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INFLUENCE OF 'MAUDY.AYUNDA' AS CELEBRITY ENDORSER, BRAND IMAGE, AND BRAND ORIGIN ON PURCHASE INTENTION OF POND'S

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Abstract
The rapid development in the business world has spurred intense competition across various sectors, including the skincare industry. Pond's, a facial moisturizer brand under the Unilever umbrella, has witnessed consecutive declines in sales from 2019 to 2023. This indicates a waning consumer interest in Pond's facial moisturizer. This research seeks to analyze the effect of the celebrity endorser "Maudy Ayunda," along with brand image and brand origin, on consumer purchase intention for Pond's facial moisturizer. The study adopts a quantitative approach using a survey method, employing both descriptive and verification techniques. A sample of 100 respondents filled out the questionnaire on an interval scale (1-10). Data analysis includes instrument validation (validity and reliability tests), descriptive analysis, classical assumption tests (normality, multicollinearity, heteroskedasticity tests), multiple linear regression analysis, determination coefficient analysis, and hypothesis testing (F-test and t-test). The findings indicate that: (1) Celebrity Endorser "Maudy Ayunda," Brand Image, and Brand Origin significantly influence consumer purchase intention towards Pond's products among consumers in Kuningan Regency. Alterations in consumer purchase intention can be detected through the variables of celebrity endorsement., brand image, and brand origin. (2) Celebrity Endorser presence has a significant positive impact on consumer purchase intention. As the popularity of a celebrity endorser increases, it directly contributes to higher purchase intention for the endorsed products. (3) Brand Image has a positive impact on purchase intention. This suggests that an enhanced brand image leads to increased consumer purchase intention towards the product. (4) Brand Origin positively affects purchase intention. When the reputation of a brand's origin improves, it influences increased purchase intention towards the product.
Keywords: Celebrity Endorsement, Brand Image, Brand Origin, Purchase Intention

INTRODUCTION

Regarding the case, public perception of the Pond's brand has evidently declined. This is demonstrated by the results of the Top Brand Award from 2019-2023, where the Top Brand Index is an award given to brands that achieve the TOP predicate.
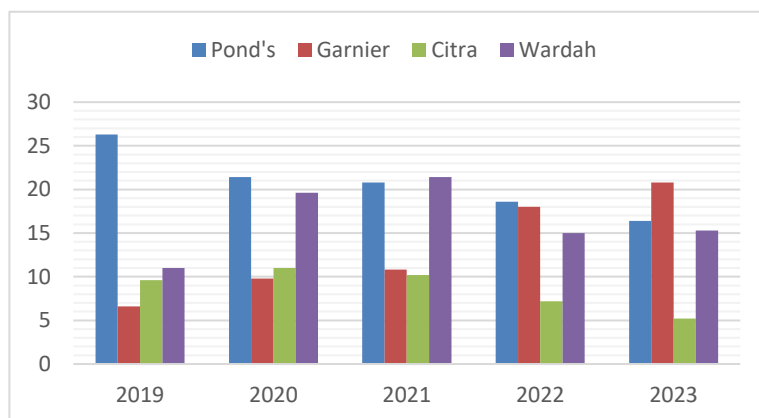
Sumber: Top Brand Index (www.topbrandaward.com)

Gambar. 1
Marketshare Pelembab Wajah

In the graph above, it can be seen that sales of Pond's facial moisturizer products have tended to decline from 2019 to 2023. This decline in sales certainly calls for an evaluation by reviewing what caused the decline in Pond's products in order to increase consumer interest and boost sales profits. Additionally, the sales of Pond's facial moisturizers can also be observed in the following table:

No	Merek	Persentase
1	MS. Glow	11.7%
2	Skintific	9.7%
3	Wardah	4.2%
4	Pond's	3.12%

Sumber : Compas (www.compas.co.id)

Tabel 1
Brand Pelembab Wajah Yang Laris di Shopee 2022

This is why purchase intention is an important factor that must be considered, as it forms the basis for the company in designing marketing strategies for the next period to introduce and promote its products, aiming to gain profit and ensure the long-term survival of the company. Therefore, marketers must be able to influence consumers to buy and continue using the products offered. With purchase intention, it is hoped that consumers will keep buying and using the product, allowing the company to continue to grow.

Purchase intentiont is one of the behavioral components in consumption attitudes and represents the stage where consumers make their choices among several brands. According to Halimatussyaddiah (2018), Consumer purchase intention refers to the behavior where consumers show a desire to buy or choose a product, driven by their experiences in selecting, using, consuming, or wanting the product.

Theoretical Review

Prior Research

Setiawan (2018) defines that a Celebrity Endorser is an advertising strategy commonly used to increase brand awareness. This goal is achieved through promotions involving celebrities,

whether for cosmetic products, watches, cars, pharmacies, weight loss programs, or financial services. A celebrity endorser is one of the advertising strategies long recognized in modern marketing. Industries frequently use endorsers to promote products or services to attract consumer interest in those products or services.

This is supported by research conducted by Febriani Cahyaningrum (2020), where Celebrity Endorsers positively influence the increase in purchase intention. Thus, the selection of Maudy Ayunda as a Celebrity Endorser is appropriate, as the chosen Celebrity Endorser represents the product and has credibility in representing the product, is trusted by the public, possesses honest character, has appeal and charisma, and has the ability to influence consumer purchase intention.

Melinda (2022) asserts that brand image is perceived, view, or evaluation by consumers of products, services, and related companies, influencing consumers' memory and minds. This image is formed by how a company conducts its operational activities, primarily focusing on service aspects. The company's image is observed by the public over time and eventually forms a positive view that spreads through word of mouth. Brand image is formed through the impressions and experiences individuals have with something, shaping their mental attitude. This attitude then influences decision-making, as the image represents one's understanding of that thing.

According to research conducted by Novita Laraswanti (2022), brand image influences purchase intention. With a strong brand image in the eyes of the public, this image will continue to be ingrained in consumers' minds and build trust. A good brand image also makes it easier for the public to recognize a product, thereby increasing the likelihood of them being interested in and purchasing the product.

Rahma (2020) states that the company producing a product, as well as the country or geographic location of its origin, can be associated with the brand and create additional connections. In domestic market, perceptions of the country can evoke consumer patriotism or remind them of the past. Some studies show that domestic brands are more favored in collectivist countries like Japan and other Asian countries, which have strong norms and group ties with family and country. Conversely, in individualistic societies like the United States and other Western countries that focus more on personal interests and goals, consumers are more demanding of product excellence.

Amir (2020) states that the variable of brand origin has a positive and significant effect on consumer purchase intention. Country of Origin influences consumer perception, as they tend to have certain impressions of products from a particular country. This positive perception, in turn, will encourage actual purchases. Brand

origin reflects the stereotypical reputation consumers have of the product's country of origin, which influences their purchasing decisions.

Hypothesis Development

Based on the above description, A research paradigm framework can be established concerning the impact of celebrity endorsement, brand image, and brand origin on purchase intention, illustrated in the following diagram:
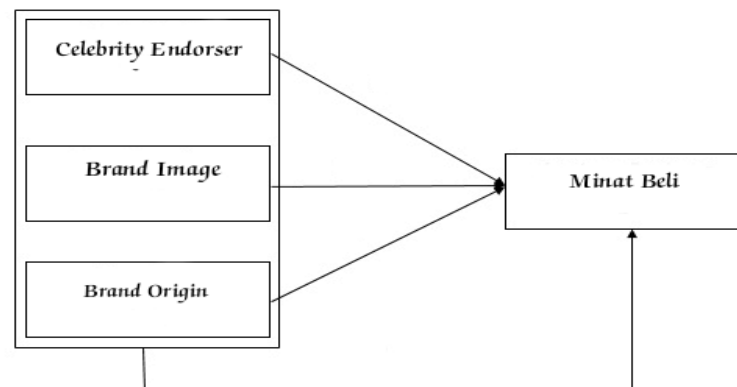
Gambar 2
Paradigma Penelitian

The hypotheses in this study are as follows:

1. Celebrity Endorser, Brand Image, and Brand Origin collectively impact Purchase Intention, indicating that all three factors together influence consumer purchase decisions.

2. Celebrity Endorser positively affects Purchase Intention.

3. Brand Image positively affects Purchase Intention.

4. Brand Origin positively affects Purchase Intention.

METHOD

This research is a quantitative study employing a survey method with both descriptive and verificative approaches. The population for this study consists of all users of Pond's facial moisturizer in Kuningan Regency, although the exact number is not yet known. Sampling was conducted using Non-probability sampling is a method in which not all members of the population have an equal opportunity to be chosen as samples.. A sample of 100 Pond's consumers in Kuningan Regency was taken. The data collection technique used a questionnaire with an interval scale (1-10). The questionnaire instrument has undergone validation and reliability testing.. The Data analysis includes descriptive analysis and classical assumption tests such as normality, multicollinearity, and heteroscedasticity. Additionally, hypothesis testing was conducted both simultaneously using the F-test and partially with the t-test.

RESULTS AND DISCUSSIONS

t-test (Coefficient test)

To test the hypotheses partially or individually, you can refer to the following table:

Tabel. 2 Uji t-parsial

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.054	5.214		.586	.559
	Celebrity Endorser	.215	.065	.224	3.307	.001
	Brand Image	.339	.093	.257	3.665	.000
	Brand Origin	.468	.066	.520	7.054	.000

a. Dependent Variable: Minat Beli

Based on the table above, the multiple linear regression equation obtained is as follows:

Y = a + β1X1 + β2x2 + β3X3

Y = 3,056 + 0,215 + 0,339 + 0,468

Based on the regression equation, the interpretations are as follows:

1. The constant value is 3.056, which is positive. This suggests that if the variables Celebrity Endorser (X1), Brand Image (X2), and Brand Origin (X3) are all zero, the Purchase Intention (Y) would be 3.056.

2. The regression coefficient for Celebrity Endorser (X1) is 0.215, indicating a positive relationship. If the celebrity endorser increases by one unit, Purchase Intention will rise by 0.215 unit, assuming all other variables remain unchanged. The positive result coefficient signifies a direct relationship between Celebrity Endorser and Purchase Intention. The test results show a t-value of 3.307 with a significance level of 0.001, compared to a critical t-value 1.660. Since the computed t-value (3.307) is greater than critical t-value (1.660), and the significant level (0.001) is below 0.05, the initial hypothesis is accepted. Therefore, the celebrity endorser variable partially influences the purchase intention of Pond's facial moisturizer.

3. The regression coefficient for Brand Image (X2) is 0.339, also indicating a positive relationship. If Brand Image increases by one unit, Purchase Intention will increase by 0.339 units, assuming all other variables remain unchanged. The positive result coefficient highlights a direct relationship between Brand Image and Purchase Intention. The test results show a t-value of 3.665 with a significance level of 0.000, compared to a critical t-value of 1.660. Since the calculated t-value (3.665) is greater than the critical t-value (1.660), and the significance level (0.000) is below 0.05, the initial hypothesis is accepted. As a result, the brand image variable plays a partial role in influencing the purchase intention of Pond's facial moisturizer.

4. The regression coefficient for the Brand Origin variable (X3) is 0.468, showing a positive relationship. This indicates that a 1 unit increase in Brand Origin will result in a 0.468 unit increase in Purchase Intention, assuming other variables are constant. The positive coefficient signifies a direct correlation between Brand Origin and Purchase Intention. The test produced a t-value of 7.054 with a significant level of 0.000, and a critical t-value 1.660. Considering that the computed t-value (7.054) exceeds the critical t-value and the significant level (0.000) is below 0.05, it validates the initial hypothesis.

Thus, the Brand Origin variable partially influences the purchase intention of Pond's facial moisturizer.

CONCLUSION

The findings from the data analysis and hypothesis testing, it can be concluded that:

1. The Celebrity Endorser, Brand Image, and Brand Origin have an influence on the purchase intention of Pond's products in Kuningan Regency.

2. The Celebrity Endorser shows a positive and statistically significant impact on the purchase intention of Pond's products in Kuningan Regency.

3. The Brand Image shows a positive and statistically significant impact on the purchase intention of Pond's products in Kuningan Regency.

4. Brand Origin has a positive and significant impact on the purchase intention of Pond's products in Kuningan Regency.

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