

***THE INFLUENCE OF BRAND EQUITY AND CELEBRITIES
ENDORERS ON PURCHASE DECISIONS WITH PURCHASE
INTEREST AS AN INTERVENING VARIABLE
(STUDY ON KF SKIN SKINCARE CONSUMERS IN LAMONGAN)***

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ABSTRACT

This research aims to determine the influence of brand equity and celebrity endorsers on purchasing decisions mediated by purchasing interest among Kf Skin skincare consumers in Lamongan. The sample in this study was 103 respondents. This study had a population of 138. The data collection method in this study used the method of distributing questionnaires on Google Foam and observing especially consumers in Randubener Village. Data analysis uses the SEM-PLS SmartPLS 3 program which consists of a measurement model test (Outer Model) consisting of convergent validity test, discriminant validity, Average Variance Extracted (AVE), Composite Reliability and Crombach's Alpha tests. Structural model (Inner Model) consisting of Determination Coefficient (R-Square), Path Coefficient, Hypothesis Test and Mediation Test. The results of this research are that brand equity has a negative and insignificant effect on purchasing decisions, celebrity endorsers have a positive and significant effect on purchasing decisions, brand equity has a positive and significant effect on purchasing decisions mediated by buying interest, celebrity endorsers have a positive and significant effect on purchasing decisions mediated by buying interest



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INTRODUCTION

Nowadays, facial care has become a major need and continues to transform and cannot be separated from women. In this era of globalization, cosmetic companies are facing intense competition in marketing because of the many new brands entering the world of beauty. Skincare has become one of women's needs, so cosmetic companies are competing to use the best quality. The industrial aspect that is most discussed is the cosmetics industry, especially skincare. BPOM noted that the number of companies in the beauty industry increased by 20.6% in 2021 and from 819 to 913 in July 2022. The growth of the beauty industry is dominated by small and medium companies at 83% (Hamasyi, 2022). According to (Cesariana et al, 2022) the purchasing decision is the final decision of the process that consumers go through to understand information from a particular brand on a product so that they can evaluate each option, therefore being able to solve the problem which then decides on the purchasing decision. According to previous research (Pingky Silvia et al, 2022), states that brand equity is a pair of brand assets and responsibilities related to the brand, name and symbol, which adds or reduces the value provided by goods or services to the company or customers in the company. and brand value which results in the extent to which consumers recognize a product or service highly and the response that arises in consumers' minds regarding a strong, liked, and perhaps also unique brand that consumers remember in that brand. Celebrity Endorser is one of the factors that influences purchasing decisions. According to (Setyarini & Sutanso, 2020), Celebrity Endorsers are not only models who represent the

name of a product, Celebrity Endorsers are also company speakers on social media. Several previous studies revealed that there are factors that influence purchasing decisions, including brand equity, celebrity endorsers and consumer buying interest. According to research from (Sya'idah, 2020) states that brand equity has an influence on purchasing decisions. Meanwhile, according to research (Nedi Yansah, 2018) which reveals that brand equity has no effect on purchasing decisions. Celebrity Endorsers according to research (Abraham, 2017) and (Abigael, 2021) in Andika, Karolus (2023) state that Celebrity Endorsers have a positive and significant influence on purchasing decisions. And according to research (Ardhy, 2020) in research by Karolus Wayan Andika (2023) state that Celebrity Endorsers do not have a significant influence on purchasing decisions. The relationship between buying interest and purchasing decisions is also proven in research (Alfutuh, 2020) which states that buying interest has a positive and significant effect on purchasing decisions Based on the description of previous research, it can be seen that there are still differences in results between one researcher and another, resulting in gaps from previous research which makes researchers interested in conducting this research. This research was conducted in Randubener Village, this research aims to find out whether Brand Equity and Celebrity Endorser influence purchasing decisions mediated by purchase interest in the study of Kf Skin skincare consumers in Lamongan.

RESEARCH METHODS

The form of research used in this research is quantitative research methods. The data analysis technique uses SEM-PLS 3 with the data analysis method used in this research is the measurement model (Outer Model) Convergent Validity Test, Discriminant Validity, Reliability Test, Structural Model (Inner Model) Determination Coefficient (R-Square), Path Coefficient, Hypothesis Test, Mediation Test. The population in this study was 138, using the Slovin formula the sample values were obtained as follows:

$$n = \frac{N}{1+Ne} \qquad n = \frac{138}{1,345}$$

$$n = \frac{138}{1+138 (0,05)^2} \qquad n = 102.6$$

$$n = \frac{138}{1+138 (0,0025)}$$

$$n = \frac{138}{1+0,345}$$

So from the results above, a sample of 102.6 respondents was obtained which was rounded up to 103 respondents.

RESULTS AND DISCUSSION

Measurement model (Outer Model)

Validity Test

Conveirgein validity

The results of the convergent validity test are if the variable indicator that has an outer loading value > 0.700 is declared valid while an outer loading value > 0.50 is declared quite adequate or can be said to be valid because it is independent of 0.77. The following are the test results using SmartPLS 3 software:

Table

Table 1
Convergent Validity Test Results

Indikator	Hasil Outer Loading	Rate Of Thumb	Keterangan
X1.1	0,695	0,700	Valid
X1.2	0,721	0,700	Valid
X1.3	0,607	0,700	Valid
X1.4	0,723	0,700	Valid
X1.5	0,809	0,700	Valid
X2.1	0,706	0,700	Valid
X2.2	0,630	0,700	Valid
X2.3	0,639	0,700	Valid
X2.4	0,768	0,700	Valid
X2.5	0,808	0,700	Valid

Source: Smart PLS 3 Data Processing Results (2024)

Based on the test results above, it can be seen that each variable indicator has an outer loading value of > 0.700, meaning that each indicator is declared valid as in the results in table 4.1 of the outer loading results.

Discriminant Validity (Discriminant Validity)

This test is carried out in two ways, the first is by looking at the cross loading value and the second is by looking at the Average Variance Extracted (AVE) value, the first way is through cross loading, if the cross loading indicator value meets discriminant validity. The following are the test results using SmartPLS 3 software:

Table 2 Cross Loading

Indikator	Brand Equity (X1)	Celebrity Endorsement (X2)	Keputusan Pembelian (Y)	Minat Beli (Z)
X1.1	0.695	0.630	0.480	0.492
X1.2	0.721	0.471	0.677	0.518
X1.3	0.607	0.329	0.310	0.253
X1.4	0.723	0.620	0.543	0.542
X1.5	0.809	0.546	0.719	0.756
X2.1	0.570	0.706	0.552	0.515
X2.2	0.695	0.630	0.480	0.492
X2.3	0.381	0.639	0.430	0.412
X2.4	0.470	0.768	0.576	0.550
X2.5	0.528	0.808	0.782	0.673
Y.1	0.528	0.808	0.782	0.673
Y.2	0.560	0.550	0.781	0.794
Y.3	0.573	0.564	0.789	0.650
Y.4	0.809	0.546	0.719	0.756
Y.5	0.721	0.471	0.677	0.518
Y.6	0.400	0.527	0.637	0.732
Y.7	0.477	0.673	0.741	0.765
Z.1	0.560	0.550	0.781	0.794
Z.2	0.809	0.546	0.719	0.756

Z.3	0.400	0.527	0.637	0.732
Z.4	0.477	0.673	0.741	0.765

Data source: Smart PLS 3 (2024)

Table 2 above shows that if the Cross Loading value is <0.9 then each variable has good discriminant validation (valid). Because it can be said to be valid if the Heterotrait – Monotrait Ratio of Correlation (HTMT) value is <0.9 .

Average Variance Extracted (AVE)

Cross loading value, namely by comparing the Average Variance Extracted (AVE) value of each variable with the correlation between variables. If the AVE value is greater than the correlation, it can be said that the variable has a good correlation. It is recommended that this measurement be greater than 0.5. The following are the test results:

Table 3
Nilai Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)	Keterangan
<i>Brand Equity (X1)</i>	0.510	Valid
<i>Celebrity Endorsement (X2)</i>	0.509	Valid
Keputusan Pembelian (Y)	0.539	Valid
Minat Beli (Z)	0.581	Valid

Source: Data processed by Smart PLS 3 (2024)

Table 3 above shows that the AVE value for each of the product quality, price, purchasing decision and satisfaction variables tested has an Average Variance Extracted (AVE) value > 0.5 , so it can be said that all variables in this study meet the discriminant validity criteria as measured by the AVE test.

Reliability Test

Reliability testing can be seen through the results of Cronbach's alpha values to measure upper and lower reliability as well as composite reliability for the actual reliability of a construct or variable. It is said whether the respondent's answer to the questionnaire is reliable or not if the composite reliability value (greater) is > 0.700 .

Composite Reliability

Table 4
Composite Reliability Value

Variabel	Composite Reliability (ρ_A)	Composite Reliability (ρ_c)	Keterangan
<i>Brand Equity (X1)</i>	0.792	0.838	Reliabel
<i>Celebrity Endorsement (X2)</i>	0.783	0.837	Reliabel

Keputusan Pembelian (Y)	0.861	0.891	Reliabel
Minat Beli (Z)	0.769	0.847	Reliabel

Source: Processed by SmartPLS 3 (2024)

So if you look at the results in table 4 above, it is known that the variables Brand Equity, Celebrity Endorser, Purchase Decision and Purchase Interest in this study have a composite reliability value of > 0.700, which means that all variables in this study are reliable.

Cronbach's alpha

Table 5
Cronbach's alpha value

Variabel	Cronbach's alpha	Keterangan
Brand Equity (X1)	0.766	Reliabel
Celebrity Endorsemet (X2)	0.758	Reliabel
Keputusan Pembelian (Y)	0.857	Reliabel
Minat beli (Z)	0.762	Reliabel

Source: Processed by SmartPLS 3 (2024)

Based on table 5, the results of testing the Cronbach alpha value can be seen that each variable in this study has a Cronbach alpha value > 0.700, which means all variables are reliable.

Structural Modeil (Inner Modeil)

Deiremination Coefficient (R-Squarei)

The R-Square value criteria are said to be "weak" if the R-Square value is $0.25 < 0.5$ and the R-Square value criteria are said to be "medium" if the R-Square value is $0.5 < 0.75$ and the R-Square value criteria are said to be "strong" if the R-Square value is 0.75 . The following are the test results using SmartPLS 3 software:

Table 6
R-Square Value

Variabel	R-Square	Keterangan
Keputusan pembelian (Y)	0,752	Kuat
Minat Beli (Z)	0,663	Moderat

Source: Processed by SmartPLS 3 (2024)

This can be explained that (1) the purchasing decision variable has a value of 0.752 or 75.2%, which is included in the "Strong" category, so that in order to improve purchasing decisions, the independent variable or Brand Equity and Celebrity Endorser variables must be maintained better. (2) the Purchase Interest variable has a value of 0.663 or 66.3% which is included in the

"Moderate" category, so that to maintain and increase satisfaction, the independent variable or Brand Equity and Celebrity Endorser variable must be maintained or increased again so that satisfaction is included in the "Strong" category.

Path Coefficient

Testing this model is a direct test between two variables, namely the independent variable and the dependent variable without going through intervening variables to see the direction of the relationship. The influence interval between variables can be said to have a positive effect if the original sample value is > 0 , but if the original sample value is < 0 then it is declared negative.

Table 7
Path Coefficient value

Pengaruh Variabel	Original sampel	Arah Hubungan
<i>Brand Equity</i> (X1) – Keputusan Pembelian (Y)	0,082	Negatif
<i>Brand Equity</i> (X1) – Minat beli (Z)	0,414	Positif
<i>Celebrity Endorsement</i> (X2) – Keputusan Pembelian (Y)	0.164	Positif
<i>Celebrity Endorsement</i> (X2) – Minat beli (Z)	0,448	Positif
Minat beli (Z) – Keputusan pembelian (Y)	0,777	Positif

Source: Processed by SmartPLS 3 (2024)

Based on the Path Coefficient results, the relationship between brand equity and purchasing decisions is not significant with a coefficient of 0.082 (p-value 0.0115), indicating that the brand equity variable has no influence on purchasing decisions. Meanwhile, brand equity has a significant relationship with buying interest with a coefficient of 0.414 (p-value 0.008), which means that an increase in brand equity will increase buying interest. Likewise, Celebrity Endorser has a significant influence on purchasing decisions with a coefficient of 0.164 (p-value 0.000) and on purchasing interest with a coefficient of 0.448 (p-value 0.009), indicating that an increase in the Celebrity Endorser variable will increase both purchasing decisions and purchasing interest. Purchase interest also has a significant effect on purchasing decisions with a coefficient of 0.777 (p-value 0.000), meaning that an increase in purchasing interest will increase purchasing decisions.

Hypothesis Testing

The variable criteria can be declared to have a significant influence, either directly or indirectly, if the t-statistic value is > 1.98 . If the t-statistic value is < 1.98 , then the variable is considered to have no significant influence. Apart from using t-statistics, the significant influence on direct

and indirect relationships can also be determined using the p-value. If the p-value <0.05 (5%) then the relationship is declared significant.

Table 8
Hypothesis Test Value

Variabel	T Statistic (O/STDV)	P Value	Keterangan
Brand Equity (X1)- Keputusan Pembelian (Y)	1,578	0.115	Negatif dan Tidak Signifikan
Brand Equity (X1) – Minat Beli (Z)	2,649	0,008	Positif dan signifikan
Celebrity Endorsement (X2)- Keputusan Pembelian (Y)	3,702	0,000	Positif dan signifikan
Celebrity Endorsement (X2)- Minat Beli (Z)	2,613	0,009	Positif dan signifikan
Minat beli (Z) – Keputusan Pembelian (Y)	18,049	0,000	Positif dan signifikan

Source: Processed by SmartPLS 3 (2024)

Based on the test results using SmartPLS 3 on 103 respondents, it can be concluded that, (1) Brand equity (X1) has no significant effect on purchasing decisions (Y) with P-Value $0.115 > 0.05$ and t-statistic $1.578 < t\text{-table } 1.98$ so the hypothesis is rejected. (2) Brand equity (X1) has a positive and significant effect on Purchase Interest (Z) with P-Value $0.008 < 0.05$ and t-statistic $2.649 > t\text{-table } 1.98$ so the hypothesis is accepted. (3) Celebrity Endorser (X2) has a positive and significant effect on purchasing decisions (Y) with P-Value $0.000 < 0.05$ and t-statistic $3.702 > t\text{-table } 1.98$ so the hypothesis is accepted. (4) Celebrity Endorser (X2) has a positive and significant effect on Purchase Interest (Z) with P-Value $0.009 < 0.05$ and t-statistic $2.613 > t\text{-table } 1.98$ so the hypothesis is accepted. (5) Purchase Interest (Z) has a positive and significant effect on purchasing decisions (Y) with P-Value $0.000 < 0.05$ and t-statistic $18.049 > t\text{-table } 1.98$ so the hypothesis is accepted.

Mediation Test

Mediation testing is used to show the relationship between independent variables and dependent variables on the mediating variable. This indirect effect is obtained by calculating the effect of the dependent variable on the mediating variable, by multiplying the intervening variable by the

independent variable. The connecting or mediating variable in this research is customer satisfaction as a mediating variable.

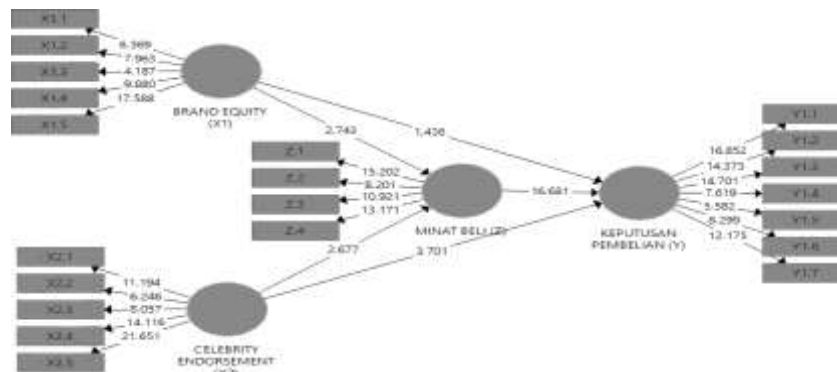
Table 9
Mediation Test Value

Variabel	T Statistic	P Values	Keterangan
X1 Ekuitas merek – Z Minat Beli – Y Keputusan pembelian	2,748	0,006	Positif dan signifikan
X2 Selebriti Endorser – Z Minat beli – Y Keputusan pembelian	2,516	0,012	Positif dan signifikan

Source: Processed by Smart PLS 3 (2024)

Based on the results of the mediation test, it can be concluded that: (1) Brand Equity (X1) on purchasing decisions through buying interest (Z) has a t-statistic value of 2.748 > t-table 1.98 and P-Value of 0.006 < 0.05, so the relationship is positive and significant, (2) Celebrity Endorser (X2) on purchasing decisions (Y) through buying interest (Z) has a t-statistic value of 2.516 > t-table 1.98 and P-Value of 0.012 < 0.05 so the relationship is positive and significant.

Picture



Picture 1. PLS Diagrams

Based on the picture above which shows the relationship between the independent variable and the dependent variable as well as the indicators for each variable and the research variables as well as the relationship between the Brand Equity and Celebrity Endorser variables on purchasing decisions mediated by purchase interest in the study of Kf Skin consumers in Lamongan.

CONCLUSION

Based on the results of data analysis via PLS (Partial Least Square) using SmartPLS 3 software, the conclusions of this research are as follows:

Brand equity (X1) does not have a significant effect on purchasing decisions (Y) has insignificant results because the t-statistic < (less than) the t-table value and also the P-Value > (more than) the standard measurement value. So the hypothesis is rejected.

Brand equity (X1) has a significant effect on purchase interest (Z) which has significant results because the t-statistic > (more than) the t-table value and also the P-Value < (less than) the standard measurement value. So the hypothesis is accepted.

Celebrity Endorser (X2) has a significant influence on purchasing decisions (Y) has significant results because the t-statistic > (more than) the t-table value and also the P-Value < (less than) the standard measurement value. So the hypothesis is accepted.

Celebrity Endorser (X2) has a significant effect on Purchase Interest (Z) which has significant results because the t-statistic > (more than) the t-table value and also the P-Value < (less than) the standard measurement value. So the hypothesis is accepted. Purchase interest (Z) has a significant effect on purchasing decisions (Y) which has significant results because the t-statistic > (more than) the t-table value and also the P-Value < (less than) the standard measurement value. So the hypothesis is accepted.

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