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Research Article

The Influence of Celebrity Endorser Credibility and Brand Image on Purchase Decisions of Glad2Glow Skincare in Bandar Lampung

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Abstract: This research aims to examine the impact of celebrity endorser credibility and brand image on consumers' purchasing decisions regarding Glad2Glow skincare products in Bandar Lampung. The intense competition in the beauty industry pushes companies to adopt innovative marketing strategies, such as leveraging trustworthy celebrity endorsers and building a strong brand image. A quantitative approach was used in this study, with data gathered from 160 Glad2Glow skincare users in Bandar Lampung through questionnaires. The data were analyzed using multiple linear regression. The findings reveal that the credibility of celebrity endorsers has a positive and significant influence on purchasing decisions. Similarly, brand image also exerts a positive and significant impact. Together, these factors play a key role in improving consumers' buying decisions. The results underscore the importance of credible endorsements and a solid brand image in gaining consumer trust and driving the purchase of local skincare products in a highly competitive market.

Keywords: Brand Image; Celebrity Endorser Credibility; Glad2Glow; Purchase Decision; Skincare.

1. Introduction

Skincare has become a growing trend and lifestyle, attracting not only women but also a wider range of consumers, especially teenagers and adults. According to [1], the desire for beauty and attractiveness drives people to use skincare products. With the rising population of young people in Indonesia and increasing awareness of skin health, the beauty industry has experienced significant growth. The Coordinating Ministry for Economic Affairs of Indonesia reported that the number of cosmetic companies grew by 21.9%, from 913 in 2022 to 1,010 by mid-2023. One of the emerging brands is Glad2Glow, a skincare line imported by PT. Suntone Wisdom Indonesia from Guang Zhou DAAI Cosmetics Manufacture Co., Ltd., China. Their products, which include sunscreen, moisturizers, and clay masks, are registered with Indonesia's National Agency of Drug and Food Control (BPOM).

Glad2Glow has captured market attention through innovative marketing strategies, including the use of celebrity endorsers and the creation of a strong brand image. The brand has successfully penetrated the market, competing with other skincare lines, and gaining popularity on platforms like Instagram, Twitter, and TikTok. To attract customers, Glad2Glow employs audiovisual advertising featuring celebrity endorsers who represent the brand. Notable figures such as Syifa Hadju, Hanggini, Safira Ratu Sofya, Tasya Farasya, Fujianti Utami Putri, Sandrina Michale, Aliyyah Kohl, Amanda Manopo, and Reizuka Ari have been part of their promotional campaigns. These collaborations have significantly boosted product visibility and sales.

Today, many cosmetic brands use celebrity endorsers as a promotional strategy to influence consumer behavior. Celebrities are seen as recognizable public figures whose presence in advertisements can impact consumers' purchase decisions. According to [2], celebrity endorsement is a form of advertising aimed at increasing product sales and brand awareness. [3] also state that celebrity endorsers can enhance customer interest, ultimately

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boosting product sales. [4] defines celebrity endorsers as public figures featured across various media (print, television, and social platforms), chosen for their attractiveness, talent, and influence.

Glad2Glow selected Ratu Sofya, a young actress and influencer, as their celebrity endorser to promote the Brightening Series campaign. She actively shares her skincare routine using Glad2Glow on Instagram and TikTok, educating audiences that achieving healthy, glowing skin doesn't require expensive or complicated products. Her credibility and engaging content build consumer trust, increase brand visibility, and drive sales. With her strong online presence and personal branding, Ratu Sofya strengthens Glad2Glow's brand image while fostering consumer engagement and loyalty through social media.

Brand image refers to the perception of a brand in the minds of consumers and plays a vital role in influencing their purchasing behavior. A strong and positive brand image not only reflects product quality but also builds consumer trust, enhances competitive advantage, and increases customer satisfaction. Consumers tend to choose and remain loyal to brands with favorable reputations, often seeking information before making a purchase decision. Brand image can be evaluated through strength, uniqueness, and favorability, attributes that differentiate a brand and make it memorable. Glad2Glow, a rising local skincare brand, has successfully built its brand image among teenagers and skincare users by offering quality products at affordable prices. One of its standout products, the Blueberry moisturizer, contains high levels of ceramide to help restore the skin barrier and maintain hydration. With additional variants like Centella Allantoin, Pomegranate, and Yuja Symwhite 377, Glad2Glow caters to diverse skin types and concerns, providing lightweight, fast-absorbing formulas suitable for various weather conditions without leaving a sticky residue.

Glad2Glow offers a variety of skincare products featuring unique innovations, such as the 1+1 technology that combines active and natural ingredients like berry, pomegranate, centella, and mugwort, making the products effective yet safe, especially for beginners with sensitive skin. With lightweight textures, refreshing scents, BPOM certification, and halal labels, Glad2Glow provides safe and high-quality skincare at affordable prices starting from Rp. 39,000. However, the brand has faced controversies, including doubts about the accuracy of its sunscreen SPF claims, negative reviews of its serum for oily and combination skin, and customer dissatisfaction with the Perfect Cover Cushion, which was reported to contain only half of its stated volume. These issues have led to consumer distrust, highlighting the need for greater brand transparency. Despite this, Glad2Glow continues to offer a satisfying shopping experience through e-commerce discounts and promotional events. Available in both Indonesia and Malaysia, the brand remains committed to expanding its reach and delivering accessible, quality skincare to a wider audience.

The purchasing decision is a crucial process in which consumers select a product or service based on their needs, preferences, and available alternatives [5]. Celebrity endorsements and strong brand images significantly influence how consumers perceive a product. When a product is seen as high-quality and trustworthy, it can positively impact the consumer's intention to buy [6]. Credible celebrity endorsers can strengthen consumer interest by leveraging their popularity and appeal, although their effectiveness also depends on public perception [7], [8]. The stages of the purchasing decision process include need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior [9], [10]. Each step plays a role in shaping the final decision made by the consumer.

Brand image refers to the set of beliefs, ideas, and impressions held by consumers about a particular brand [11]. A well-managed brand image not only influences consumer perception but also builds brand loyalty and enhances the likelihood of purchase [12]. Elements such as visual and verbal brand identity, promotional strategies, and consumer-brand interaction help shape a strong brand image [13]. Research has shown that a positive brand image contributes significantly to purchasing decisions by reinforcing perceived product quality and reliability [14], [15]. Considering the influential role of celebrity credibility and brand image, this study explores their impact on consumer purchasing behavior in the skincare industry, specifically focusing on Glad2Glow in Bandar Lampung.

2. Preliminaries or Related Work or Literature Review

2.1. Celebrity Endorser

According to [16], a celebrity endorser is a well-known public figure, such as an actor, athlete, or singer, who lends their name and image to represent and promote a company's product or service across various media platforms, including print, television, and social media. These individuals not only act as brand ambassadors but also portray themselves as consumers to create a relatable and persuasive image for the audience. [17] emphasize that a celebrity endorser functions not just as a model but also as a spokesperson, shaping the brand's image and helping consumers connect emotionally with the product. The alignment between the celebrity's persona and the brand's identity is crucial, as consumers are more likely to trust and follow public figures they admire, which in turn fosters purchase interest. Thus, a celebrity endorser is essentially a famous figure who serves as a representative consumer, helping to convey the company's message and positively influence purchasing behavior.

2.2. Brand Image

Brand image is a crucial aspect for companies as it reflects how a product is perceived in the market among diverse consumer characteristics. A strong brand can convey the quality and credibility of a product, and consumer attachment to a brand tends to be stronger when built on positive perceptions, experiences, values, and beliefs about the product. According to [9], brand image is the impression held in consumers' minds formed through their messages and experiences with the brand. Furthermore, [18] define brand image as the perceptions and beliefs held by consumers, reflected through associations stored in their memory. Similarly, Peter and Olson as cited in [19] describe brand image as consumer perceptions and preferences toward a brand, as represented by various brand associations recalled from memory.

2.3 Purchase Decision

Purchase decision is essentially a process of selecting one solution from several available alternatives, supported by various factors that help the decision-maker feel confident in their choice [20]. It is closely tied to the level of consumer involvement with a product (Priansa, 2017). According to [21], a purchase decision is the stage in the buying process where the consumer actually makes the purchase. The purchase decision follows the intention to buy but is not necessarily the act of buying itself. [5] define it as a choice among two or more alternatives. From these perspectives, a purchase decision can be understood as the point at which a consumer has made a final choice and is ready to exchange money or a promise to pay in return for ownership or use of a product or service that aligns with their needs, desires, and expectations.

2.4. Hypothesis

H1: Celebrity Endorser Credibility has a positive effect on Purchase Decision.

H2: Brand Image has a positive effect on Purchase Decision.

3. Proposed Method

3.1. Research Design

This study uses a quantitative approach, which is systematic and structured from the research design to data collection involving respondents through questionnaires. Data sources include primary data obtained directly via questionnaires and secondary data gathered from literature such as books and articles related to the research topic. Data collection methods consist of library research for theoretical support and field research through distributing questionnaires to respondents. The population targeted is Glad2Glow skincare users in Bandar Lampung, with a sample size of 145 respondents determined by a formula multiplying the number of indicators by five. The study measures variables including independent variables, celebrity endorser credibility (X1) and brand image (X2), and the dependent variable, purchase decision (Y).

3.2. Operational Definition of Variable

Operational definition is a definition of a variable formulated based on the observed characteristics of that variable. It explains how the variable is measured or identified in a specific study.

Table 1. Operational Definition of Variable.

Variable	Dimention & Indicator	Scale
Celebrity Endoser (X1)	1. Trustworthiness a) Whether or not celebrity endorsers can be relied on to be advertising stars. b) Honesty in conveying product messages. c) Whether or not they are convincing when becoming advertising stars (Ramadhan and Nadya 2020). 2. Expertise a) Expertise in the field to represent and convey the message contained in the product. b) Ability to convey the function of the product (Ramadhani and Nadya 2020). 3. Attractiveness a) Attractive physical appearance. b) Visualization through settings. Captions and styles in edited product photos. c) Has an elegant impression (Ramadhani and Nadya 2020).	Likert
Brand Image (X2)	1. Strenghness a) Product introduction. b) Attractive advertising promotion. c) Affordable product prices (Ramadhan and Nadya 2020). 2. Uniqueness a) Differentiation with other products. b) Uniqueness of advertising displays. c) Attractive variations in appearance (Ramadhani and Nadya 2020). 3. Favorable a) Brands are easy to pronounce and remember. b) The brand is easy to recognize (Ramadhani and Nadya 2020).	Likert
Purchase Decision (Y)	1. Product Selection a) Uses (benefits) and materials used. b) Number of product variants. 2. Brand Selection a) The product is optimized. b) The product brand has a good reputation. 3. Dealer Choice a) Choose a distributor based on easy-to-reach location. b) Choose a distributor based on product availability. 4. Purchase Time a) Time of product purchase based on promotion. b) Deciding to buy based on time of purchase according to needs. 5. Purchase Amount a) The number of purchases is based on needs. b) Product diversity affects the number of purchases. 6. Purchase Method a) Buying with cash payment method. b) Ease of buying with debit payment method.	Likert

3.3. Instrument Testing Method

Instrument testing ensures that measurement tools are valid and reliable [22]. Validity tests assess whether questionnaire items accurately measure what they intend to, determined by comparing the calculated correlation (r) with a table value, if r calculated > r table, the instrument is valid [23]. Reliability tests evaluate the consistency of respondents' answers over time; a reliable questionnaire produces stable results, measured using Cronbach's Alpha to confirm the instrument's dependability [23].

3.4. Data Analysis Technique

Multiple linear regression analysis is used to examine the effect of more than one independent variable on a dependent variable [24]. In this study, the independent variables are celebrity endorser (X1) and brand image (X2), while the dependent variable is purchase decision (Y). The regression model is expressed as:

$$Y = a + b1X1 + b2X2 + e$$

Where a is the intercept, b1 and b2 are regression coefficients, and e is the error term. Before hypothesis testing, classical assumptions must be checked to ensure the model's validity.

Hypothesis testing includes:

- The t-test, which examines the influence of each independent variable on the dependent variable individually; a significance value below 0.05 indicates a meaningful effect.
- The F-test, which assesses whether all independent variables collectively affect the dependent variable; a significance above 0.05 means the model is not suitable.
- The coefficient of determination (adjusted R^2) measures how well the model explains the variance in the dependent variable, with values closer to 1 indicating a stronger explanatory power of the independent variables.

4. Results and Discussion

4.1. Instrument Test Result

Table 2. Validity Test Result.

Variable	Item	KMO-MSA	Anti Image Correlation	Loading Factor	Result
Celebrity Endorser Credibility (X1)	X1.1	0.824	0.753	0.548	Valid
	X1.2		0.827	0.649	Valid
	X1.3		0.813	0.669	Valid
	X1.4		0.826	0.669	Valid
	X1.5		0.854	0.74	Valid
	X1.6		0.858	0.69	Valid
	X1.7		0.815	0.714	Valid
Brand Image (X2)	X2.1	0.87	0.89	0.619	Valid
	X2.2		0.882	0.503	Valid
	X2.3		0.824	0.656	Valid
	X2.4		0.834	0.668	Valid
	X2.5		0.899	0.656	Valid
	X2.6		0.834	0.713	Valid
	X2.7		0.897	0.667	Valid
	X2.8		0.906	0.646	Valid
	X2.9		0.869	0.77	Valid
	X2.10		0.89	0.675	Valid
Purchase Decision (Y)	Y1	0.896	0.912	0.675	Valid
	Y2		0.907	0.654	Valid
	Y3		0.929	0.658	Valid
	Y4		0.846	0.549	Valid
	Y5		0.877	0.706	Valid
	Y6		0.853	0.56	Valid

Variable	Item	KMO-MSA	Anti Image Correlation	Loading Factor	Result
	Y7		0.945	0.698	Valid
	Y8		0.913	0.565	Valid
	Y9		0.878	0.515	Valid
	Y10		0.853	0.556	Valid
	Y11		0.912	0.798	Valid
	Y12		0.885	0.659	Valid

The validity test results show that all questionnaire items meet the validity criteria, with values above 0.50. The celebrity endorser credibility variable has a KMO value of 0.824, with factor loadings and Anti-Image Correlations all above 0.5. The brand image variable has a KMO of 0.870, also with factor loadings and Anti-Image Correlations above 0.5. Similarly, the purchase decision variable shows a KMO of 0.896, with all related values exceeding 0.5.

Table 3. Reliability Test Result.

Variable	Item	Cronbach Alpha	Cronbach Alpha Item	Result
Celebrity Endorser Credibility (X1)	X1.1	0.794	0.787	Reliable
	X1.2		0.77	Reliable
	X1.3		0.766	Reliable
	X1.4		0.77	Reliable
	X1.5		0.754	Reliable
	X1.6		0.763	Reliable
	X1.7		0.761	Reliable
Brand Image (X2)	X2.1	0.855	0.846	Reliable
	X2.2		0.854	Reliable
	X2.3		0.843	Reliable
	X2.4		0.842	Reliable
	X2.5		0.842	Reliable
	X2.6		0.837	Reliable
	X2.7		0.841	Reliable
	X2.8		0.843	Reliable
	X2.9		0.831	Reliable
	X2.10		0.84	Reliable
Purchase Intention (Y)	Y1	0.861	0.848	Reliable
	Y2		0.848	Reliable
	Y3		0.849	Reliable
	Y4		0.856	Reliable
	Y5		0.846	Reliable
	Y6		0.854	Reliable
	Y7		0.845	Reliable
	Y8		0.854	Reliable
	Y9		0.858	Reliable
	Y10		0.857	Reliable
	Y11		0.838	Reliable
	Y12		0.849	Reliable

Based on the table, the celebrity endorser credibility variable has a Cronbach's Alpha value of 0.794, indicating it is reliable. The brand image variable shows a higher reliability with a Cronbach's Alpha of 0.855, while the purchase decision variable records a value of 0.861, also reflecting strong reliability. Interestingly, removing any item from the purchase decision variable decreases its reliability below 0.6. Thus, all variables have Cronbach's Alpha values above 0.6, indicating that the questionnaire instruments used are reliable and suitable for measuring the studied variables.

4.2. Multiple Linear Regression Results and Hypothesis Test Results

Table 4. Multiple Linear Regression Result.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.887	2.174		3.629	<,001
	X1	.561	.109	.351	5.144	<,001
	X2	.646	.078	.562	8.238	<,001

a. Dependent Variable: Y

Based on Table 4.10, the regression results show a constant value of 7.887, a coefficient of 0.351 for celebrity endorser, and 0.562 for brand image. Thus, the regression equation is:

$$\mathbf{Y = 7.887 + 0.351X1 + 0.562X2}$$

The results indicate that both celebrity endorser (X1) and brand image (X2) have positive and significant coefficients. This means that the more effective the celebrity endorsement and the stronger the brand image, the greater their influence on the purchase decision (Y) of Glad2Glow products.

Table 5. T Test Result.

Variable	Sig.	Result
H1: Celebrity Endorser Credibility has a positive effect on Purchase Decision.	< 0.001	Ha Accepted
H2: Brand Image has a positive effect on Purchase Decision.	< 0.001	Ha Accepted

Table 5. shows that both celebrity endorser credibility (X1) and brand image (X2) have a positive and significant effect on Glad2Glow skincare purchase decisions in Bandar Lampung. This is supported by the t-test results, with both variables showing significance values of 0.001 < 0.05, indicating that both hypotheses are accepted.

Table 6. F Test Result.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3491.149	2	1745.575	210.741	.000[b]
	Residual	1176.189	142	8.283		
	Total	4667.338	144			

a. Dependent Variable: Purchase Desicion (Y)

b. Predictors: (Constant), Brand Image (X2), Celebrity Endorser (X1)

Table 6. shows that the F-test result is 210.741 > 2.78 with a significance level of 0.001 < 0.05, indicating that Ha is accepted. This means celebrity endorser and brand image have a simultaneous and significant effect on Glad2Glow skincare purchase decisions.

Table 7. R2 Test Result.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865[a]	.748	.744	2.87802
a. Predictors: (Constant), Brand Image (X2), Celebrity Endorser (X1)				

Table 7. shows the coefficient of determination (R^2) value of 0.784, indicating that celebrity endorser (X1) and brand image (X2) together contribute 78.4% to the purchase decision (Y), while the remaining 21.6% is influenced by other factors not discussed in this study.

4.3. Discussion

4.3.1 The Influence of Celebrity Endorser Credibility on Glad2Glow Skincare Purchasing Decisions in Bandar Lampung

The first hypothesis in this study states that the credibility of the celebrity endorser influences purchase decisions. Based on the hypothesis testing results, H1 is accepted, indicating that celebrity endorser credibility significantly affects purchasing decisions. In other words, credible celebrity endorsements can influence consumers to make repeat purchases. This finding aligns with previous research by [7] and [25], both of which confirm the influence of celebrity endorser credibility on purchase decisions. A celebrity endorser with a positive image becomes a key factor in encouraging purchases, as consumers are often drawn to attractive and charming endorsers and influenced by the products they promote.

4.3.2 The Influence of Brand Image on Glad2Glow Skincare Purchasing Decisions in Bandar Lampung

The second hypothesis of this study states that brand image influences purchase decisions. Based on the test results, H2 is accepted, indicating that brand image has a positive effect on purchasing decisions. In other words, the brand image of Glad2Glow skincare enhances consumers' likelihood to make a purchase. This finding is consistent with [3], who found that brand image significantly influences purchase decisions, and also supported by [26], who emphasized that product variety impacts purchasing decisions. A strong brand image is seen as crucial, as it leads to customer satisfaction and repeat purchases, which in turn boosts overall sales, especially when the product maintains good quality..

5. Conclusions

This study concludes that both celebrity endorser credibility and brand image significantly influence purchase decisions. The most dominant indicator of endorser credibility is physical attractiveness (e.g., "celebrity endorser is beautiful" and "has a charming appearance"), suggesting that consumers equate beauty with product effectiveness. However, honesty in advertising is perceived as the weakest factor, as consumers are aware that endorsements are often driven by contracts, not personal experience. For brand image, the strongest indicator is the brand's appeal across age groups, showing Glad2Glow successfully connects with both teens and adults. The weakest aspect is customer satisfaction, as some users experience side effects or slower results. This research is limited to perceptions within a specific demographic and product category, and future studies should include broader samples and explore additional factors such as product quality, pricing, or consumer trust to gain a more comprehensive understanding of purchase behavior.

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