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The Influence of Celebrity Endorsements, Product Quality, Brand Image on Purchasing Decisions for Azarine Products Among the People of Sidoarjo

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Abstract

This study aims to determine the effect of celebrity endorsements, product quality, and brand image on the decision to purchase Azarine products among the people of Sidoarjo. The study used a quantitative method with 100 respondentss, determined using the Cochran formula. Data were collected using questionnaires and analyzed using SPSS version 27 for Windows. The results showed that celebrity endorsementss, product quality, and brand image had a positive and significant effect on purchasing decisions, both partially and simultaneously. This confirms that celebrity-based marketing strategies, quality improvements, and brand image strengthening play an important role in increasing consumer purchasing decisions for Azarine products.

Keywords: *Celebrity Endorsements, Product Quality, Brand Image, Purchase Decisions*

INTRODUCTION

Market dynamics are constantly evolving over time. To maintain sustainable competitiveness, businesses are required to adapt to the latest changes in marketing trends while remaining attentive to consumers' preferences and expectations (Perdana et al., 2025; Pitaloka et al., 2025). The beauty sector has emerged as one of the fastest-growing industries, with manufacturers continuously competing to introduce product innovations in order to strengthen their positions in the national market. In the current era, personal care and appearance have evolved into essential needs for the majority of women. Consequently, the increasing number of businesses operating in the beauty sector has further intensified competition within the industry (Ningtias & Surianto, 2024).

The prospects of Indonesia's beauty industry are projected to continue growing rapidly from year to year. According to data compiled by the Indonesian Cosmetic Companies and Associations (PPA Kosmetika Indonesia), the industry recorded a growth rate of 21.9%. In 2022, there were 913 cosmetic business entities engaged in production, and this figure increased significantly to 1,010 companies by mid-2023. Interest in cosmetic products has continued to expand, making them an integral part of consumers' lifestyles. Beyond its considerable scale, Indonesia's

domestic cosmetic manufacturing industry has continued to improve product quality in an effort to penetrate global markets. The strong consumer preference for domestic beauty products has become a major driver of the growth of local cosmetic brands. According to a survey published by Databoks Katadata, 54% of the 500 female respondents preferred local cosmetic products, 11% preferred international brands, while the remaining 35% had no specific preference (Sagita et al., 2024).

In recent years, the beauty industry has experienced increasing demand for beauty products formulated with natural ingredients and certified as halal. With its abundant natural resources, including more than 30,000 species of herbal plants, Indonesia has substantial potential to develop authentic and high-quality cosmetic innovations. Furthermore, growing public awareness of sustainability and health issues has encouraged manufacturers to continuously innovate by developing products that are both effective and environmentally friendly. Events such as the "Cosmetic Toll Manufacturer Expo 2024" have highlighted the importance of collaboration among stakeholders in the beauty industry to improve the quality and competitiveness of domestic products in the global market (Trimulyani & Ola, 2024).

Figure 1. Best-Selling Skincare Brands on E-Commerce Platforms (2022)

As shown in Figure 1, Azarine successfully entered the top ten best-selling skincare brands on e-commerce platforms, ranking sixth in 2022. These data indicate that Azarine's beauty product portfolio has reached a broad segment of Indonesian consumers. Nevertheless, competition in the beauty industry remains intense, requiring Azarine to continuously strengthen its competitiveness against competing cosmetic brands. One of the essential factors that plays a key role in establishing competitive advantage in this industry is product quality (Hikmah et al., 2026).

The findings of Trimulyani et al. (2023) indicate that consumers tend to seek high-quality products to obtain optimal usage satisfaction. Such consumers may also be willing to spend more on products that are capable of meeting their expectations. This finding demonstrates that product quality makes a substantial contribution to shaping consumers' purchasing decisions (Ampadu et al., 2022; Yang et al., 2022). In the cosmetics industry, numerous brands offer product variants with relatively similar compositions and quality levels. Azarine, for

instance, develops its formulations specifically to correspond to the characteristics of different skin types and the age ranges of its target consumers. Nevertheless, the final purchasing decision remains in the hands of consumers, who select products according to their individual preferences. Ultimately, consumers seek the most satisfactory results from the products they purchase in proportion to the costs they incur.

Azarine is one of the local cosmetic brands that has experienced substantial growth in Indonesia. According to information published through its official platform, Azarine focuses its business activities on providing facial and body care products. These product lines have attracted considerable interest among women, particularly younger consumers who seek aesthetically appealing skincare products at affordable prices. In addition to offering competitive prices, Azarine formulates its products without incorporating harmful ingredients that may adversely affect skin health. Furthermore, the safety and halal status of its products are officially supported through certifications issued by the Indonesian Food and Drug Authority (BPOM) and the Indonesian Ulema Council (MUI). In response to changing market dynamics, Azarine continuously promotes innovation by introducing new product variants that are relevant to consumers' expectations.

One of Azarine's flagship products is Hydrasoothe Sunscreen Gel SPF 45 PA++++, which has emerged as one of the most popular sunscreens in Indonesia. The product recorded sales exceeding 10,000 units and generated revenue of approximately IDR 625.8 million during a particular sales period. Featuring the slogan "Daily Skin Protection for Sunscreen Haters," the product has attracted consumers who were previously reluctant to use sunscreen because of concerns about sticky textures and white cast effects. Its popularity has been further reinforced by the large number of positive reviews from users, including beauty enthusiasts who have shared their experiences on social media.

In addition, Azarine previously established itself as the best-selling local sunscreen brand, achieving a market share of 49.33% in May 2022. To maintain customer loyalty, Azarine has continuously refined its formulations through the use of Hyaluronic Acid and a lightweight, non-sticky texture. However, by September 2023, Azarine's market share had declined to 9.3%, coinciding with increasingly aggressive competition from brands such as Skintific. Azarine's popularity in the digital sphere is also reflected in the 79.1 million views generated by its promotional content, indicating the reach of its digital marketing activities among consumers. In making a purchase, consumers go through a series of stages before reaching a final decision. The process begins with problem recognition, in which consumers become aware of a particular need requiring a solution. They then gather information about products or brands considered relevant to their needs. Subsequently, consumers compare several alternative options to identify the solution that most closely matches their requirements. Each stage of this process plays an important role in shaping consumers' purchasing decisions (Istiqomah & Mirnayanti, 2024).

Within the beauty industry, the use of celebrity endorsements has been shown to have a significant effect on consumers' purchasing decisions. Azarine's sunscreen product line operates in a highly competitive market, indicating that consumer purchase intention toward these products remains relatively limited. One factor that may influence purchasing decisions is the presence of celebrity

endorsements (Chelsia et al., 2024). To strengthen its market position and align its brand with prevailing beauty lifestyle trends, Azarine established an exclusive collaboration with Red Velvet, a South Korean girl group, as its celebrity endorser.

Red Velvet is a prominent music group under SM Entertainment, consisting of five members: Joy, Irene, Seulgi, Wendy, and Yeri. On April 1, 2023, Azarine officially appointed Red Velvet as its brand ambassador while simultaneously launching a new range of high-quality makeup products. Products introduced through this collaboration included the Oh! My Brow Definer eyebrow pencil, Tinted Lippie Cake lip tint, and Oh! So Fine Liner eyeliner. Azarine's decision to collaborate with Red Velvet illustrates the company's strategy of selecting a brand ambassador with strong appeal and a substantial follower base at both national and international levels. Romlah and Sudarusman (2024) found that consumers' purchasing decisions can be influenced by the celebrity figures appointed by Azarine as endorsers. This finding is consistent with Magfiroh and Rufial (2022), who demonstrated a positive and significant relationship between the use of celebrity endorsers and consumers' purchasing decisions.

The second dimension of concern is Azarine's product quality. Product quality refers to a company's ability to provide products that meet specific standards and deliver satisfaction to consumers. Consumers experience satisfaction when a product performs optimally and meets their expectations. According to Kusuma (2023), products and services within the digital business ecosystem are expected to maintain high quality, fulfill their promised functions, and provide tangible benefits to consumers as a manifestation of corporate social responsibility. One of Azarine's flagship products, Hydrasoothe Sunscreen Gel SPF 45 PA++++, is formulated specifically for oily and acne-prone skin. The product contains natural ingredients, including royal jelly, aloe vera, and green tea, and is presented in a gel formulation designed to nourish, soothe, and refresh the skin. In addition, the product provides 3-in-1 protection against UVA/UVB rays, blue light, and pollution, with protection lasting approximately 3–4 hours during outdoor activities and a shelf life of up to 12 months. The awards received by Hydrasoothe Sunscreen Gel SPF 45 further reinforce consumer confidence in the product's quality and credibility (Fadhila et al., 2024). Product quality plays a crucial role in determining the level of consumer satisfaction. This is supported by Hastari et al. (2023), who found that product quality has a significant effect on consumer satisfaction.

The third dimension contributing to purchasing decisions is brand image. Brand image plays a vital role in shaping consumer perceptions. When consumers have experienced the benefits and quality of a particular product or service, they may develop positive evaluations of the associated brand. When such an image becomes firmly established, consumers can readily recall the brand's characteristics and advantages when encountering its name without requiring further explanation (Setiyawan & Kusuma, 2024). Positive perceptions of a brand can increase the likelihood of consumers making a purchase decision, whereas a negative brand image may diminish their purchase intention. In addition, brand awareness refers to the extent to which prospective buyers are able to recognize and recall the existence of a particular brand. The level of brand awareness may influence purchasing decisions because the more familiar a brand is in consumers' minds, the greater the likelihood that they will consider and select it. Brand awareness encompasses

consumers' ability to clearly recall a brand name as well as the distinctive characteristics associated with it (Suharto et al., 2024).

METHOD

This study employed a quantitative approach with an associative research design to analyze the effects of celebrity endorsement, product quality, and brand image on purchasing decisions for Azarine products among consumers in Sidoarjo. The study population consisted of residents of Sidoarjo who currently use or have previously purchased Azarine products. The sample was selected using a purposive sampling technique based on the following criteria: respondents must reside in Sidoarjo and have purchased or used Azarine products. The sample size was determined using the Cochran formula with a 95% confidence level, a population proportion of 0.5, and a margin of error of 10%. The calculation yielded a minimum sample size of 96 respondents, which was rounded up to 100 respondents (Effendy et al., 2026). The operational definitions and measurement of the variables employed in this study are presented in Table 1.

Table 1. Operational Definitions and Variable Measurement

No	Variable	Operational Definition	Indicators
1	Celebrity Endorsemen (Aldweeri et al., 2026; Saputri & Novitaningtyas, 2022)	Celebrity endorsement is a marketing strategy that utilizes public figures or celebrities to communicate information about and promote Azarine products to consumers.	1. Trustworthiness and credibility 2. Personal attractiveness 3. Influence and charisma
2	Product Quality (Aakko & Niinimäki, 2022; Baghirov & Zhang, 2024; Khoiriyah & Heryanda, 2024)	Product quality refers to the ability of Azarine products to provide benefits and fulfill consumers' needs and expectations.	1. Performance 2. Reliability 3. Conformance 4. Durability 5. Aesthetics 6. Perceived quality
3	Brand Image (Agueni & Suyanto, 2024; Sarmad & Ali, 2023; Saulīte & Ščeulovs, 2022)	Brand image refers to the perceptions and impressions formed in consumers' minds toward the Azarine brand based on their experiences, information, and associations with the brand.	1. Strength of brand associations 2. Favorability of brand associations 3. Uniqueness of brand associations
4.	Purchasing Decision (Buchori & Rahmawati, 2025)	A purchasing decision refers to the process through which consumers determine whether to purchase and use Azarine products after considering	1. Confidence in the product 2. Purchasing habits 3. Willingness to recommend the product to others

No	Variable	Operational Definition	Indicators
		the available information and alternatives.	

The research data were collected through a questionnaire using a Likert scale and subsequently analyzed using SPSS version 27. The data analysis was conducted through several stages, including instrument validity and reliability tests, classical assumption tests comprising normality, multicollinearity, and heteroscedasticity tests, as well as multiple linear regression analysis. Hypothesis testing was performed using the t-test to examine the partial effects of each independent variable on purchasing decisions, the F-test to examine the simultaneous effects of celebrity endorsement, product quality, and brand image, and the coefficient of determination (R^2) to assess the model's ability to explain variations in purchasing decisions. The significance level used for hypothesis testing was 5% ($\alpha = 0.05$).

RESULTS AND DISCUSSION

The results of the instrument validity and reliability tests are presented as follows:

Table 2. Results of the Validity and Reliability Tests

Variable	Number of Items	r-table	Range of r-count	Cronbach's Alpha	Critical Value	Conclusion
Celebrity Endorsement (X1)	3	0,1966	0,761–0,843	0,747	0,600	Valid and Reliable
Product Quality (X2)	6		0,676–0,873	0,867		Valid and Reliable
Brand Image (X3)	3		0,774–0,820	0,722		Valid and Reliable
Purchasing Decision (Y)	3		0,781–0,821	0,712		Valid and Reliable

Based on Table 2, all statement items for the celebrity endorsement, product quality, brand image, and purchasing decision variables were found to be valid, as all r-count values exceeded the r-table value of 0.1966. The r-count values ranged from 0.761 to 0.843 for celebrity endorsement, 0.676 to 0.873 for product quality, 0.774 to 0.820 for brand image, and 0.781 to 0.821 for purchasing decisions. These results indicate that each item adequately measures the respective variable under investigation. The reliability test results further show that the Cronbach's Alpha values for all variables exceeded the critical value of 0.60. The Cronbach's Alpha values were 0.747 for celebrity endorsement, 0.867 for product quality, 0.722 for brand image, and 0.712 for purchasing decisions. Therefore, all research instruments were considered reliable and suitable for use in the subsequent stages of data analysis.

The results of the classical assumption tests conducted in this study are presented below:

Table 3. Results of the Classical Assumption Tests

Test	Indicator	Celebrity Endorsement (X1)	Product Quality (X2)	Brand Image (X3)	Standard	Conclusion
Normality	Asymp. Sig. (2-tailed)	0,200			> 0,05	Normally distributed data
Multicollinearity	Tolerance	0,384	0,310	0,402	> 0,10	No multicollinearity
	VIF	2,602	3,222	2,490	< 10,00	No multicollinearity
Heteroscedasticity	Sig.	0,208	0,919	0,896	> 0,05	No heteroscedasticity

Based on Table 3, the normality test produced an Asymp. Sig. value of 0.200, which is greater than 0.05. Therefore, the residuals in the regression model are normally distributed. Furthermore, the multicollinearity test results indicate that all independent variables have Tolerance values greater than 0.10 and VIF values below 10. The respective Tolerance values were 0.384, 0.310, and 0.402, while the VIF values were 2.602, 3.222, and 2.490. These results indicate that the regression model does not exhibit multicollinearity. The heteroscedasticity test produced significance values of 0.208 for celebrity endorsement, 0.919 for product quality, and 0.896 for brand image. Since all values are greater than 0.05, the regression model can be considered free from heteroscedasticity. Thus, all classical assumptions examined in this study were satisfied, allowing the model to proceed to multiple linear regression analysis.

The results of the regression analysis and hypothesis testing are presented in the following table:

Table 4. Multiple Linear Regression Analysis and Hypothesis Testing

Variable	B	t-count	Significance	F-count	Significance	R Square
Constant	0.189					
Celebrity Endorsements (X1)	0.223	3.021	0.003			
Product Quality (X2)	0.229	6.150	0.001	144.638	0.001	0.905
Brand Image (X3)	0.296	4.318	0.001			

Based on the results of the multiple linear regression analysis presented in Table 4, the following regression equation was obtained:

$$Y = 0.189 + 0.223 + 0.229 + 0.296$$

The equation indicates that the constant value of 0.189 means that when celebrity endorsement, product quality, and brand image are held constant, the purchase decision has a value of 0.189. The regression coefficient of celebrity endorsement (X_1) is 0.223, indicating that every one-unit increase in celebrity endorsement is associated with a 0.223 increase in purchase decisions, assuming that the other variables remain constant. The regression coefficient of product

quality (X_2) is 0.229, indicating that every one-unit increase in product quality is associated with a 0.229 increase in purchase decisions. Meanwhile, the regression coefficient of brand image (X_3) is 0.296, indicating that every one-unit increase in brand image is associated with a 0.296 increase in purchase decisions. Thus, all three independent variables have positive regression coefficients in relation to purchase decisions.

The results of the t-test show that celebrity endorsement has a t-value of 3.021 with a significance level of 0.003. Since the significance level is less than 0.05, celebrity endorsement has a significant effect on purchase decisions. Product quality has a t-value of 6.150 with a significance level of 0.001, indicating that product quality has a significant effect on purchase decisions. Meanwhile, brand image has a t-value of 4.318 with a significance level of 0.001, demonstrating that brand image also has a significant effect on purchase decisions.

The results of the F-test show an F-value of 144.638 with a significance level of 0.001. Since the significance level is less than 0.05, celebrity endorsement, product quality, and brand image simultaneously have a significant effect on purchase decisions. This finding indicates that the three independent variables jointly explain variations in consumers' purchase decisions regarding Azarine products. The R Square value of 0.905 indicates that celebrity endorsement, product quality, and brand image jointly explain 90.5% of the variation in purchase decisions for Azarine products among consumers in Sidoarjo. The remaining 9.5% is explained by other variables not included in the research model. This value indicates that the regression model has a high explanatory capacity in accounting for variations in purchase decisions within the analyzed data.

Discussion

H1: Celebrity Endorsements Influence Purchase Decisions

Endorsements from public figures or celebrities can influence consumers' purchase decisions because they convey credibility, attractiveness, and strong social influence within society. When well-known figures use or recommend a product, potential consumers tend to develop greater trust, identify with the figure, and feel more confident about the brand, thereby increasing their willingness to make a purchase. Based on the hypothesis testing results, celebrity endorsements were found to have a positive and significant effect on the purchase decisions of Azarine products among consumers in Sidoarjo. This finding confirms that celebrity involvement can shape public perceptions, strengthen consumer trust, and foster an emotional connection between consumers and the brand (Halim et al., 2025).

The celebrity endorsements variable in this study was examined through three main indicators: credibility and trustworthiness, personal attractiveness, and charisma or influence. In terms of credibility and trustworthiness, Azarine has implemented a strategy of positioning itself as a skincare brand by collaborating with dermatologists and beauty influencers with formal educational backgrounds who regularly provide objective product reviews. This approach has contributed to consumers' confidence that recommendations from professionals indicate that Azarine products are safe and effective. In terms of personal attractiveness, Azarine collaborates with public figures who embody an image of natural beauty and a healthy lifestyle, such as Prilly Latuconsina, whose fresh and radiant appearance appeals to consumers. This image may inspire teenagers and young women to

achieve a similar appearance, thereby encouraging their intention to purchase Azarine products. Regarding charisma or influence, Azarine utilizes influential figures with broad exposure and large numbers of followers, such as Tasya Farasya. When endorsements are released, followers may feel more confident and motivated to try the endorsed products. In this context, charisma is reflected in the strong social influence that contributes to trend formation rather than merely in popularity.

The indicator that received the highest proportion of "strongly agree" responses in this study was credibility and trustworthiness. This finding is supported by Azarine's strategic collaboration with the South Korean international idol group Red Velvet as a brand ambassador, which is widely recognized for its reputable image and selective approach to promotional activities. This endorsement strategy has contributed to shaping consumer perceptions, fostering trust, and developing an emotional connection between the public and the brand (Maudya et al., 2022; Szymkowiak & Antoniak, 2024). Consequently, consumers may feel more confident in purchasing products promoted by their favorite idols.

H2: Product Quality Influences Purchase Decisions

Product quality plays a crucial role in directing consumers' purchasing behavior. The higher the quality offered, the greater the likelihood that consumers will consider purchasing the product. The hypothesis testing results demonstrate that product quality has a positive and significant effect on the purchase decisions of Azarine products among consumers in Sidoarjo. This finding indicates that consumers in Sidoarjo consider the actual quality of the products offered before deciding to purchase Azarine products. This result is consistent with the findings of Montolalu et al. (2021), who reported that product quality has a significant positive relationship with purchase decisions, as the quality of a product can fulfill consumers' expectations.

Product quality in this study was evaluated through five dimensions: conformance, durability, aesthetics/design, performance, and perceived quality. Regarding conformance, Azarine offers flagship products formulated with Centella asiatica sourced from Madagascar, a well-known natural ingredient that helps soothe and care for the skin. This demonstrates the alignment between Azarine's product claims and the benefits perceived by users. In terms of durability, Azarine has developed sunscreen formulations designed to protect the skin from UV radiation exposure under Indonesia's tropical climate. Regarding design, the product packaging is modern, simple, and visually appealing, with distinctive colors corresponding to the product's formulation and ingredients. The clean and premium appearance of the packaging is considered suitable for its target market, particularly women. In terms of performance, Azarine's serum and toner products are perceived to contribute to healthier and more radiant skin, indicating that the products perform according to their intended functions. Meanwhile, in terms of perceived quality, Azarine's reputation has been strengthened by its recognition at the Indonesia Brand Champions 2024 awards for innovation, as well as its notable increase in sales revenue.

The durability indicator received the highest proportion of "strongly agree" responses in this study. This finding suggests that one of the factors contributing to consumers' preference for Azarine products in Sidoarjo is their perception of product durability and suitability across various skin types. Consistent product quality is an important consideration in purchase decisions because consumers seek

optimal benefits from product use. Brands that are able to maintain consistent product quality are more likely to attract consumers who prioritize tangible product performance, which can ultimately encourage purchase decisions (Nasution et al., 2020).

H3: Brand Image Influences Purchase Decisions

Brand image serves as an initial foundation for shaping consumers' perceptions of a product. When a brand has a positive reputation, such as reliable quality and consistent fulfillment of consumer expectations, consumers tend to feel more confident in choosing the product. Brand image can also reduce uncertainty before a purchase, as consumers generally feel more secure when selecting products from well-known brands with established reputations. The hypothesis testing results demonstrate that brand image has a positive and significant effect on the purchase decisions of Azarine products among consumers in Sidoarjo. This finding indicates that the positive reputation associated with Azarine contributes to consumers' purchase decisions. This result is consistent with the findings of Lia et al. (2021), who confirmed the positive effect of brand image on purchase decisions, particularly through positive public reviews and the perceived consistency between product claims and benefits.

The brand image variable was measured using three indicators: strength of brand association, favorability of brand association, and uniqueness of brand association. Regarding the strength of brand association, Azarine is strongly associated with sunscreen products. Consumers readily associate Azarine with local sunscreen products characterized by a lightweight texture, non-sticky feel, and suitability for various skin types. The association of affordable sunscreen with premium-quality characteristics is also strongly linked to Azarine, demonstrating that strong brand associations enable consumers to recall brand attributes consistently. Regarding the favorability of brand association, Azarine is perceived positively because it provides consumers with a sense of safety while remaining affordable. This favorable evaluation contributes to strengthening consumer preferences. Regarding the uniqueness of brand association, Azarine has established a distinctive position as a local brand that has successfully popularized lightweight serum sunscreen at an affordable price. This distinctive characteristic differentiates Azarine from competing brands in the market.

The favorability of brand association indicator received the highest proportion of "strongly agree" responses. This finding suggests that consumers in Sidoarjo consider the positive value and perceived benefits associated with Azarine to be important factors in their purchase decisions. Consumers' confidence in the benefits offered by the brand is reflected in this dimension. Favorable brand associations can shape perceptions that Azarine products are appropriate and capable of addressing consumers' needs. Thus, the more positive the brand associations held by consumers, the stronger their motivation to purchase the products (Purnomo, 2024).

CONCLUSION

Based on the research findings, *celebrity endorsements*, product quality, and brand image were found to have significant effects on the purchase decisions of Azarine products, with significance levels of 0.003, 0.001, and 0.001, respectively

(< 0.05). Celebrity involvement can enhance consumer trust and engagement, while product quality provides benefits that correspond to consumers' needs. Meanwhile, a positive brand image, supported by consumer reviews and consistency between product claims and actual product benefits, can encourage purchase decisions. Based on these findings, Azarine is recommended to continuously innovate its product formulations in accordance with consumers' skincare needs, use stable and scientifically tested active ingredients, and utilize Instagram, TikTok, and YouTube as promotional and educational platforms to provide information regarding product ingredients, usage, and consumer experiences. Future research is recommended to develop the research model by incorporating other variables that may potentially influence consumers' purchase decisions.

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