# The Role of Brand Image, Celebrity Endorser, Product Quality in Purchasing Decisions for MS Glow Skin Care Products in Sidoarjo

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| Sections Info | ABSTRACT |
|---|---|
| *Article history:*<br>Submitted: January 25, 2025<br>Final Revised: February 11, 2025<br>Accepted: March 23, 2025<br>Published: April 30, 2025<br><br>*Keywords:*<br>Brand Image<br>Celebrity Endorsers<br>Product Quality<br>Purchase Decision | *Objective:* *This study aims to analyze the influence of brand image, celebrity endorsers, and product quality on purchasing decisions for MS Glow skincare products in Sidoarjo City. **Method:** A quantitative research approach was applied using purposive sampling, with a total of 97 respondents who are consumers of MS Glow products. Data were collected through questionnaires and analyzed using multiple linear regression and hypothesis testing. The independent variables include brand image, celebrity endorser, and product quality, while the dependent variable is purchasing decision. **Results:** The findings indicate that brand image, celebrity endorser, and product quality each have a positive and significant effect on purchasing decisions for MS Glow skincare products in Sidoarjo. These results suggest that consumer perceptions of brand reputation, influencer credibility, and product performance play a key role in shaping purchasing behavior. **Novelty:** This study contributes to marketing literature by providing empirical evidence on how brand communication and perceived product quality jointly influence consumer decision-making in the competitive skincare industry.* |

## INTRODUCTION

*Skincare* business in Indonesia is currently growing very rapidly, according to data from *Euromonitor International.* 2022 entitled " The *Future of Skin Care* ", Indonesia is considered to be the second largest contributor to the growth of skin care in the world. Although the growth of *skin care* in emerging markets is not able to reach " *double digits* ", it is able to dominate the beauty market worldwide which is predicted to reach US $ 130 billion in 2019. Globally across all beauty market segments, the average person spends US $ 15 annually on *skin care needs*, US $ 10 on *hair care needs*, and US $ 7 on makeup needs, and this amount almost reaches 33% of the total beauty market revenue in 2019 contributed from the *skin care market* [1].

Product trends beauty the more increase even when happen pandemic *Covid* -19 awareness nurse beauty participate influence caused change pattern life society and trends new ones that are emerging. That's it can seen from the 2020 Central Statistics Agency (BPS) report revealed that industry cosmetics experience improvement by 5.59 percent. Then, throughout 2021 is also projected to increase by 7%.

Indonesia on use product *skincare* that causes company compete in increase quality product their *skin care*. Likewise with company growing local Indonesian *skin care* with excess material to fit with color Indonesian skin. Choice cosmetics for consumer women in Indonesia, including Wardah, *MS. Glow, Personal Beauty, Belesia skin care, DRW* skincare *Paradiskin Glow, Alfabelenskin, Whitening Glossy Skin, Scarlet, and Theraski.* Here are some is a list of the 5 best-selling local Indonesian *skincare brands* 2021 can seen in table 1 [2].

**Table 1.** List of 5 *Brands* Local Indonesian *Skincare 2021*

| Brand | Ranking | Year of Establishment |
|---|---|---|
| Ms. Glow | 1 | 2013 |
| Something | 2 | 2019 |
| Nature Republic | 3 | 2009 |
| Avoskin | 4 | 2014 |
| Whitelab | 5 | 2020 |

Source : https://sumsel.tribunnews.com/ (2023)

Table 1 shows ranking national brand product the most *skincare* popular among the public in 2021 brand products that carry the top brand predicate in 2021 is product brand *Ms Glow, Somethinc, Nature Republic, Avoskin, Whitelab*. Many people use them. product *skincare* for nurse her face with *skincare* choices consumer said, with variety product *skincare* in Indonesia causes competition in each company manufacturer beauty . One of the company beauty products in Indonesia, namely PT. Kosmetika Global Indonesia with the brand name MS Glow. MS Glow was officially launched in 2013 the founder are Shandy Purnamasari and Maharani Kemala. MS Glow was first established in Malang and is now Already developing in Jakarta. MS Glow has products that have been Halal certified, BPOM (Food and Drug Monitoring Agency) and tested.

Ms Glow is one of the Indonesian women's beauty *brands that successfully won the Best Brand Award* in 2020 in the category of facial care sold exclusively, because thanks to consumer trust, loyalty, and consumer confidence in MS Glow products, MS Glow won the IBBA in 2020. By getting the IBBA, it can improve the image of brand on beauty products, especially *skincare* from MS Glow. Because the higher and more positive the image in the eyes of consumers, the more consumers will always prioritize purchasing that product brand [3] . The company's product brand has quality. product A good product will have a positive impact on the company to encourage and improve the brand image and *market share* in the market and attract people's purchasing intention on the product brand and not only Indonesian artists but MS Glow also recruited an actor from Korea, namely Cha Eun Woo, to become *a brand ambassador* for MS Glow products. This makes MS Glow products increasingly known to the wider community more quickly and can increase their sales and improve *the brand image* of the MS Glow product itself.

Based on data obtained through the official *agent* of Ms Glow in Sidoarjo City, located in the Kahuripan Nirwana Housing Complex, Sumput Village Sidoarjo obtained data on Ms Glow *skincare sales*. It was found that from January to November 2022, Ms Glow *skincare sales* experienced a 28% decline, with 140 packages sold. Based on this phenomenon, Ms Glow sales in Sidoarjo experienced a decline in 2022, even though... global sales Ms Glow in Indonesia is experiencing the increase, the decrease that occurred in Sidoarjo occurred due to a decrease in purchases of Ms Glow *skincare* products and was caused by the many new *skincare brands* that appeared on the market both *online* and sold *offline*. Another problem is existence news dispute plagiarism brand trade between MS Glow and PS Glow, MS Glow was sued Because considered own similarities main

with PS Glow. This can influence perception from consumer so that influence on the brand image of MS Glow.

This research is also motivated by the existence of *an evidence gap* or discrepancy in the results of previous research, in the results study conclude that image brand influential significant to decision purchases [4], but other studies concluded that that image brand No influential in a way significant to decision purchase [5]. On Research [6] concluded that *celebrity endorsements* influence consumer purchasing decisions. However, in this research [7]. The results of the study show that *celebrity endorsement* does not influence decisions. purchase. On the results study conclude that quality product influential significant to decision purchases [8], but other studies concluded that that quality product no influential in a way significant to decision purchase [9].

Based on results study on find gap study with use *Evidence gap. Evidence gap* is gap proof study show existence inconsistency between proof fields and phenomena that are general, with this is there difference from both of them and get new strategies to do study next. Researchers find a number of results study previous ones that are not consistent about influence image  brand , *celebrity endorser*, quality product simultaneous to decision purchase

Based on the description of the background and gaps results study above, the author is interested in conducting research entitled " The Role of Brand Image, Celebrity Endorser, Quality Products in Purchasing Decisions MS Glow Skin Care Products in Sidoarjo)" with the aim of knowing the effect in a way partial and simultaneous image brand, *celebrity endorser* quality product to  decision purchase product MS Glow *skin care* in Sidoarjo.


## RESEARCH METHOD

Approach study This including in type study quantitative that is process data for describe influence variables free to variables tied emphasizes the *numerical* data (numbers) that are processed with method statistics [10], In research this variables free namely Brand image (X1), *Celebrity endorser* (X2), Quality Product (X3), and variables bound is decision purchase (Y). Population used in study This is all over Consumer or users product Ms.Glow in Sidoarjo. Photographing technique samples used in the study This use technique *non probability sampling*, ie technique taking samples that are not give equal opportunity for every member population for chosen become sample. There is technique purposive *sampling* that exists in technique *non probability sampling*, *Purvosive sampling* is technique determination sample with consideration certain. Therefore the selected sample is very determined based on criteria that have been determined by the author for get appropriate sample. Required respondent criteria in study This as following :

1. Consumers who live in Sidoarjo.
2. Product Members Ms. Glow.

Samples in the study This is Consumer or users product Ms. Glow in Sidoarjo. Research This with amount the population is very large and not known, because That For

determine a number of required samples so study This use Formula *Lemeshow*. so that the Sample is rounded to 97 respondents for anticipate questionnaire that is not can used and made easier data processing in do study this. Data collection using questionnaires and techniques data analysis using analysis multiple linear regression and hypothesis testing.

## RESULTS AND DISCUSSION
### *Result*
### 1. Descriptive Statistics

Based on the research sample criteria, there were 97 questionnaires distributed to respondents, namely consumers or users. Ms.Glow products in Sidoarjo. can described that consumer or users product Ms. Glow in Sidoarjo own profile as following. In terms of type genitals, all respondents (100%) are women, with total 97 people, while No There is respondents male (0%). Reviewed from category age, majority consumer be in a group age 22-30 years with percentage 72.2% (70 people). Sequence next is group age 31-39 years by 12.4% (12 people), group aged 17-21 years by 10.3% (10 people), and the group the least age is 40-50 years namely 5.1% (5 people). Based on job, respondents most is Students with percentage 43.3% (42 people), followed by workers Private 25.8 % (25 people), housewives 21.6 % (21 people), Entrepreneurs as much as 8.2% (8 people), and the civil servants with the least namely 1% (1 person). With thus, it can concluded that consumer product Ms. Glow in Sidoarjo dominated by women with range age productive 22-30 years and the majority status as students / pupils.

### 2. Data Quality Test
### a. Validity Test

Validity test used to measure whether it is valid or not something questionnaire With the following provisions [22]:

1) If the correlation coefficient value ( $_{calculated\ R}$ ) is greater than $R_{table}$ then it is said to be valid.
2) If the correlation coefficient value ( $_{calculated\ R}$ ) is smaller than $R_{table}$, it is said to be invalid.

The test items in this study can be seen in the following table:

**Table 2.** Validity test

| Variables | *Variable Items* | Correlation (r-count) | *R-table* | Information |
|---|---|---|---|---|
| Brand Image (X1) | X1.1 | 0.904 | 0.2006 | Valid |
| | X1.2 | 0.811 | 0.2006 | Valid |
| | X1.3 | 0, 886 | 0.2006 | Valid |
| | X1.4 | 0.691 | 0.2006 | Valid |
| *Celebrity endorser* (X2) | X2.1 | 0.927 | 0.2006 | Valid |
| | X2.2 | 0.828 | 0.2006 | Valid |
| | X2.3 | 0, 733 | 0.2006 | Valid |
| | X2.4 | 0.938 | 0.2006 | Valid |
| | X2.5 | 0.945 | 0.2006 | Valid |

| Variables | *Variable Items* | Correlation (r-count) | *R-table* | Information |
|---|---|---|---|---|
| Quality Product (X3) | X3.1 | 0, 862 | 0.2006 | Valid |
| | X3.2 | 0.898 | 0.2006 | Valid |
| | X3.3 | 0, 871 | 0.2006 | Valid |
| | X3.4 | 0, 845 | 0.2006 | Valid |
| Purchase Decision (Y), | Y.1 | 0.903 | 0.2006 | Valid |
| | Y.2 | 0.868 | 0.2006 | Valid |
| | Y.3 | 0, 765 | 0.2006 | Valid |
| | Y.4 | 0.925 | 0.2006 | Valid |

Source: Results of SPSS data processing, 2024

The results of the validity test state that all questionnaire statement items from variable (X) and variable (Y) have a correlation coefficient value above the r- table (>0.2006) so it can be said that the questionnaire statement items from the Brand Image variable (X1), *Celebrity endorser* (X2) Quality Product (X3) and Purchasing Decisions (Y) declared valid and can be used to measure the variables that have been studied.

**b.    Reliability Test**

A questionnaire is said to be reliable if respondents answer statements consistently or stably over time. Reliability testing using the *Cronbach alpha technique*. The categories of reliability coefficients are as follows [24]:

1)   If the value *Cronbach Alpha* greater than 0.6 then it is said to have reliable *data*
2)   If the value *Cronbach Alpha* less than 0.6 then it is said to have unreliable *data*

**Table 3.** Reliability Test

| Variables | n | *Cronbach's alpha* | Critical Value | Information |
|---|---|---|---|---|
| Brand Image (X1), | 4 | 0, 838 | 0.60 | Reliable |
| *Celebrity endorser* (X2) | 5 | 0.923 | 0.60 | Reliable |
| Quality Product (X3) | 4 | 0, 889 | 0.60 | Reliable |
| Purchase Decision (Y) | 4 | 0.885 | 0.60 | Reliable |

Source: Results of SPSS data processing, 2024

*Cronbach alpha* reliability coefficient value can be obtained. on each Brand Image variable of 0.838, the *Celebrity endorser variable* of 0.923, the Quality variable Product of 0.889, and the Purchase Decision variable of 0.885. From all of these variables, the *Cronbach alpha reliability coefficient value is known* to be more than 0.60, so it can be said that the questionnaire used is said to be reliable.

**3.    Classical Assumption Test**

**a.    Normality Test**

The normality test is used to determine whether data follows a normal distribution or not. The condition for the normality test is that if the n value is significance or value probability < 0.05 then distribution is not normal. And the value significance or value probability > 0.05 then distribution is normal the normality table can be explained below:

**Table 4.** Normality Test
**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Predicted Value |
|---|---|---|
| N | | 97 |
| Normal Parameters [a,b] | Mean | 16,800,000 |
| | Standard Deviation | 2.31888049 |
| Most Extreme Differences | Absolute | .133 |
| | Positive | .133 |
| | Negative | -.117 |
| Test Statistics | | .133 |
| Asymp . Sig. (2-tailed) | | .200 [c,d] |

a. Test distribution is Normal.
b. This is a lower bound of the true significance.
Source: Results of SPSS data processing, 2024

The results of the normality test in the table above obtained a sig value of 0.200 > 0.05. Data will have a normal distribution if p ≥ 0.05. So it can be concluded that all variables have a normal data distribution.

**b.     Multicollinearity Test**

Multicollinearity testing aims to determine whether or not there is a relationship between independent variables with each other. Multicollinearity testing is necessary because the number of independent variables in this study is more than one. To detect the presence or absence of multicollinearity in the regression model, the following is done [24]:

1)  If you have a tolerance number above (>) 0.1.
2)  If the VIF value is below (<) 10, there are no symptoms of multicollinearity.

**Table 5.** Multicollinearity Test
*Coefficients [a]*

| Model | | Collinearity Statistics | |
|---|---|---|---|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Brand Image | .183 | 5,458 |
| | Celebrity endorser | .622 | 1,608 |

| | | |
|---|---|---|
| Quality Product | .202 | 4,943 |

a. *Dependent Variable :* Purchasing Decision

Source: Results of SPSS data processing, 2024

A good regression model is one in which there is no strong correlation between the independent variables. This test uses a correlation matrix between the independent variables to determine the magnitude of the correlation between the independent variables. If the independent variables are correlated with each other, then they are not orthogonal. Orthogonal variables are independent variables whose correlation value between them is equal to zero.

From the SPSS output above, we can see that the tolerance value for each variable is greater than 0.10. Meanwhile, the VIF value for each variable is less than 10.00. Therefore, it can be concluded that there is no multicollinearity.

**c.     Heteroscedasticity Test**

The heteroscedasticity test aims to determine whether there is inequality in the variance of the residuals from one observation to another in the regression model. If the variance of the residuals from one observation to another remains constant, it is called homoscedasticity, and if the variance remains constant, it is called heteroscedasticity.
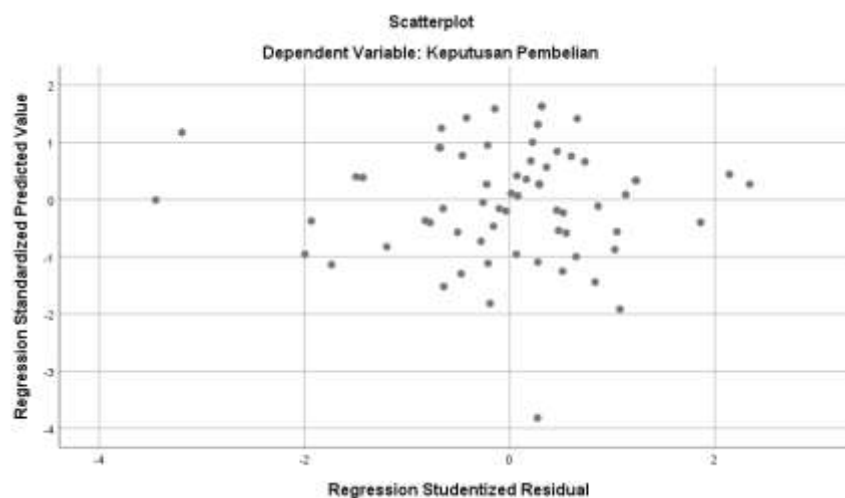


**Figure 5.** Heteroscedasticity test
Source: Results of SPSS data processing, 2024

The scatterplot clearly shows that the data is randomly distributed and there is no specific pattern in the graph, such as clustering in the center, narrowing then widening, or vice versa. Based on the scatterplot above, it can be concluded that the data does not exhibit heteroscedasticity.

## 4. Multiple Linear Regression Analysis

**Table 7.** Multiple Linear Regression

**Coefficients** [a]

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,552 | 2,911 | | .877 | .394 |
| | Brand Image | .697 | .333 | .524 | 3,693 | .000 |
| | *Celebrity endorser* | .107 | .113 | .128 | 2,940 | .021 |
| | Quality Product | .289 | .217 | .317 | 3,329 | .005 |

a. *Dependent Variable :* Purchasing Decision

Source: Results of SPSS data processing, 2024

Based on the table above, a model can be obtained the regression equation is as follows:

$Y = a + b_1 X1 + b_2 X2 + b_3 X3 + e$

Information:

Y = Purchase Decision

a = Constant

b1 = Brand image coefficient

*Celebrity endorser* coefficient

b3 = Quality coefficient product

X1 = Brand image variable

*Celebrity endorser* variable

X3 = Quality variable product

e = Standard Error

$Y = 2.552 + 0.697X1 + 0.107X2 + 0.289X3 + e$

Based on the equation above, several things can be concluded, including:

1. The constant is 2.552, meaning that if *brand* awareness, brand image, and quality Product there is none or the value is 0, then the Purchase Decision value is 2.552

2. The regression coefficient of the brand image variable is 0.697, meaning that if the brand image is increased by 1 unit, the Purchase Decision will experience a relatively large increase of 0.697 units. A positive coefficient means that there is a unidirectional relationship between brand image and Purchase Decision. If the brand image is better, it can increase the Purchase Decision.

3. The regression coefficient of *the Celebrity endorser variable* is 0.107, meaning that if *the Celebrity endorser* is increased by 1 unit, the Purchase Decision will experience a relatively large increase of 0.107 units. A positive coefficient means that there is a unidirectional relationship between *Celebrity endorser* and Purchase Decision. If the consumer's *Celebrity endorser* is better, it can increase the Purchase Decision.

4. Regression coefficient of Quality variable Product, amounting to 0.289, meaning that if the Quality If the product is increased by 1 unit, then the

Purchase Decision experiences a relatively large increase of 0.289 units. The coefficient is positive, meaning there is a unidirectional relationship between Quality Product with Purchase Decisions. If Quality Product The better it is, the more it can increase purchasing decisions.

5. **Hypothesis Testing**

a. **t-test**

The t-test is intended to see the significance of the influence of the independent variable individually on the dependent variable, assuming that other variables are constant. The basis for assessing significance is 0.05 [24].

1) If the significance value is <0.05 then Ha is accepted and Ho is rejected, this means that the independent or free variable does not have a partial influence on the dependent or bound variable.

2) If the significance value is > 0.05 then Ha is rejected and Ho is accepted, meaning that the independent variable has a partial influence on the dependent variable. The following are the results of the t-test:

**Table 8.** t-test
**Coefficients [a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,552 | 2,911 | | .877 | .394 |
| | Brand Image | .697 | .333 | .524 | 3,693 | .000 |
| | *Celebrity endorser* | .107 | .113 | .128 | 2,940 | .021 |
| | Quality Product | .289 | .217 | .317 | 3,329 | .005 |

a. *Dependent Variable :* Purchasing Decision
Source: Results of SPSS data processing, 2024

From the results of the SPSS output display above, it can be seen that:
1. In the Brand Image Variable, the significant value is 0.000 below 0.05, which means that there is a partial influence of Brand Image on Purchasing Decisions.
2. In the *Celebrity endorser variable*, the significant value is 0.021 below 0.05, which means that there is a partial influence *of Celebrity endorsers* on purchasing decisions.
3. Quality Variables Product significant value of 0.005 below 0.05 which means there is a partial influence on Quality Product on Purchasing Decisions

b. **Simultaneous Significance Test Results (F Test)**

The F test is used to test whether there is an influence of independent variables on dependent variables simultaneously. The basis for assessing significance is 0.05 [24].

1. If the significance value is <0.05 then Ha is accepted and Ho is rejected, this means that all independent or free variables do not have a joint influence on the dependent or bound variable.

2. If the significance value is > 0.05, then Ha is rejected and Ho is accepted, meaning that the independent variables have a joint influence on the dependent variable. The results of the F test are:

**Table 9.** F Test
**ANOVA** [a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 102,167 | 3 | 34,056 | 23,657 | .000 [b] |
| | Residual | 23,033 | 93 | 1,440 | | |
| | Total | 125,200 | 96 | | | |

a. *Dependent Variable :* Purchasing Decision
b. *Predictors: (Constant)*, Quality Product, Brand Image, *Celebrity endorser*
Source: Results of SPSS data processing, 2024

From the results of the SPSS output display, it can be seen that: F count is 23.657 with a significance level of 0.000 below 0.05, this means that the independent variables consisting of brand image, *celebrity endorser* and quality Product simultaneously has an influence on the dependent variable, namely the Purchase Decision.

**c.     Coefficient of Determination Test (R2 [Test])**

**Table 10.** Coefficient Test Results Determination
**Model Summary** [b]

| Model | R | R Square | Adjusted R Square | Standard Error of the Estimate |
|---|---|---|---|---|
| 1 | .903 [a] | .815 | .782 | 1,200 |

a. *Predictors: (Constant)*, Quality Product, *Celebrity Endorser*, Brand Image
b. *Dependent Variable :* Purchase Decision
Source: Results of SPSS data processing, 2024

The size The Adjusted $R^2$ value contained in the model summary table is of 0.815. This shows contribution influence brand image variables, *celebrity endorsers* and quality Product to variables decision purchase of 0.815 or 81.5 %. Meanwhile the remaining 18.5% is contribution from other variables that are not included or not investigated in study.

*Discussion*

**Brand image influential to decision purchase**

The results of the hypothesis testing show that the image brand influences purchasing decisions, then there is a positive or unidirectional relationship between image brand with Purchase Decisions, which means if the image A better brand image can improve purchasing decisions. In this study, brand recognition has a dominant influence over other indicators, demonstrating its importance in brand image formation.

For MS Glow, brand recognition occurs when consumers can easily identify and remember the brand from its packaging, logo, tagline, or other visual elements. MS Glow, known for its white product packaging with pink accents and distinctive logo, has successfully created a recognizable visual identity. When consumers have a strong recognition of the MS Glow brand, they are more likely to consider the brand when the need for skincare products arises. This influences purchasing decisions because a well-known brand will enter the consumer's *consideration set* and become the primary alternative considered when purchasing skincare products. This is supported by the majority of respondents who answered strongly in agreement with the statement that MS Glow products are... MS Glow *skin care is very well* known by everyone circles public Because the promotion he did.

These results are in line with the theory that suggests that a strong brand image creates a competitive advantage in several ways that directly influence purchasing decisions [4]. A strong brand image allows a product to stand out in a competitive market and offers added value beyond the functional benefits of the product. A good brand image will result in high purchasing decisions. This is because consumers want quality products so that consumers will decide to make purchases of products that have a good image. Thus, it can be stated that product image has a positive relationship with purchasing decisions.

The results of the study are consistent with the results of previous studies which also prove that image brand influential significant to decision purchases on Shopee Application Users [4], and other studies that conclude image Brand influences purchasing decisions Bags at the Tanggulangin Wholesale Bag Center [11] This is particularly relevant for repeat purchases, where recognition becomes a cognitive shortcut that speeds up the purchasing decision process [12].

### *Celebrity endorser* **influential to decision purchase**

The results of the hypothesis testing show that *celebrity endorsers* influence purchasing decisions. There is a unidirectional or positive relationship between *celebrity endorsers* and purchasing decisions. The better *the celebrity endorser*, the better the purchasing decision. Based on findings at the location study show that When MS Glow uses celebrities with Power pull high physical, consumer in a way psychological develop desire for own quality similar. Consumers buy product with hope Can get skin as bright, as smooth, or as beautiful as celebrities the attraction This create strong aspirations that drive consumer for take action purchases. Celebrity endorsers with high appeal create a strong positive emotional response. This positive emotion transfers to MS Glow products, making consumers more likely to buy based on feelings rather than purely rational considerations. These emotionally driven purchasing decisions often occur more quickly and with less hesitation.

*Celebrity endorsers* can influence decision purchase Because consumer more influenced by the people they are like and admire, power pull can nature physical, psychological, or based on similarities with consumer make the more tall Power pull celebrities, increasingly big its influence to attitudes and decisions purchase consumers

[13]. The relationship between *celebrity endorsers* and purchasing decisions is an advertisement that uses celebrities to convey messages about products, especially brands, to better communicate the product to consumers [14]. Implications theoretical show that celebrity endorsers consist of from *Trustworthiness* (trust), *Expertise* (expertise), *Attractiveness* (attractiveness), *Respect* (quality) appreciated) and *Similarity* (similarity) [15]. In the study This dominant indicators influence is *Attractiveness* or Power pull from a *celebrity endorser* who plays a role important in interesting attention consumers on MS Glow products. The attraction This No only limited to appearance physical, but also includes personality, style life, and image celebrities in a way overall. Celebrities who have appearance attractive and healthy skin become visual evidence of effectiveness MS Glow skincare products. Consumers often own desire for copy appearance celebrities that they admire, so that when celebrities the use MS Glow products, consumers motivated for buy the same product with hope get results similar. Attraction celebrities also make message marketing more easy remember, increasing brand awareness which ultimately influence decision purchase. This is supported by the majority answering strongly in agreement with the statement that advertising stars product MS Glow *skin care* has Power high pull to represent product the

The results of this study are in line with research that concluded that *celebrity endorsers* influence Zhofira's skincare purchasing decisions [6]. and other research that concluded that *celebrity endorsers* influence the purchasing decisions of TikTok Shop users [16]. These results are in line with research that concluded that the attractiveness of celebrity endorsers influences purchasing decisions [17].

**Quality product influential to decision purchase**

The results of the hypothesis testing show that the Quality product influence on Purchasing Decisions, there is a unidirectional or positive relationship between Quality product with Purchase Decisions . This means that if Quality product The better the quality, the better the purchasing decision. Findings from the research location indicate that skincare products are applied directly to the skin and are related to health and appearance, so purchasing decisions carry a high risk for consumers. MS Glow's proven reliability significantly reduces this perceived risk, making it easier for consumers to decide to purchase without worrying about negative reactions or disappointing results. MS Glow's product reliability thus serves as a foundation of credibility that builds long-term relationships with consumers, creating a sustainable purchasing decision cycle and reducing the psychological barrier to the financial commitment required to purchase skincare products.

These results are in line with the theory that states that purchasing decisions will be made when consumers have chosen a product that is suitable to meet their needs . Certain want to get suitable product with needs and wants They are quality products that is suitable product with needs and wants consumer so that will push consumer For do purchase product [4]. Quality from A product is one of the consideration important consumer in taking decision purchase. Giving quality high product is obligation company For why the goal. Quality good product make consumer tend do decision

purchase, but If quality product the Bad so possibility consumer No will do decision purchase product said. Sales product with good quality, original, official will increase trust consumer in matter reliability product. With thus consumer will do decision purchase [2].

Based on results study previously conducted by [12], quality product consists of from Performance, *Reliability*, *Features, and* Conformance *to Specification*). In this study, the reliability indicator *is* the most influential factor in the quality of MS Glow products. This is proven by the majority of respondents answering strongly agree with the statement of the product. MS Glow *skin care* is made from Halal and safe ingredients. Consumers form expectations about product performance and judge MS Glow based on its ability to consistently meet those expectations. Proven product reliability creates positive value in the consumer decision equation. When MS Glow consistently delivers promised results. This suggests that MS Glow product reliability serves as a fundamental construct in various consumer behavior theories, influencing purchasing decisions through complex yet integrated psychological, cognitive, and economic pathways in the consumer decision-making process.

The results of this study are in line with previous research which conclude that quality product influential significant to decision purchase Motorized Vehicles in Bogor City [8], and research that concludes quality product influential significant to decision purchase UMSIDA students on E- Commerce Shopee [18], the results of this study are also in line with research which concludes that product reliability can influence consumer product purchasing decisions at Samakoi Farm [19].

## CONCLUSION

**Fundamental Finding :** The results of hypothesis testing indicate that brand image, celebrity endorser, and product quality significantly influence purchasing decisions for MS Glow skincare products in Sidoarjo. A positive brand image strengthens consumer trust and preference, celebrity endorsers enhance brand appeal and visibility, while high product quality supported by innovation and halal certification fosters consumer confidence and loyalty toward MS Glow products. **Implication :** These findings suggest that MS Glow should continue to strengthen its marketing strategy by intensifying promotional efforts across both online and offline platforms to enhance brand visibility and consumer recall. Collaborating with trending or influential celebrities can further elevate brand image and attract new customers. Additionally, maintaining and improving product quality through continuous innovation and adherence to halal standards will sustain consumer trust and competitiveness in the increasingly saturated skincare market. **Limitation :** This study is limited by its relatively small sample size of 97 respondents and the use of only three independent variables—brand image, celebrity endorser, and product quality—while other potential influencing factors were not included. Furthermore, data collection relied solely on questionnaires, which may limit the depth of understanding regarding consumer perceptions. **Future Research :** Subsequent studies are encouraged to expand the number of respondents,

include additional variables such as price perception, customer satisfaction, and social media marketing, and apply mixed data collection methods, such as interviews or focus group discussions, to obtain more comprehensive and representative results.

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