected to increase sales in the future.

2. Based on the perception index of the brand image variable in statement number three "Every consumer gets a free consultation before buying and using a product" Getting the lowest perception index. Therefore, researchers suggest making information in the form of the words "Free Consultation" on any promotional media such as leaflets, brochures, banners and other online advertising media so that potential buyers can find out that the Ertos Buaran Jakarta beauty clinic provides free consultation for consumers who come.

3. Based on the variable price perception index in statement number three, "The price of Ertos Facial Treatment is cheaper than other facial care products." Get the lowest perception index. Therefore, researchers suggest to occasionally hold a discounted promo that can be done on certain days such as holidays such as Indonesian Independence Day or take advantage of a beautiful date such as 8.8 which falls on August 8 to attract consumers to do facial treatment at the Ertos Beauty Clinic. Buaran Jakarta.

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