THE INFLUENCE OF CELEBRITY ENDORSER, BRAND IMAGE AND HALAL LABEL CERTIFICATION TOWARDS PURCHASE DECISION ON COSMETIC PRODUCTS WARDAH
(Study in Rw. 001 Jatinegara Kaum sub-district, Pulo Gadung sub-district)

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ABSTRACT

This study aims to determine the relationship between the influence of *Celebrity Endorser, Brand Image* and Halal Label Certification on Purchasing Decisions of Wardah Cosmetics Products. This research strategy uses an associative causal research method with a quantitative approach. The data processing application used is SPSS version 2 3 .00. The population of this study were all female residents of RW. 001 Jatinegara Kaum Village, Pulo Gadung District which uses Wardah cosmetic products. The research sample used is a type of *non-probability sampling* using *purposive sampling technique* and the total sample is 97 respondents. A data analysis was measured using multiple linear regression-based methods. The data used in this study are primary and secondary data . The results of the study proved that (1) *celebrity endorser* had a significant effect on purchasing decisions ; (2) *brand image* has a significant effect on purchasing decisions ; (3) halal label certification has a significant effect on purchasing decisions .

Keywords: Celebrity Endorser , Brand Image , Certification Label Halal , and Purchase Decision.

1.   PRELIMINARY

The level of competition in the cosmetic industry business is currently very tight with the presence of various kinds of creative products. Cosmetics have become a basic necessity for women to support their appearance and can foster high self-confidence when doing activities outside the home . In meeting the needs of beauty care, women will choose cosmetic products that can provide maximum satisfaction in the use of their cosmetics, so companies must strive to study and understand the needs and desires of their consumers by continuing to carry out creativity and innovation in each product so that they can survive and compete in cosmetic industry.

Along with various new cosmetic products that have sprung up in the market, consumer awareness in choosing products must also be more selective and pay more attention to the halalness and appropriateness of the chemicals contained in these cosmetics. To make it easier for consumers to know whether the cosmetics consumed are halal, it can be seen from the labels listed on cosmetic packaging. Producing halal labels is the company's responsibility to consumers to provide confidence to consumers that the cosmetic products they produce are halal.

Factors that can influence purchasing decisions are the marketing strategies through celebrities or now better known as *celebrity endorsers,* marketing strategies that can be carried out by companies to communicate their products effectively. *Celebity Endorser* is a *cooking* concept that is able to convey a message or recommend buying a product (Zohra, 2013). The use of *celebrity endorsers is in* great demand by producers because messages conveyed by interesting sources, such as famous celebrities, will get greater attention and are easy to remember. The rise of *beauty vlogers in* cooking makes marketers use them to become *endorsers* for a brand (Prabowo *et al,* 2014). With the use of *an* attractive *celebrity endorser* , it is expected to influence consumer behavior towards purchasing decisions.

In addition to the marketing strategy through *celebrity endorsers,* another factor that must be considered by companies in marketing their products is the *brand image* of a product. For companies, brand image is a public perception of the identity of a company, which is based on what the public knows about the company. If the product of a brand has a good impression, it means that the product has succeeded in building its image in the eyes of consumers. The image of a product or a company is formed with the introduction of a product in an information, it is necessary to have an advertisement as a forum for promotion of products to be traded. With the existence of advertisements, producers can form a strong *brand image* and consumers will arise curiosity about the products they will buy, and there is a need for advertising appeal in the form of the character of the ad.

Related to the increasing number of cosmetics on the market, there is information about the number of cosmetics that contain dangerous ingredients. Public awareness about the safety of the cosmetics they use has increased in line with the emergence of various cases of the impact of harmful use in cosmetics. However, the awareness, especially for Muslim women, to pay

attention to the halalness and suitability of the raw materials contained in cosmetic products is still very low. The halalness and feasibility of cosmetic products starts from raw materials that are safe and in accordance with Islamic law.

In marketing, of course, it is always associated with several things, one of which is a purchase decision. Purchasing decision is a specific purchasing process consisting of a sequence of events, such as identification of problem needs, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. Peter and Oslon Sangadji (2013: 332) explained that consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. Because in general, consumers make purchasing decisions is to buy the most preferred brand.

To determine the effect of celebrity endorsers, brand image and halal label certification on purchasing decisions for Wardah cosmetic products and based on the background of the problems above, the following problems can be identified:
1. Does *celebrity endorser* affect Wardah product purchasing decisions?
2. Does *brand image* influence Wardah product purchasing decisions?
3. Does halal label certification affect Wardah product purchasing decisions ?
4. Do *celebrity endorsers, brand image* & halal label certification have a simultaneous effect on purchasing decisions for Wardah products?

2. LITERATURE REVIEW
2.1. Review of Previous Research Results

The first research was conducted by Sumartik, Lilik Indayani and Zahratul Jannah (2019) who discussed *The Influence of Halal Labelization, Brand Image and Product Quality Towards Consumer Purchase Decision of Wardah Cosmetic Product* . The purpose of this study was to determine halal labeling, brand image and product quality, whether it has a partial and simultaneous effect on purchasing decisions. This type of research is a causal research direct interview with a questionnaire to the respondent. The sample used was 100 respondents. *The sampling* technique used was *nonprobability sampling* with *accidental sampling technique* . The data collection technique in this study was to use a questionnaire and use multiple linear regression analysis. The results of this study state that partially the halal label and brand image variables have no effect on cosmetic purchasing decisions, while product quality has a significant effect on purchasing decisions. Simultaneously the halal label, brand image and product quality will have a good impact on cosmetic purchasing decisions.

The second research was conducted by Henry Aspan *et al* (2017) which discussed *The Effect of Halal Label, Halal Awarness, Product Price and Brand Image to the Purchasing Decision on Cosmetics Products* . This study aims to determine whether the halal label, halal awareness, product price and *brand image* on cosmetic purchasing decisions affect partially and simultaneously. This study uses a quantitative approach. The sample used was 100 respondents. The data collection technique in this study was to use a questionnaire and use multiple linear regression analysis. The results of this study state that partially the product price variable has a significant effect on purchasing decisions, while the halal label

variable, halal awareness and *brand image have* no significant effect on cosmetic purchasing decisions. The simultaneous results of halal label, halal condition, product price and *brand image* have a significant effect on cosmetic purchasing decisions.

The third research was conducted by Elvina Marsha and MY Dwi Hayu (2019) which discussed the *Country of Origin and Brand Image on Purchase Decision of South Korean Cosmetic Etude House* . This study aims to determine the effect of *country of origin* and *brand image* on purchasing decisions for South Korean Etude House cosmetics partially and simultaneously. This study uses a quantitative approach. The sample used was 100 respondents. The data collection technique in this study used a questionnaire and used multiple linear regression analysis. The results of this study state that partially or simultaneously *country of origin* and *bran image* have a positive and significant effect on cosmetic purchasing decisions.

The fourth research was conducted by Dr. M. Vijaya Kumar and Dr. M. Ramakrishnan who discussed the *Role of Celebrity Endorser on the Purchase Decision of the Consumers Cosmetics* (2016) . This study aims to determine the role of *celebrity endorsers* in consumer cosmetic purchasing decisions and the effectiveness of advertisements. This study uses a quantitative approach. The sample used was 110 respondents. The sampling technique in this study was *convenience sampling* . The data collection technique in this study used a questionnaire and used multiple linear regression analysis. The results of this study indicate that *celebrity endorsers* have a positive effect on consumer cosmetic purchasing decisions.

The fifth research was conducted by Khodai Nayaki N and Dr. Jayachandran R which discusses *A study on impact of endorsement of celebrity purchase of beauty care products* (2016). This study aims to identify the influence of advertisements supported by celebrities on consumer purchasing decisions. This study uses a quantitative approach. The sample used was 200 respondents. Data collection techniques in this study using questionnaires and multiple linear regression analysis. The results of this study indicate advertisements supported by *celebrity endorsers* have a significant effect on consumer kempelian decisions.

The sixth research was conducted by Nidia, Joyce Lapian and Johan Tumiwa who discussed *The Effect of Brand Image, Perceived Price and Perceived Quality on Consumer Purchase Decision of Pond's Skin Care Products* (2017). This study aims to determine the influence of brand image, price estimates, and quality estimates on purchasing decisions for *Pond's* skin care products . This research is a type of causal research that uses primary data obtained through questionnaires and uses linear regression analysis. The sample used was 100 respondents. The results of this study indicate that brand image, price estimates and quality estimates have a significant effect on purchasing decisions.

The seventh research was conducted by Sandi Salere, Abdul Razak Munir and Nurdjanah Hamid who discussed *The Effect of Celebrity Endorser and Halal Brand Image on Customers' Purchasing Decision Cosmetics* (2018) . This study aims to determine the effect of celebrities and halal brand image on purchasing

decisions. The sample in the study were 200 respondents. This study uses a quantitative approach. The data collection technique in this study was to use a questionnaire and use linear regression analysis. The results of the study indicate that the celebrity endorser variable has a positive effect on purchase decisions and the halal variable brand image also has a positive effect on purchasing decisions.

The eighth research was conducted by Habibah, Ikhwan and Santi Lisnawati who discussed the Influence of *Brand Image* and *Celebrity Endorser* on the Purchase Decision of Wardah Cosmetics Products (2018). This study aims to determine the effect of *brand image* and *celebrity endorser* on purchasing decisions. The sample used in this study were 100 respondents. The sampling technique uses *non-probability sampling* . The data analysis technique used is descriptive analysis and multiple linear regression analysis. The results of this study indicate that partially *brand image* has a positive effect on purchasing decisions. Likewise, *celebrity endorsers* have a positive effect on purchasing decisions. Simultaneously, *brand image* and *celebrity endorser* have a positive effect on purchasing decisions.

2.2. Theoretical basis
2.2.1. *Celebrity Endorser*

Celebrity endorsers defined by Kotler and Keller (2012: 311) is the use of a resource *(source)* as an attractive figure or popular in advertising, this is one creative way to convey the message, so the message is delivered can achieve higher attention and can be remembered.

Shimp classified two indicators and five special attributes of *celebrity endorsers* to facilitate communication effectiveness. According to Shimp (2014: 251) specifically explains that the five special attributes of *endorsers are* described by the acronym TEARS. Where TEARS consists of *trustworthiness* (trustworthiness) and *expertise* (expertise) which are two components of the *credibility* indicator . *Phisycal attractiveness* (physical attractiveness), *respect* (valued quality) and *similarity* (similarity premises *audience* intended) is a component of the indicator *attractiviness* (appeal).

1. *Trustworthiness* (*Trustworthy*)
   Shimp (2 014: 252) suggests the term *trustworthiness* (trustworthy) refers to the honesty, integrity and confidence of a message source. Expertise and trustworthiness do not stand up to each other, often a proponent of a particular advertising message is perceived as trustworthy, but not an expert. The assessment of the trustworthiness of a supporter of the advertising message depends on the audience's perception of the celebrity's motivation as a supporter of the advertising message. If the audience believes that a proponent of the advertising message is motivated purely from self-interest, he or she will be less convincing than someone who perceives the proponent of the advertising message as completely objective and unprofitable.

2. *Expertise* (Skills)
   Shimp (2014 : 252) suggests that the term *expertise* refers to the knowledge, experience or expertise possessed by an *endorser* who is associated with the brand that is supported. An endorser who is accepted as an expert on the brands he

supports will be more persuasive in attracting an audience than an *endorser* who is not accepted as an expert.

3.   *Phisycal Attractiveness* (Physical Attraction)

Shimp (2014: 253) suggests that the term *attractiveness* refers to oneself that are considered as interesting things to see in relation to the concept of certain groups with physical attractiveness. An attractive person feels more positively and reflects the advertised brand better than a person with average attractiveness. Mo wen and Minor (2012: 405) suggest that when consumers find something in an *endorser* that is considered attractive, persuasion occurs through identification, namely when consumers perceive the *endorser brand* as something attractive, the consumer then identifies the endorser and has a tendency to adopt attitudes, behaviors. , the *endorser* 's particular interests or preferences .

4.   *Respect* (Quality is appreciated)

Shimp (2014 : 253) states the term *respect* (quality is valued) is a quality that is appreciated or favored as a result of the quality of personal achievement. Celebrities are valued for their acting skills, sports skills or personalities and the quality of their political argumentation. Respected individuals are also generally favored, and this can be used to increase brand equity. Apart from that in other findings, Mowen and Minor (2012: 410) explain that the characteristics and personality of the source interact with the natural properties of the product. Therefore, in certain circumstances physically attractive or likable (likable) people may not be effective sources of information.

5.   *Similarity* (Similarity to the intended audience)

Shimp (2014: 253) suggests the term *similarity* (similarity to the intended audience) refers to the degree to which an *endorser* and an audience are similar in terms of age, gender, ethnicity, social status and so on.

2.2.2. *Brand Image*

Lee, *et.al* (2011) stated that *brand image* can be defined as the perception of a brand that is reflected by the brand association held in the memory of consumers. *Brand image* consists of consumer knowledge and beliefs about the brand. Consumers who have a positive perception of a brand mean that the brand has a strong message compared to competitors' brand messages. With the existence of this statement, a brand is a product or service that adds dimensions in a certain way to differentiate another product and service designed to satisfy the same needs, this difference can be functional, rational or even tangible related to the performance of a brand.

Kotler and Keller (2012: 59) explain that there are indicators of brand image in aspects of a brand, namely as follows:

1.   Strength *(Strength)*

The strength referred to here has to do with how strong a relationship a brand can create with consumers. Usually this measure of strength can be established through direct experience, price, quality, recommendations, personal, advertising and so on.

2.   Uniqueness *(Uniqueness)*

Uniqueness is the ability to differentiate a brand among other brands. This unique impression arises from product attributes, which means that there is

differentiation between one product and another, including in unique groups, namely the variety of products, services, or prices that can be provided.

3. Excellence *(Favorable)*

Excellence *(favorable)* lead to the ability of the brand to be easily remembered by consumers, which is included in a group of *favorable* are: ease of product brands to say, the ability of the brand to keep in mind the consumers, as well as the suitability of brand impression in the minds of consumers with the image the company wants top brands concerned.

2.2.3. Halal Label Certification

a. Definition of Halal Label

According to Surah Al-A'raf (7: 157) and the Prophet Muhammad made legal for them everything that was good and forbade them all that was bad. In a broader context according to Islamic law, halal refers to everything that is permitted or permissible which includes activities, behavior, how to dress, how to get sustenance and so on.

According to Burhanuddin (2011: 140), this halal certification is a requirement to obtain a permit for the inclusion of a halal label on product packaging from the authorized government agency. It is said that halal must at least meet three criteria, namely: the substance, how to obtain it, and halal processing. What is meant by halal products, namely products that meet the requirements of halalness in accordance with Islamic law as follows:

1. Does not contain pork and ingredients of pork origin.
2. Does not contain ingredients that are prohibited, such as materials derived from human organs, blood, dirt and so on.
3. All materials derived from halal animals slaughtered according to the procedures of Islamic law.
4. All storage, sales, processing, processing and transportation places are not allowed to be used for pigs. If it has been used for pork or other non-halal goods, it must first be cleaned in a manner regulated by Islamic law.
5. All foods and drinks that do not contain khamar.

b. Halal Label Indicator

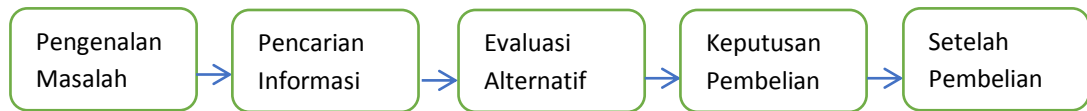There are three indicators of halal labeling, namely as follows:

1. Knowledge, is information or information that is known or realized by someone. Knowledge is information that has been combined with understanding and the potential for action; which then sticks to someone's mind.
2. Trust, is a psychological condition when a person considers a premise to be true. Or it can also mean the assumption or belief that something that is believed is true or real.
3. Assessment of halal labeling is a process, method, action, appraisal, and the value given to halal labeling

2.2.4. Purchase Decision

Hawkins and Mothersbaugh (2010: 609) suggest a *purchase decision* as an evaluation process carried out by consumers on the attributes of a set of products,

brands or services, so that consumers can rationally choose one of these products, brands or services. which can meet their needs at the lowest cost.

It takes a process in decision making, where the process is an indicator of making specific purchasing decisions. Kotler and Keller (2016: 234) explain that the consumer purchasing decision process consists of five stages carried out by a consumer before arriving at a purchase decision and then post-purchase.

| Pengenalan Masalah | → | Pencarian Informasi | → | Evaluasi Alternatif | → | Keputusan Pembelian | → | Setelah Pembelian |

Source: Kotler dan Keller (2016 : 235)

Picture 2.1 Purchasing Decision Indicators

The explanation of the indicators above, namely:

1. Problem Introduction
   The buying process begins when the buyer recognizes a problem or need. These needs can be triggered by stimuli from within or from outside the purchase.
2. Information Search
   Consumers can get information from various sources, including:
   a. Personal sources, namely family, friends, neighbors, and acquaintances.
   b. Commercial sources, such as advertisements, packaging distributors, exhibitions.
   c. Public sources, such as mass media, consumer organizations.
   d. Experimental sources, namely manganics, test and use these products.
3. Alternative Evaluation
   At this stage there is no single, easy evaluation process that can be used for all consumers or even by one consumer in all purchasing situations.
4. Buying decision
   This stage begins with an assessment of various alternatives which can be seen from the attributes attached to the product. With this indication, consumers form a choice. However, there are 2 (two) factors that influence when choosing, namely the person's positive or negative attitude towards a product.
5. After Purchase Behavior
   After a purchase, consumers will experience some level of decision or certain dissatisfaction and will be alert to information that supports that decision.

2.3.   The Relationship Between Research Variables
2.3.1.   The Influence of *Celebrity Endorser* on Purchasing Decisions

Research conducted by Dr. M. Vijaya Kumar & Dr. M. Ramakrishnan (2016) states that celebrity endorsers have a positive effect on purchasing decisions. The higher the *celebrity endorser* value in the eyes of the community, the greater the consumer's decision to buy a product, because celebrities represent

an ideal lifestyle, where some of the people who know or become followers of these celebrities want to imitate the celebrity's lifestyle.

In line with this, Khodai Nayaki N & Dr. Jayachandran R (2016) suggests that advertisements supported by *celebrity endorsers* have a significant effect on purchasing decisions. The attractiveness of *celebrity endorsers* is finally used by every company in promoting products or services by utilizing the sophistication of information technology currently developing in order to improve consumer decisions in buying a product or service. And according to consumers' views, advertisements or promotions supported by *celebrity endorsers are* more convincing than advertisements or promotions that are not supported by *celebrity endorsers* because they trust more well-known celebrities as a factor that influences their thinking in purchasing decisions.

2.3.2. The Influence of *Brand Image* on Purchasing Decisions

Research conducted by Elvina Marsha & MY Dwi Hayu (2019) suggests that *brand image* has a positive effect on purchasing decisions. This is in line with research conducted by Nidia, Joyce Lapian & Johan Tumiwa, who stated that *brand image* has a significant effect on purchasing decisions. Where consumers tend to choose products that are already known to have a good image by consumers. So it can be concluded that a product that has a positive image in the eyes of consumers, the decision to purchase a product will increase, and vice versa if a product has a bad image, the decision in purchasing will decrease.

2.3.3. The Influence of Halal Label Certification on Purchasing Decisions

Sumartik, Lilik Handayani & Zahratul Jannah (2019) argue that the halal label has no effect on purchasing decisions. In line with this, Henry Aspan *et al* (2017) stated that the halal label has no effect on purchasing decisions. In contrast to the results of research conducted by Premi Wahyu Widyaningrum (2016), it is stated that the halal label has a significant effect on purchasing decisions. The halalness of a cosmetic product should affect positive purchasing decisions because it has been tested and has a halal label certification from MUI such as the research conducted by Premi Wahyu Widyaningrum, but from the two other studies that have been explained previously, it turns out that consumer awareness of halal label certification in cosmetic products are still lacking and do not have a significant effect on purchasing decisions.

2.4. Hypothesis Development

The hypothesis is a provisional statement or the most probable conjecture that the truth must still be sought. The hypothesis in this study can be formulated as follows:

H_1 = It is suspected that there is an influence of *celebrity endorsers* on purchasing decisions for Wardah cosmetic products

H_2 = It is suspected that there is an effect of *brand image* on purchasing decisions for Wardah cosmetic products

H_3 = It is suspected that there is an effect of halal label certification on purchasing decisions for Wardah products

H$_4$= It is suspected that there is an influence of celebrity endorser, brand image and halal label certification simultaneously on purchasing decisions for Wardah cosmetic products

2.5. Research Conceptual Framework
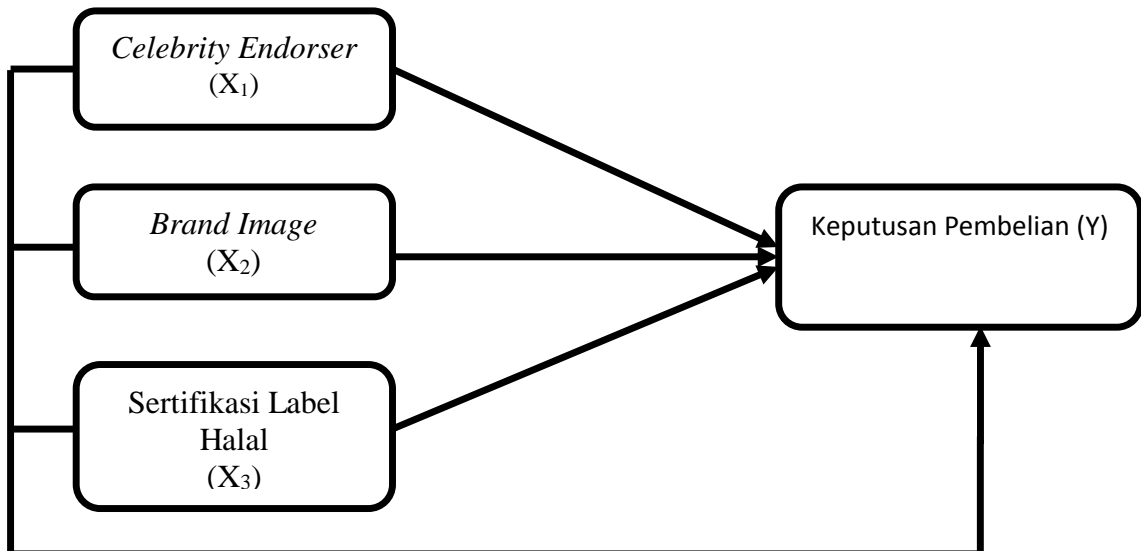
Picture 2.2 Research Conceptual Framework

3. RESEARCH METHOD
3.1 Research Strategy

Sugiyono (2013: 2) defines in general that a research strategy is a scientific way to obtain data with specific purposes and uses. Based on the research objectives that have been set, this study uses a quantitative associative approach. In this study, the aim of this research is to determine the effect of the independent variables (variables that influence) are *celebrity endorser* (X$_1$), *brand image* (X$_2$), halal label certification (X$_3$) and the dependent variable (the affected variable) is the purchase decision (Y).

3.2 Populasi dan Sampel
3.2.1. Populasi

Sugiyono (2017: 80) defines population as a generalization area consisting of objects / subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then draw conclusions. The population in this study were all RW residents. 001 Jatinegara Kaum Village, Pulo G Subdistrict who has ever bought or used Wardah cosmetic products. The researcher determined the research location in RW. 001 Jatinegara Kaum Subdistrict, Pulo Gadung District because there are many women, as the characteristics of this study, namely the respondents who filled out the questionnaire were women, and the research location was easy to reach for distributing questionnaires.

3.2.2. Sample

Sugiyono (2017 : 81) teknik sampling adalah teknik pengambilan sampel. Untukmenentukan sampel yang akan digunakan dalam penelitian, trdapat berbagai teknik sampling yang digunakan. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *nonprobability sampling,* teknik pengambilan sampel yang tidak memberi peluang/kesempatan sama bagi setiap unsur atau anggota populasi untuk dipilih menjadi sampel. Dan menggunakan teknik *purposive sampling* dengan cara mengambil subjek yang didasarkan atas tujuan tertentu dan pertimbangan. Dalam penelitian ini, yang menjadi anggota sampel yaitu seluruh warga wanita RW. 001 Kelurahan Jatinegara Kaum, Kecamatan Pulogadung yang pernah membeli, sedang menggunakan dan yang akan menggunakan produk kosmetik Wardah.

The determination of the number of samples is determined using the *Margin of error* formula according to Arikunto (2014: 75) :

$$n = \frac{Z^2}{4(moe)^2} \quad \text{...(3.1)}$$

Information :

n = number of samples

Z = the level of confidence required in determining the sample 95% So that the Z value is 1.96

Moe = *Margin of error*, which is the maximum error rate that can be tolerated, and in this study 10% Moe was used

Based on the above calculations, the following is obtained :

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

$$n = \frac{3,8416}{0,04} = 96,54 \approx 97$$

3.3. Data and Data Collection Methods

3.3.1. Type of Data

The types of data used in this study are primary and secondary data . Primary and secondary data collected by researchers are used to answer research questions.

3.3.2. Data Collection Methods

The primary data collection method used in this study was a questionnaire. Sugiyono (2017: 142) explains that the questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer. The questionnaire in this study is the *celebrity endorser, brand image* and halal label certification on purchasing decisions. The author distributes a set of questionnaires to be filled out by respondents to RW residents. 001 Jatinegara Kaum Village, Pulo G adung District . The measurement scale used in the questionnaire is the *Likert* scale . Sugiyono (2017: 93) *Likert* scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena.

Table 3.1 *Likert* Scale Instruments

No.	Alternative Answers	Code	Weighted Value
1	Strongly agree	SS	4
2	Agree	S	3
3	Disagree	TS	2
4	Strongly Disagree	STS	1

Source : Sugiyono (2017 : 3)

The statements in the questionnaire were then tested by testing the validity and reliability of the research instruments as follows :

1.   Validity test

Ghozali (2013: 52) a measurement instrument is said to be valid if the instrument can reveal something that will be measured by the instrument. The validity test is useful for measuring whether a questionnaire is valid or not. The validity test is done by comparing the r_{count} with the r_{table} for degree of freedom (df) = n-2, where n is the number of samples. The validity test in this study was carried out using item analysis. Decision-making provision:

a.   If r_{count} is positive or $r_{count} > r_{table}$ then the question item is valid.
b.   If r_{count} is negative or $r_{count} < r_{table}$ then the question item is invalid.

2.   Reliability Test

Ghozali (2012: 62) explains that the reliability test is useful for knowing the extent to which the measurement results remain consistent if done twice or more using the same measuring instrument. A questionnaire is said to be realistic if a person's answer to a question is consistent or stable over time. Ghozali (2014: 133) suggests that the instrument reliability testing was carried out using *Cronbach's alpha.* Giving interpretation of the reliability of the variable can be said to be reliable if the variable coefficient is more than 0.60. This research instrument can be said to be reliable if it provides a *Cronbach's alpha value* > 0.60.

3.4.   Operationalization of Variables

Variable operationalization is needed to determine the types and indicators of the dependent variables in this research. In addition, the operationalization of variables is useful to facilitate understanding and avoid differences in perceptions in this study. The explanation of each variable used in this study is as follows :

3.4.1. Independent Variable (X)

a.   *Celebrity Endorser* (X₁)

Kotler and Keller (2012: 311) explains that the *celebrity endorser* is the use of a resource *(source)* as an attractive feature or popular in advertising, this is one creative way to convey the message, so the message is delivered can achieve higher attention and can be remembered. In this study, the indicators used are: *Credibillity & Attractiveness.*

b. *Brand image* (X_2)

Lee, et al (2011) suggest that *brand image* can be interpreted as the perception of a brand that is reflected by the brand association held in the memory of consumers. *Brand image* consists of consumer knowledge and beliefs about the brand. Consumers who have a positive perception of a brand mean that the brand has a strong message compared to competitors' brand messages. In this research, the indicators used are: *Strengthness* , *Uniqueness* & *Favorable*.

c. Halal Label Certification (X_3)

Burhanuddin (2011: 140) states that this halal certification is a requirement for obtaining permission to include a halal label on product packaging from the authorized government agency. It is said that halal must at least meet three criteria, namely: the substance, how to obtain it, and halal processing. In this study, the indicators used are: Knowledge, trust and assessment of the halal label.

3.4.2. Dependent Variable (Y)

Hawkins and Mothersbaugh (2010: 609) suggest a *purchase decision* as an evaluation process carried out by consumers on the attributes of a set of brand products or services, so that consumers can rationally choose one of these products, brands or services. can meet their needs at the lowest cost.

3.5   Data Analysis Methods
3.5.1. Data Processing Methods

Sugiyono (2013: 244) explains that the data analysis method is a process of systematically searching and compiling data obtained from interviews, field notes, and other materials, so that they can be easily understood, and the findings can be communicated to others. Data processing in this study is using the SPSS *(Static Product and Service Solution)* version 2 3 .00 program, because the analysis method in this study uses a correlation coefficient and hypothesis testing partially (t test) or simultaneously (f test).

3.5.2. Method of presenting data

Sugiyono (2017: 147) explains descriptive statistics are statistics that are 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. Descriptive statistics relate to data collection, summarizing data and presenting the summary results. Descriptive statistics aims to test and explain the characteristics of the research data sample under study. Included in the descriptive statistics are age, occupation, and income through the calculation of the *maximum, minimum, mean* and standard deviation of variable values in the tabulated form of the questionnaire results.

3.5.3.   Statistical Analysis of Data
3.5.3.1. Multiple Linear Regression Analysis

Sugiyono (2013: 277) explains that multiple regression analysis aims to predict how the state (rise and fall) of the dependent variable, if two or more independent variables as predictor factors are manipulated (increase and decrease in value). Make a multiple regression line equation, with the formula:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3$$

Where:

Y = estimated value of Y

α = Y value at the intersection of the linear line with the vertical Y axis

X_1, X_2, X_3 = the value of the independent variable X_1, X_2, X_3

b_1, b_2, b_3 = the slope associated with the variables X_1, X_2, X_3

3.5.3.2. Analysis of the coefficient of determination

Ghozali (2013: 97) suggests the coefficient of determination (KD) in essence measures how far the model's ability to apply variations in the dependent variable. The coefficient of determination (KD) or could be known by R^2 is used to view the ability to explain the contribution of the independent variables together on the dependent variable, where the value of the coefficient is between zero and one ($0 \leq R^2 \leq 1$). Ghozali (2013: 98) The value of KD or R^2 are small means the ability variables - independent variables in explaining the variation of the dependent variable are very limited. A value close to one means that the independent variables provide almost all of the information needed to predict the dependent variables.

The formula for measuring the amount of influence between the independent variable on the dependent variable is the partial and multiple coefficient of determination (KD) formula as follows :

a. Partial Determination Coefficient
1. Partial determination between X_1 against Y (X_2 and X_3 constant)
   $KD_{1.23} = r_{Y1.23}^2 \times 100\%$
2. Partial determination between X_2 against Y (X_1 and X_3 constant)
   $KD_{2.13} = r_{Y2.13}^2 \times 100\%$
3. Partial determination between X_3 against Y (X_1 and X_2 constant)
   $KD_{3.12} = r_{Y3.12}^2 \times 100\%$

b. Simultaneous Determination Coefficient
   Multiple determinations between $X_1 X_2 X_3$ between respect to Y (X_2 and X_3 are constant)
   $KD_{123} = r_{Y123}^2 \times 100\%$

3.5.4 Hypotesis Test

Hypothesis testing is used to test the effect partially and multiple. The hypotheses to be tested in this study are :

1. Partial Test
   a. Effect of X_1 on Y

   Ho : $\rho_{y1.234} = 0$ (partially the *celebrity endorser is* not significant towards purchasing decisions on Wardah cosmetic products).

   Ha : $\rho_{y1.234} \neq 0$ (partially the *celebrity endorser is* significant towards purchasing decisions on Wardah cosmetic products).

   b. Effect of X_2 on Y

   Ho : $\rho_{y2.341} = 0$ (partially the *brand image is* not significant towards purchasing decisions for Wardah cosmetic products).

   Ha : $\rho_{y2.341} \neq 0$ (partially significant *brand image* on purchasing decisions for Wardah cosmetic products).

c. Effect of X_3 on Y

Ho : $\rho_{y3.412} = 0$ (partially halal label certification is not significant towards purchasing decisions for Wardah cosmetic products).

Ha : $\rho_{y3.412} \neq 0$ (partially halal label certification is significant towards purchasing decisions on Wardah cosmetic products).

To test the effect of the independent variable on the dependent variable partially, it is seen from the *P-value* compared to α (5% = 0,05)

Ho is rejected, Ha is accepted if the *P-value* < 0,05 and

Ho is accepted, Ha is rejected if the *P-value* $\geq$ 0,05 or

Ho is rejected, Ha is accepted if $t_{count} > t_{table}$ and

Ho is accepted, Ha is rejected if $t_{count} \leq t_{table}$

2. Simultaneous Test

Hypothesis testing is used to test multiple effects. The hypotheses to be tested in this study are :

Ho : $\rho_{y1234} = 0$ (simultaneously *celebrity endorser, brand image* and halal label certification are not significant towards purchasing decisions on Wardah cosmetic products).

Ha : $\rho_{y1234} \neq 0$ (simultaneously *celebrity endorser, brand image* and halal label certification are significant on purchasing decisions for Wardah cosmetic products).

As for testing the effect of independent variables on the dependent variable simultaneously, the value of significance *F is* used compared to α (5% = 0,05).

Ho is rejected, Ha is accepted if *Significance F* <0.05 and

Ho is accepted, Ha is rejected if *Significance F* $\geq$ 0.05 or

Ho is rejected, Ha is accepted if $F_{count} > F_{table}$ dan Ho diterima,

Ha ditolak jika $F_{count} \leq F_{table}$

4.   RESEARCH RESULTS AND DISCUSSION
4.1.   Test Instrument Data

1.   Validity test

Table 4.1 Uji Validitas

No.	Variable	Indicator	The value of r count	Value r tables	Information
1	*Celebrity Endorser*	X1.1	0,847	0,1689	**VALID**
		X1.2	0,833	0,1689	
		X1.3	0,753	0,1689	
		X1.4	0,717	0,1689	
2	*Brand Image*	X2.1	0,727	0,1689	**VALID**
		X2.2	0,766	0,1689	
		X2.3	0,699	0,1689	
		X2.4	0,832	0,1689	
		X2.5	0,626	0,1689	
		X2.6	0,700	0,1689	
		X2.7	0,73	0,1689	
3	**Halal Label Certification**	X3.1	0,834	0,1689	**VALID**
		X3.2	0,874	0,1689	
		X3.3	0,902	0,1689	
		X3.4	0,859	0,1689	
		X3.5	0,723	0,1689	
4	**Purchase Decision**	Y.1	0,833	0,1689	**VALID**
		Y.2	0,565	0,1689	
		Y.3	0,712	0,1689	
		Y.4	0,711	0,1689	
		Y.5	0,753	0,1689	
		Y.6	0,773	0,1689	
		Y.7	0,814	0,1689	
		Y.8	0,794	0,1689	

Based on the results of the data above, it can be seen that the value of *r* count on each item of the question is> 0.1689 (*r* table), so it can be concluded that each question item is declared valid.

2. Uji Realibilitas

Table 4.2 Realibilitas Test

No.	Variable	r count Cronbach Alpha	r Cronbach Alpha terms table	Information
1	*Celebrity Endorser*	0,782	0,60	**Realibel**
2	*Brand Image*	0,847	0,60	**Realibel**
3	**Halal Label Certification**	0,893	0,60	**Realibel**
4	**Purchase Decision**	0,882	0,60	**Realibel**

Based on the results of the reliability test above, it shows that for each statement item score of the *celebrity endorser* variable (X_1), *brand image* (X_2) and halal label certification (X_3) and purchase decisions (Y) have a *cronbach's alpha value* > 0.60. Thus it can be concluded that the results of each of these variables are realistic because the *Cronbach's alpha* value *is* > 0.60.

4.2. Statistical Analysis of Data
4.2.1. Multiple Linear Regression Analysis

Table 4.3 Multiple Linear Regression Analysis

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,949	2,174		,897	,372
	CelebrityEndroser	,569	,225	,278	2,529	,013
	BrandImage	,519	,153	,409	3,390	,001
	SertifikasiLabelHalal	,224	,188	,135	1,192	,036

a. Dependent Variable : KeputusanPembelian

Based on the results of the linear regression analysis above, the following equation can be made:

$Y = 1,949 + 0,569X_1 + 0,519X_2 + 0,224X_3 + e$

Where :

Y = *Celebrity endorser*, X_1 = *Celebrity endorser* ,

X_2 = *Brand image*, X_3 = Sertifikasi Label Halal,

e = *error*

4.2.2. Analysis of the coefficient of determination
1. Partial Determination Coefficient

1. X_1 against Y

   Table 4.4   Results of Partial Determination Coefficient of *Celebrity Endorser* (X_1) on Purchasing Decisions (Y)

   Correlations

Control Variables			CelebrityEndorser	Keputusan Pembelian
BrandImage & SertifikasiLabel Halal	CelebrityEndorser	Correlation	1,000	,255
		Significance (2-tailed)		,013
		df	0	93
	KeputusanPembelian	Correlation	,255	1,000
		Significance (2-tailed)	,013	
		df	93	0

   Based on the results of data processing using SPSS, the partial determination coefficient between X_1 and Y is 0.255. Thus the coefficient of determination of *celebrity endorser* (X_1) on purchasing decisions (Y) can be calculated as follows :

   $$KD_{1.23} = r_{y1.23}^2 \times 100\%$$
   $$= 0,255^2 \times 100\%$$
   $$= 7\%$$

   The coefficient of determination of the partial *celebrity endorser* on purchasing decisions is 7%. It can be interpreted that there is an effect of *celebrity endorser* on purchasing decisions by 7%, while the rest (93%) is due to the influence of other variables outside the *celebrity endorser.*

2. X_2 against Y

   Table 4.5   Results of Partial Determination of *Brand Image* Coefficient (X_2) on Purchasing Decisions (Y)

   Correlations

Control Variables			BrandImage	Keputusan Pembelian
CelebrityEndorser & SertifikasiLabelHalal	BrandImage	Correlation	1,000	,333
		Significance (2-tailed)		,001
		df	0	93
	KeputusanPembelian	Correlation	,333	1,000
		Significance (2-tailed)	,001	
		df	93	0

   Based on the results of the data processing using SPSS, the partial determination coefficient between X_2 and Y is 0.333. Thus the coefficient of determination of *brand image* (X_2) on purchasing decisions (Y) can be calculated as follows :

$$KD_{1.23} = r_{y2.13}^2 \times 100\%$$
$$= 0.333^2 \times 100\%$$
$$= 11\%$$

The coefficient value of partial determination of *brand image* on purchasing decisions is 11%. It can be interpreted that there is an influence of *brand image* on purchasing decisions by 11%, while the rest (88.91%) is due to the influence of other variables outside the *brand image*.

3. X_3 against Y

Tabel 4.6. Results of Partial Determination Coefficient Analysis of Halal Label Certification (X_3) on Purchasing Decisions (Y)

Correlations				
Control Variables			SertifikasiLabel Halal	Keputusan Pembelian
CelebrityEndorser & BrandImage	SertifikasiL abelHalal	Correlation	1,000	,124
		Significance (2-tailed)		,031
		df	0	93
	Keputusan Pembelian	Correlation	,124	1,000
		Significance (2-tailed)	,031	
		df	93	0

Based on the results of data processing using SPSS, the partial determination coefficient between X_3 and Y is 0.124. Thus the coefficient of determination of halal label certification (X_3) on purchasing decisions (Y) can be calculated as follows :

$$KD_{1.23} = r_{y3.12}^2 \times 100\%$$
$$= 0.124^2 \times 100\%$$
$$= 2\%$$

The coefficient value of partial determination of halal label certification on purchasing decisions is 2%. It can be interpreted that there is an effect of halal label certification on purchasing decisions by 2% and the rest (98.49%) due to the influence of other variables outside of halal label certification.

2. **Simultaneous Determination Coefficient**
   Simultaneous Testing

Table 4.7 Results of Simultaneous Determination Coefficient Analysis

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,759[a]	,576	,562	2,50115	,576	42,141	3	93	,000
a. Predictors: (Constant), SertifikasiLabelHalal, CelebrityEndorser, BrandImage									

From the results of the above research and based on the results of calculations using SPSS, it was obtained a *significance F* of 0.000 which is smaller than the real level or 0.000> 0.1. Then it can be concluded that Ho is rejected. Ha is accepted, then the coefficient of determination can be used to explain the contribution of the effect of changes in independent variables to the dependent variable. From the calculation of the data above, it can be obtained data between the *celebrity endorser* variables (X_1), *brand image* (X_2) and halal label certification (X_3) on purchasing decisions (Y), then the simultaneous determination coefficient value of 0.562 or 56 will be obtained. %. This means that *celebrity endorsers* , *brand image* and halal label certification on purchasing decisions have a positive influence proportion of 56% while the rest is 43.90% due to being influenced by other unknown variables in this study.

4.3. Hypothesis test
4.3.1. Partial Test

Table 4.8 Partial Test

Coefficients[a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	1,942	2,157		,900	,370
CelebrityEndorser	,568	,223	,277	2,544	,013
BrandImage	,519	,152	,410	3,411	,001
SertifikasiLabelHalal	,224	,186	,136	1,207	,031
a. Dependent Variable: KeputusanPembelian					

a. The influence of *celebrity endorser* (X_1) on purchasing decisions (Y)

Ho : $\rho_{y1.23} = 0$ partially the *celebrity endorser is* not significant towards purchasing decisions on Wardah cosmetic products.

Ha : $\rho_{y1.23} \neq 0$ partially the *celebrity endorser is* significant towards purchasing decisions on Wardah cosmetic products.

Based on the research results above, to test the effect of *celebrity endorser* (X_1) on purchasing decisions (Y) to produce the Sig. t is 0.013 with a value where < 0,05. These results can be concluded that the *celebrity endorser* has a significant effect on purchasing decisions. Based on these results $H_{1.0}$ who suspected that *celebrity endorser had* no effect on purchasing decisions, was rejected. Meanwhile H_1 which suspects *celebrity endorsers* have *an* effect on purchasing decisions, is accepted.

b. The influence of *brand image* (X_2) on purchasing decisions (Y)

Ho : $\rho_{y2.31} = 0$ partially, the *brand image is* not significant towards purchasing decisions for Wardah cosmetic products.

Ha : $\rho_{y2.31} \neq 0$ partially significant *brand image* on purchasing decisions on Wardah cosmetic products.

Testing *brand image* (X_2) on purchasing decisions (Y) produces a value of Sig. t is 0.001 with a value where <0.05. These results can be concluded that *brand image* has a significant effect on purchasing decisions. Based on the results of $H_{2.0}$ who thought that *brand image had* no effect on purchasing decisions, were rejected. Meanwhile $H_{2.\alpha}$ which suspects *brand image* affects purchasing decisions, is accepted..

c. The influence of halal label certification (X_3) on purchasing decisions (Y)

Ho : $\rho_{y3.12} = 0$ partially halal label certification is not significant towards purchasing decisions for Wardah cosmetic products.

Ha : $\rho_{y3.12} \neq 0$ partially the halal label certification is significant on purchasing decisions for Wardah cosmetic products.

Testing of halal label certification (X_3) on purchasing decisions (Y) produces Sig. t is 0.031 with a value where <0.05. These results can be concluded that halal label certification has a significant effect on purchasing decisions. Based on the results of $H_{3.0}$ who suspected that halal label certification had no effect on purchasing decisions, were rejected. Meanwhile $H_{3.\alpha}$ which suspects that halal label certification has an effect on purchasing decisions, is accepted.

4.3.2. Simultaneous Test

Table 4.16 Simultaneous Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	790,873	3	263,624	42,141	,000[b]
	Residual	581,787	93	6,256		
	Total	1372,660	96			
a. Dependent Variable: KeputusanPembelian						
b. Predictors: (Constant), SertifikasiLabelHalal, CelebrityEndorser, BrandImage						

Based on the results of the SPSS calculation, the F test value is 42.141 with a Sig. F count for 0.000 where <0.05. Based on these results, it can be concluded that the *celebrity endorser, brand image* and halal label certification simultaneously have a significant effect on purchasing decisions.

4.4   Research Findings
4.4.1   Findings Results of *Celebrity Endorser* (X_1)

The result of hypothesis one test states that *celebrity endorser* has a positive significant effect on purchasing decisions with a significant value of 0.013 less than 0.05 and a regression coefficient value of 0.569 (table 4.15). These findings indicate that the attractiveness of *celebrity endorsers* can influence consumers to make purchasing decisions in buying a cosmetic product that has been delivered by the *celebrity endorser* .

The results of this study are in line with research conducted by Kodhai Nayaki N, and Dr. Jayachandran R (2016) which states that *celebrity*

endorsers have a significant positive effect on purchasing decisions in which consumers are more interested in and like *celebrity* belief as a factor that influences their minds to make purchase decisions.

4.4.2 Findings of *Brand Image* Results (X₂)

Hypothesis two test results state that *brand image* has a significant effect on purchasing decisions with a significant value of 0.001 less than 0.05 and a regression coefficient value of 0.519 (table 4.15). These findings indicate that *brand image* is one of the factors that has the most positive and significant influence in the purchasing decision process.

The results of this study are in line with research conducted by Luh De Ayuningrum Ratna Pertiwi (2019) which states that *brand image* has a clear positive effect on purchasing decisions. In other words, the more positive the company's brand image, the stronger the purchasing decision.

4.4.3 Findings Results Label Halal Certification (X₃)

The results of the third hypothesis test state that halal label certification has a significant positive effect on purchasing decisions with a significant value of 0.036 less than 0.05 and a regression coefficient value of 0.224 (table 4.15). These findings indicate that respondents in this study have paid more attention to halal label certification on cosmetic packaging and the appropriateness of chemicals contained in cosmetics that are labeled halal.

The results of this study are in line with research conducted by Premi Wahyuni Widyaningrum (2016) which states that the test results obtain empirical evidence that H $_{1\,is}$ supported by a positive coefficient. This means that the higher the halal label, the higher that Ha is accepted and Ho is rejected, or in other words, consumer interest in using cosmetic products labeled halal is getting higher.

V. CONCLUSIONS AND SUGGESTIONS
5.1 Conclusion

Based on the results of research that has been carried out and data analysis as described in the previous chapter, hereby the following conclusions can be conveyed from the results of the researchers :

1. Partially it is known that the *celebrity endorser* on purchasing decisions has a KD value of 7% and the remaining 98.49% is the influence of other variables outside the *celebrity endorser* variable , and has a Sig value. t of 0.013 is smaller than 0.05, where the results of this hypothesis indicate *celebrity endorsers* have a significant effect on purchasing decisions.
2. Partially it is known that the *brand image* on purchasing decisions has a KD value of 11% and the remaining 88.91% is the influence of other variables outside the *brand image* variable , and has a Sig value. t of 0.001 is smaller than 0.05, where the results of this hypothesis show that *brand image* has a significant effect on purchasing decisions.
3. Partially it is known that halal label certification on purchase decisions has a KD value of 2% and the remaining 98.49% is the influence of other variables outside the halal label certification variable, and has a Sig value. t of 0.036 is smaller than 0.05, where the results of this hypothesis indicate that halal label certification has a significant effect on purchasing decisions.

4. Simultaneously it is known that *celebrity endorser, brand image* and halal label certification on purchasing decisions have simultaneous KD of 56% and the rest is the influence of other unknown variables in this study. And has a Sig value. F is 0,000 which is smaller than 0.05, which means *celebrity endorser, brand image* and halal label certification simultaneously have a significant effect on purchasing decisions.

5.2 Advice

Based on the results of the research conducted, the researchers recommend suggestions that can be taken into consideration, namely as follows :
1. Wardah should be able to maximize the role of celebrity endorser products which are proven to be influential in representing and conveying Wardah product advertising messages, so that they can improve buying decisions in the future.
2. Wardah should be able to maintain a better *brand image* today by maintaining the values inherent in Wardah's *image* such as quality, uniqueness and superiority of products which match Indonesian skin types so that they can improve future purchasing decisions.
3. Wardah should be able to maintain halal label certification on its packaging and strengthen that Wardah cosmetics are not dangerous and further increase efforts to socialize halal labels on all its cosmetic products, so that especially Muslim women continue to believe and feel comfortable using Wardah cosmetic products.

5.3 Limitations and Further Research Development

Researchers realize that the results of this study are still very far from perfect. The limitations that exist in this study should be more considered and refined for future researchers. Researchers only took samples from RW residents. 001 Kelurahan Jatinegara Kaum Pulo Gadung Subdistrict would be better off if the samples were taken in a wider scope. This research only examines *celebrity endorser*, *brand image* and halal label certification in purchasing decisions. The next researcher is expected to consider the variables or other factors that can influence the decision to buy cosmetic products.

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