

The Impact of Celebrity Endorsement, Product Quality, and Brand Image on Purchasing Decisions and Customer Satisfaction of MS Glow Products in Pekanbaru City: A Formal Analysis

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ABSTRACT

This study aims to determine how much influence celebrity endorsers, product quality and brand image have on purchasing decisions and customer satisfaction for MS Glow products in Pekanbaru city. The population of this study are all consumers who have bought and used ms glow products. This study used 147 respondents with non-probability sampling technique with purposive sampling method. This research analysis method uses path analysis with data processing using SPSS (Statistical Program Society Science) version 23 for windows. The results of this study indicate that (1) Celebrity endorser has a positive and significant effect on purchasing decisions; (2) Product quality has a positive and significant effect on purchasing decisions; (3) Brand image has a positive and significant effect on purchasing decisions; (4) Purchasing decisions have a positive and significant effect on customer satisfaction; (5) Celebrity endorser has a positive and significant effect on customer satisfaction through purchasing decisions; (6) Product quality has a positive and significant effect on customer satisfaction through purchasing decisions; (7) Brand image has a positive and significant effect on customer satisfaction through purchasing decisions.

Keywords: Celebrity Endorser, Product Quality, Brand Image, Purchase Decision, Customer Satisfaction

1. INTRODUCTION

The development of cosmetics is increasing with the need for care for women. Beauty is something that is often talked about by women because beauty is something that is coveted and expected by women in order to appear confident in public. Therefore, many ways are done by women in order to look beautiful, like doing skin care and facial care, because at this time beauty is a demand that must be owned by every woman. Beauty is seen as a basic need that must be met by women at a certain time, and it causes the need for beauty to become increasingly widespread among the public so that many emerging beauty clinic services offer a variety of facial treatments, skin, and hair. The cosmetics market in Indonesia is one of the leading markets, with an expected annual growth of 7% by 2021. The growth of cosmetics in Indonesia has also increased. The Ministry of Industry noted that the import value of the country's cosmetics was US\$ 803.58 million in 2019, while the export value was US\$ 506.65 million. Therefore, this potential is not just a target for the global industry; the government is pushing for a 35 percent import substitution program in the cosmetics industry by 2022 [1]. The growth of the cosmetics industry in 2017 was 6.35%, which originally 153 companies increased to 760 companies, and exports reached 519.99 million US dollars compared to the previous year of 470.3 million US dollars in the previous year. In 2018, the cosmetics industry grew by 7.36 percent; in 2019, it grew 9 percent; exports reached 600 million US dollars; and in 2020,

it grew 9.39 percent. According to the Ministry of Industry, with a female population of more than 150 million, Indonesia is expected to become the 5th largest cosmetics market in the world over the next 10-15 years [2]. One of the top local cosmetic brands today is MS Glow.

With the development of the era from year to year, many companies are creating new brands to compete in the field of beauty in Indonesia. This is because there are still opportunities to gain market share in Indonesia's skin care business sector. The demand for women to look beautiful has become the primary requirement. This is a potential market for the skin care industry. In addition, the Adam segment, which is not less attentive to appearance, makes the market for cosmetic products wider. However, it is necessary to be aware of the threat of imported products that are still high in the country, because as a Muslim using cosmetic products made from halal is an obligation, cosmetic products made from harmful ingredients that can harm the face and other skin areas should be avoided. According to the Ministry of Industry, the cosmetics industry in Brazil reached more than 760 companies in 2017 [3]. The role of celebrity endorsers largely determines the development of MS Glows. A celebrity endorser is a public figure who plays himself as a consumer in advertising and is well known to the public. The greater the consumer confidence in celebrity endorsers, the higher the likelihood of making a purchase decision [4]. This is supported by research [5], which found that celebrity endorsers have a positive and significant effect on the purchasing decisions of Wardah cosmetics. The results of a study by [6] show that celebrity endorsers have a positive and significant effect on purchase decisions.

2. LITERATURE REVIEW

2.1 Celebrity Endorser

A celebrity endorser is an individual who is known to the public for his or her accomplishments other than the products he or she endorses [7]. Celebrities are believed to be more attractive and evocative than ordinary people in influencing consumers. Companies that use celebrities in their product advertisements consider many factors. Sokolova and Bobicev suggest that the use of such celebrities can sometimes increase sales, but there are times when it fails to promote the product [8]. Celebrity groups that are commonly used as advertising stars are artists, movie stars, singers, models, and even athletes who are known by the audience. Celebrities used to promote such products can serve to give testimony, provide encouragement and reinforcement (endorsement), act as actors or actresses in advertising, and act as spokespersons for the company [9]. Celebrities benefit the company because they have popularity, talent, charisma, and credibility. As stated in [10], the celebrity endorser indicators in this study were visibility, credibility, attraction, and power.

2.2 Product Quality

Product quality is a characteristic of a product or service that survives its ability to meet expressed or implied customer needs [11]. Indicators of product quality in this study, based on [12], are performance, durability, conformance to specifications, features, reliability, aesthetics, and perceived quality.

2.3 Brand Image

Brand image is the observation and belief that consumers hold, as reflected in the association or memories of consumers. Brand image is a representation of overall perception and is formed from

the information and past experience of the brand. The image of this relationship is related to attitudes in the form of beliefs and references to a brand. Consumers with a positive brand image are more likely to make purchases [13]. From the understanding of brand image according to experts, it can be concluded that brand image is how a brand is good or bad in the eyes of consumers; therefore, brand image is very important to create a positive thing in the eyes of consumers. The brand image indicators in this study, as stated by [14], are the advantages of brand associations, strengths of brand associations, and uniqueness of brand associations.

2.4 Purchase Decision

Susanto stated in [15] that in purchasing decisions, consumers go through certain stages to purchase a product. According to [16] purchasing decisions made by consumers or buyers are also influenced by habits. Purchasing decision indicators in this study are based on what is stated [11], namely, the stability of buying after knowing product information, deciding to buy because of the most preferred brand, and buying because it suits your wants and needs.

2.5 Customer Satisfaction

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the perception of a product's performance with its expectations. If it is described as follows: a) if the performance is below expectations, the consumer will be dissatisfied; b) if the performance is the same as expectations, the consumer will be satisfied; c) if the performance exceeds expectations, the consumer will be very satisfied or happy [17]. The customer satisfaction indicators in this study are as stated in [14]: experience, customer expectations, and needs.

Within the scope of this investigation, three independent variables were identified: celebrity endorser, product quality, and brand image. Purchase decisions serve as dependent variables, whereas customer satisfaction is bound to these decisions. The primary objective of this study is to determine the impact of the aforementioned independent variables on purchase decisions and customer satisfaction. To this end, this study's theoretical framework is as follows.

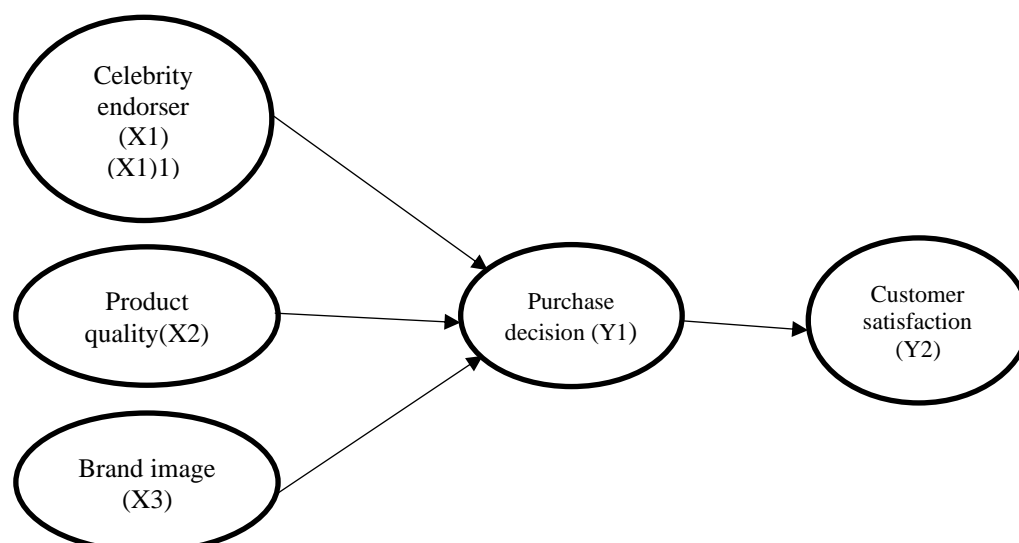


Figure. 1 Theoretical framework

This study proposes the following hypothesis:

- H1: Celebrity endorser influences the purchasing decision of Ms Glow products in Pekanbaru
- H2: Product quality affects the purchasing decision of Ms Glow products in Pekanbaru
- H3: Brand image influences the purchasing decision of Ms Glow products in Pekanbaru
- H4: Purchase decisions affect customer satisfaction of Ms Glow products in Pekanbaru
- H5: Celebrity endorser affects customer satisfaction through Ms Glow product purchase decisions in Pekanbaru
- H6: Product quality affects customer satisfaction through purchasing decisions Ms Glow products in Pekanbaru
- H7: Brand image affects customer satisfaction through purchasing decisions Ms Glow products in Pekanbaru

3. METHODS

3.1 Population and Sample

The study population comprised all individuals who used MS Glow products. The sampling technique employed in this study was Non-probability Sampling, and 147 respondents were included in the study. The data collection techniques employed in this study included the distribution of questionnaires containing statements to which respondents could provide responses by assigning a certain degree of importance or agreement. The researchers used a Likert scale as an assessment technique in this study.

4. RESULTS AND DISCUSSION

4.1 Validity test

Determining data validity relies on a robust measurement process. A research instrument is considered reliable when it measures an intended construct. The validity test evaluates how well the specific items reflect the concept or variable being measured. The validity of the statements was assessed using SPSS 27 for Windows software. The validity test results for each variable are presented in the following table.

Table 1 Validity test results

Variables	Indicators	r count	r table	Decision
<i>Celebrity endorser (X₁)</i>	CE1	0,538	0,162	Valid
	CE2	0,453	0,162	Valid
	CE3	0,428	0,162	Valid
	CE4	0,565	0,162	Valid
<i>Product quality (X₂)</i>	PQ1	0,399	0,162	Valid
	PQ2	0,397	0,162	Valid
	PQ3	0,443	0,162	Valid

	PQ4	0,454	0,162	Valid
	PQ5	0,604	0,162	Valid
	PQ6	0,599	0,162	Valid
	PQ7	0,657	0,162	Valid
<i>Brand image (X₃)</i>	BI1	0,632	0,162	Valid
	BI2	0,58	0,162	Valid
	BI3	0,49	0,162	Valid
Purchase decision (Y ₁)	PD1	0,498	0,162	Valid
	PD2	0,615	0,162	Valid
	PD3	0,576	0,162	Valid
	PD4	0,513	0,162	Valid
Customer satisfaction (Y ₂)	CS1	0,595	0,162	Valid
	CS2	0,508	0,162	Valid
	CS3	0,49	0,162	Valid

Source: Processed Data, 2023

From the table, it is evident that twenty-one statement items were utilized to gauge variables concerning celebrity endorsement, product quality, brand image, purchase decision, and customer satisfaction. Each statement item has a corrected item total correlation coefficient greater than or equal to 0.162. Consequently, all statement items were considered valid.

4.2 Reliability Test

Reliability is a tool used to measure a questionnaire that serves as an indicator of a variable. A questionnaire is considered reliable or dependable if its answers are consistent or stable over time [18]. In this study, reliability measurement was conducted through a one-shot or single measurement method. The measurement was conducted only once and subsequently compared with other questions or assessed for reliability using Cronbach's alpha. A variable was deemed reliable if its Cronbach's alpha value was greater than 0.6 [18].

Table. 2 Reliability Test Result

Variables	Cronbach's Alpha	Cut-off Value	Decision
<i>Celebrity endorser</i>	0,704	0,6	<i>Reliable</i>
<i>Product quality</i>	0,776	0,6	<i>Reliable</i>
<i>Brand image</i>	0,738	0,6	<i>Reliable</i>
Purchase decision	0,75	0,6	<i>Reliable</i>
Customer satisfaction	0,709	0,6	<i>Reliable</i>

Source: Processed data, 2023

If the reliability value fell below 0.6, the measurement was deemed unreliable. This indicates that the measuring instrument used was not reliable. However, the table above confirms the trustworthiness of the measurement instrument.

4.3 Path Analysis

This study utilizes a path analysis model to examine the direct and indirect effects of a specific set of measurable variables (parametric variables) as exogenous variables on both endogenous and intervening variables. The overall path coefficients of variables X1, X2, X3, Y1, and Y2 were determined. A path diagram was constructed based on the results of the tests.

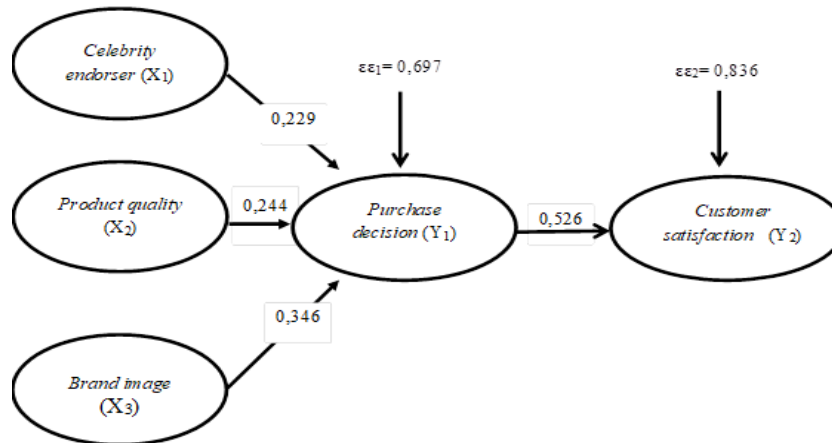


Figure. 1 Path Analysis Diagram

The structural equation of the model is:

Sub Structural 1:

$$Y1 = 0.229X1 + 0.244X2 + 0.346X3 + 0.697\epsilon1$$

Sub Structural 2:

$$Y2 = 0.526Y1 + 0.836\epsilon2.$$

The interpretation of this equation is as follows.

1. The celebrity endorser variable coefficient has a value of 0.229. This suggests that each one-unit increase in celebrity endorsers increases purchasing decisions by 0.229, and vice versa, assuming that other variables remain constant.
2. The product quality variable coefficient has a value of 0.244. Every unit increase in product quality results in a 0.244 increase in purchasing decisions, assuming that all other variables remain constant.
3. The obtained brand image variable coefficient value is 0.346, indicating that each improvement in brand image by one unit leads to a 0.346 increase in purchasing decisions, assuming all other variables remain constant.
4. The standard error ($\epsilon1$) is 0.697. This means that the coefficient of the error path for external variables that affect purchasing decisions, which is not covered by this study, is 0.697.
5. The structural equation above indicates that the purchasing decision variable's coefficient value is 0.526. This implies that customer satisfaction will increase or decrease by 0.526

for each one-unit increase or decrease in purchasing decisions, respectively, while keeping the other variables constant.

6. The standard error (ϵ_1) is 0.836. This indicates that the magnitude of the error path coefficient for external variables that impact customer satisfaction but have not been studied is 0.836.

$$\epsilon_1 = \sqrt{1 - R^2} = \sqrt{1 - 0,514} = 0,697$$

$$\epsilon_2 = \sqrt{1 - R^2} = \sqrt{1 - 0,301} = 0,836$$

Simultaneous Effect Test (F-test)

The F-test indicates whether the independent variables in the model jointly impact the dependent variable. The F-test results are presented in table below.

Table. 3 F-Test Result (First Structural Model)

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
Regression	371,972	3	123,991	50,342	0,000 ^b	
1 Residual	352,205	143	2,463			
Total	724,177	146				

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), BI, PQ, CE

Source: Processed Data, 2023

The F count is 50.342, with a significance of 0.000. The F-table is obtained as follows:

$$F \text{ table} = n - k - 1; k$$

$$= 147 - 3 - 1; 3$$

$$= 143; 3$$

$$= 2,667$$

Information:

n: number of samples

k: number of independent variables

1: constant

Thus, F-count (50.342) > F-Table (2.667) with Sig. (0,000) < 0,05. This means that the celebrity endorser, product quality, and brand image variables have a significant effect on purchasing decisions.

Table 4 F-Test Result (Second Structural Model)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	200,249	1	200,249	62,522	0,000 ^b
1 Residual	464,417	145	3,203		
Total	664,667	146			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), Purchase decision

Source: Processed data, 2023

The calculated F value was 62.522, with a significance level of 0.000. The F-table value was obtained as follows:

$$F \text{ table} = n - k - 1; k$$

$$= 147 - 4 - 1; 4$$

$$= 142; 4$$

$$= 2,4354$$

Information:

n: number of samples

k: number of independent variables

1: constant

Thus, the F count (62.522) > F Table (2.4354) for Sig. (0,000) < 0,05. This implies that the purchasing decision variable has a significant effect on customer satisfaction.

Determination Coefficients

The R² coefficient can predict the extent to which the independent variable (X) contributes to the dependent variable (Y), but only if the results of the regression analysis's F are significant.

Table. 5 Determination Coefficients Test Result (First Structural Model)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,717 ^a	0,514	0,503	1,569

a. Predictors: (Constant), BI, PQ, CE

b. Dependent Variable: Purchase decision

Source: Processed Data, 2023

According to the data presented in the table, Structure 1 has a coefficient of determination of 0.503, indicating that 50.3% of the influence on purchasing decisions can be attributed to celebrity endorsers, product quality, and brand image. The remaining 49.7% were influenced by other variables that were not considered in this model.

Table. 6 Determination Coefficients Test Result (Second Structural Model)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,549 ^a	0,301	0,296	1,79

a. Predictors: (Constant): Purchase decision
 b. Dependent Variable: Customer satisfaction

Source: Processed data, 2023

From the above table, we can see that the coefficient of determination for Structure II is 0.301. This indicates that purchasing decisions have a 30.1% influence on customer satisfaction, with the remaining 69.9% influenced by other variables not considered in this model.

Sobel Test

To determine the significance of the indirect effect, it is necessary to calculate the t-value of the ab coefficient using the following formula: The calculated t-value is then compared to the t-table value, which is ≥ 1.96 . If the calculated t-value is higher than the t-table value, it can be concluded that a mediating effect exists.

Table. 7 Sobel Test Results

Model	a	b	Sa	Sb	z	Sig.
Celebrity Endorser → Purchase Decision → Customer Satisfaction	0,229	0,526	0,075	0,067	2,845	0,000
Product Quality → Purchase Decision → Customer Satisfaction	0,244	0,526	0,046	0,067	4,395	0,000
Brand Image → Purchase Decision → Customer Satisfaction	0,346	0,526	0,061	0,033	4,598	0,000

Source: Processed Data, 2023

1. Celebrity endorser. The calculated z value (2.845) > z Table (1.96) or significance (0.000) < 0.05 was obtained. Thus, celebrity endorsers have a significant effect on customer satisfaction through purchasing decisions.
2. Product quality. The obtained z-value (4.395) > z-Table (1.96) or significance (0.000) < 0.05. This implies that product quality has a significant effect on customer satisfaction through purchasing decisions.
3. Brand image. The obtained z-value (4.598) > z-Table (1.96) or significance (0.000) < 0.05. This implies that brand image has a significant effect on customer satisfaction through purchasing decisions.

4.4 Path Analysis Results

After obtaining the data for each variable, path analysis was performed to categorize the effects of variable relationships. This categorization is explained as follows [19]:

Table. 8 Effect Categorization of Path Coefficient

Path coefficient	Influence level
0,05 – 0,09	Weak
0,10 – 0,29	Medium
≥0,30	Strong

Table. 9 Direct and Indirect Effect Calculation Results

Path	Direct	Indirect	Total	Remark
Celebrity Endorser → Purchase Decision	0,229	-	0,229	Medium
Product Quality → Purchase Decision	0,244	-	0,244	Medium
Brand Image → Purchase Decision	0,346	-	0,346	Strong
Celebrity Endorser → Customer Satisfaction	0,229	$0,229 \times 0,526 = 0,12$	0,349	Strong
Product Quality → Customer Satisfaction	0,244	$0,244 \times 0,526 = 0,128$	0,372	Strong

Brand Image → Customer Satisfaction	0,349	$0,346 \times 0,526 = 0,182$	0,528	Strong
Purchase Decision → Customer Satisfaction	0,526	-	0,526	Strong

Source: Precessed Data, 2023

The Effect of Celebrity Endorsers on Purchasing Decisions

This study demonstrates that celebrity endorsers have a positive and significant impact on purchasing decisions. This is because consumers perceive that celebrity endorsers provide them with comprehensive and informative insights about a product. These insights enable consumers to make informed decisions regarding whether to buy a product. Promotions are numerous and varied, offering countless opportunities to companies. Therefore, it is imperative that companies plan and select suitable promotions to effectively market their products and achieve their objectives. A popular promotional technique is the use of endorsers as messengers in advertisements. The marketing tactic of employing celebrity endorsers involves leveraging the fame and credibility of public figures to sway consumers and encourage them to make informed purchase decisions. An endorser's celebrity status serves as a powerful draw for consumers who idolize them, leading to easily influenced product perceptions based on the endorser's personality. The objective of utilizing this approach is to establish a favorable image of consumers' buying choices for promoted merchandise. The findings of this study are supported by previous research conducted by [20], who discovered that celebrity endorsers have an impact on consumer behavior regarding Rossa Beauty cosmetics in Pontianak City. Similarly [21] found that celebrity endorsers have a positive influence on purchasing decisions for Scarlett Whitening products.

The Effect of Product Quality on Purchasing Decisions

This study demonstrates that product quality positively and significantly affects consumers' purchasing decisions. A good product quality affects consumers' purchasing decisions by serving as a reference point. Marketing strategies rely on product quality to improve consumers' purchasing decisions. Therefore, it is essential to prioritize product quality in marketing efforts to influence consumers' purchase decisions. Product quality plays a crucial role in determining consumer purchasing decisions. Drawing on prior conceptualizations of product quality, the researcher argues that quality refers to a product's suitability for consumer use and capacity to meet consumer needs. The presence of high perceived product quality among consumers is likely to impact their purchasing decisions regarding available products. The findings of this study are corroborated by earlier research conducted by [22], who established that product quality affects purchasing decisions for Pixy Cosmetics, and [20], who discovered that product quality has a favorable impact on purchasing decisions for Scarlett-Whitening products.

The Effect of Brand Image on Purchasing Decisions

According to our study, brand image has a significant and favorable impact on purchasing decisions. This is due to the fact that consumers view brands as a crucial element when buying goods. Brands play a vital role for both consumers and producers. They also serve as proof of consistent quality that consumers expect to receive when they purchase a specific brand.

Consumers' purchase decisions are influenced by the brands they choose to buy. During the purchasing decision-making process, consumers are influenced by several internal stimuli. Product brand image is a significant factor affecting purchase decisions. Brand is a crucial attribute for companies and providing an appropriate brand for a product enhances its value. Given the escalating intricacy of products and saturating market conditions, a distinct and unparalleled brand image is paramount. Consumers are increasingly dependent on brands to make informed decisions. The findings of this study are corroborated by [23] which indicates that testimonials at the MS Glow Beauty Clinic in Surabaya have an important positive impact on purchasing decisions by boosting the brand image effect. Additionally, [24] found evidence that brand image plays a major role in determining the purchasing behavior of Oriflame products.

The Effect of Purchasing Decisions on Customer Satisfaction

This study demonstrated the positive and notable impact of purchase decisions on customer satisfaction. This is because of the advantages procured by customers after making a purchase, which ultimately influences their satisfaction with the product. Customer satisfaction is a significant element in enhancing purchase decisions. Increasingly intense competition, in which numerous producers strive to meet the needs and wants of consumers, compels every company to prioritize customer satisfaction as its primary objective. A consumer approaches product purchasing from multiple angles, resulting in a process known as the purchasing decision process. This process involves five distinct stages: the consumer progresses through prior to reaching the purchase decision and the subsequent post-purchase stages. It is important to note that purchase decisions do not directly affect customer satisfaction. Customer satisfaction is a fundamental element in marketing theory and practice and a key goal that businesses can adapt and modify for their activities. Technical term abbreviations should be explained upon first use, and a conventional structure, formal register, and balanced language must be maintained. Consistent citation and footnote styles must follow the appropriate style guide, with quotes clearly marked and filler words avoided. Precise vocabulary should be used when necessary and grammatical correctness must be maintained throughout. If a product exceeds expectations, it results in a satisfied content customer. It is important to avoid subjective evaluations and use clear, concise, and necessary information with logical flow and causal connections between statements. If the performance falls short of the customer's expectations, they feel disappointed. Meeting customer expectations will result in satisfaction, whereas exceeding these expectations will result in high levels of satisfaction. A feeling of satisfaction is likely to be experienced after the customer has consumed the product.

The Effect of Celebrity Endorser on Customer Satisfaction Through Purchasing Decisions

Based on the study's findings, it is evident that celebrity endorsers influence customer satisfaction regarding purchase decisions. This is because celebrity endorsements provide information that impacts customer satisfaction, even if customers have not used the product directly. As a celebrity endorser's popularity increases, there is a corresponding rise in purchasing decisions, leading to increased customer satisfaction with the product. Celebrities are used as advertising stars in various media outlets such as print, social, and television media. This tactic is employed because of celebrities' well-known attributes, including physical attractiveness, bravery, talent, sophistication, resilience, and sexual appeal, which often align with the brand's desired image. However, this practice does not affect customers' purchasing decisions or satisfaction.

Celebrity endorsers play a significant role in facilitating marketing activities, because of their ability to establish emotional connections with consumers. This connection can strengthen the brand appeal in the target market. Celebrities can indirectly influence consumers' purchasing behavior by featuring product advertisements.

The Effect of Product Quality on Customer Satisfaction Through Purchasing Decisions

The findings suggest that there is a correlation between product quality and customer satisfaction in terms of purchasing decisions. This is due to the influence of product results on consumer satisfaction, even if a purchase has not yet been made. As a component of meeting customer expectations, product quality is a strategy that must be fulfilled by companies to create high-quality products. In contrast to product quality, service quality is a company's effort to meet customer expectations through the services it offers. Nonetheless, both product and service quality are aimed at providing customer satisfaction. Poorly manufactured products can result in customer dissatisfaction not only for current customers, but also for potential buyers or prospects.

Product quality plays a crucial role in shaping customer satisfaction. The higher the product quality, the more satisfied the customer. Increased customer satisfaction can, in turn, drive company profit. The higher the product quality, the more satisfied the customer. Thus, product quality is directly linked to customer satisfaction. Consumer satisfaction is also closely related to product quality. Therefore, it is crucial to meet customer expectations using high-quality products.

The Effect of Brand Image on Customer Satisfaction Through Purchasing Decisions

The results suggest that brand image affects customer satisfaction with purchasing decisions. This influence stems from the brand's positive and appealing image, which engenders consumer satisfaction, even if they have yet to make a purchase. Brand image refers to consumers' beliefs and observations reflected in their associations and memories. Brand image represents the overall perception of a company based on past experiences and information. Relationship image is related to attitudes, including beliefs and references to the brand. Consumers with a positive brand image are more likely to purchase, highlighting their significance for a company. Brand image represents the overall perception of a brand and is influenced by past experiences and information about the brand. Brand image represents the overall perception of a brand and is influenced by past experiences and information about the brand. Beliefs and preferences are critical to shaping brand image. A positive brand image increases the likelihood of consumer purchases, helps to evaluate product quality, and reduces purchase risk. Although consumers are price-conscious, they typically prefer well-known brands.

5. CONCLUSION

Based on previous research and analysis of the impact of celebrity endorsers, product quality, and brand image on purchasing decisions and customer satisfaction with MS Glow products in Pekanbaru City, it is concluded that celebrity endorsers have a significant positive effect on purchasing decisions for MS Glow products in Pekanbaru City. This study indicates that purchasing decisions for MS Glow products in Pekanbaru City are positively and significantly influenced by celebrity endorsers' attractiveness and product quality. Specifically, as celebrity endorsers become more attractive, their purchasing decisions increase. This study indicates that purchasing decisions for MS Glow products in Pekanbaru City are positively and significantly influenced by celebrity

endorsers' attractiveness and product quality. Likewise, as product quality improves, purchasing decisions also increase, and brand image has a positive and significant impact on purchasing decisions for MS Glow products in Pekanbaru. This study suggests a positive correlation between brand image and purchase decisions. Furthermore, purchasing decisions have a favorable and considerable impact on customer satisfaction. It can be inferred that the higher the purchase decision, the higher the level of customer satisfaction. Additionally, utilizing celebrity endorsers has been found to yield a positive and substantial effect on customer satisfaction when making purchasing decisions for MS Glow products in Pekanbaru. This study indicates a positive correlation between celebrity endorser attractiveness and customer satisfaction in purchasing decisions. Additionally, product quality significantly impacts customer satisfaction when purchasing MS Glow products in Pekanbaru. These findings suggest that higher product quality leads to greater customer satisfaction in purchasing decisions. Brand image has a positive and significant impact on customer satisfaction and purchasing decisions for MS Glow products in Pekanbaru. The data suggest that higher brand image results in higher levels of customer satisfaction and purchasing decisions.

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