

Influence of Product Quality, Brand Trust, and Celebrity Endorsement on Avoskin Purchasing Decisions in Kendal Regency

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ABSTRACT

The phenomenal growth of the cosmetics industry in Indonesia is marked by the number of cosmetics industries reaching 21.9% from 913 companies in 2022 to 1,010 companies in 2023. The emergence of various beauty products circulating in Indonesia can influence purchasing decisions. This study presents by examining the influence of product quality, brand trust, and celebrity endorsement on purchasing decisions for Avoskin products in Kendal Regency. Avoskin is in the top 10 best-selling skincare brands on e-commerce platforms. This indicates that Avoskin's marketing strategies are sufficiently effective and impactful, influencing consumers in their purchasing decisions for a product. This study was conducted to analyze the influence of product quality, brand trust, and celebrity endorsement on Avoskin's purchase decision. The sampling method uses purposive sampling and snowball sampling techniques. The number of samples was 120 respondents with the criteria that respondents purchased Avoskin within 6 months and were at least 17 years old. The results of the study show that product quality has a positive effect on purchase decisions, brand trust has a positive effect on purchase decisions, and celebrity endorsements have a positive effect on purchase decisions. The results of this study also show that simultaneously the variables of product quality, brand trust, and celebrity endorsement have a positive effect on the purchase decision of Avoskin in Kendal Regency.

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1. Introduction

Economic growth and development bring competition between companies, including in the cosmetics industry. The more products available on the market, the more consumers can choose the products they want. In Indonesia, the phenomenal growth of the cosmetics industry is marked by a 21.9% increase in the number of cosmetics companies, from 913 companies in 2022 to 1,010 companies in mid-2023. The local cosmetics market is dominated by personal care products, with a market value of USD 3.18 billion in 2022 (Indonesia, 2024).

In modern society, women in particular are very concerned about their appearance because they want to always look beautiful. In addition, many men these days also want to show their best appearance. Using skincare and body care products is not only intended for women, but also for men so that they can look stunning and feel more confident every day. This is because daily activities and pollution also affect all skin types regardless of gender. The emergence of various beauty products on the Indonesian market can influence consumer purchasing interests and ultimately lead to purchasing decisions, because with so many product options available, consumers can choose products that suit their preferences.

Table 1 Proportion of Beauty Product Sales Value

Beauty Products	Percentage
Facial care	39,4%
Body care	13,7%
Parfume	9,4%
Beauty package	9,2%
Hair care	8%
Other product segments	20,3%

Source: Databoks (2023)

The table above shows that facial care products are the most sought-after beauty products by Indonesian e-commerce consumers in 2023. Within the beauty product category, face care products accounted for the largest share of sales in 2023, reaching 39.4% compared to other beauty products. Indonesians get their beauty products, especially for the face, from both domestic and foreign sources. In this context, many companies have begun producing face care products made with safe ingredients, halal-certified, and free from harmful chemicals, one of which is the Avoskin product.

Avoskin is a local brand managed by PT AVO Innovation Technology. The brand originated in Yogyakarta in 2014 and is known as a local beauty product brand that uses natural ingredients in its products. Some examples of Avoskin's product range include facial wash, toner, serum, essence, ampoule, eye cream, sunscreen, mask, moisturizer, day cream, night cream, and others. Avoskin products are highly versatile and can be used by both women and men (Sah et al., 2024). Each type has different variants that offer different benefits depending on the needs and ingredients contained within them. The following is a table of the top-selling skincare brands on marketplaces in 2023.

Table 2. Best-Selling Skincare Brands on E-commerce

Name Brand Skincare	Total Sales
Somethinc	5,2 billion
Scarlett	40,9 billion
MS Glow	29,4 billion
Avoskin	28,0 billion
Whitelab	25,3 billion
Azarine	22,8 billion
Wardah	18,3 billion
Erha	11,5 billion
Emina	7,4 billion
Bio Beauty Lab	5,7 billion

Source: compas (2023)

Based on the data above, it can be concluded that these brands are popular and best-selling products. According to research, the local brand Avoskin ranks fourth with total sales of Rp28 billion. This achievement places Avoskin among the top 10 best-selling skincare brands on e-commerce platforms. This indicates that Avoskin's marketing strategies are sufficiently effective and impactful, influencing consumers in their purchasing decisions for a product. Most large companies conduct detailed research into consumer purchasing decisions to answer questions about what consumers buy, where they buy, when they buy, and why they buy.

Therefore, this study aims to analyze the influence of product quality, brand trust, and celebrity endorsement on purchasing decisions. The results of this study are expected to provide theoretical contributions as input for Avoskin product development and practical contributions that are useful for researchers, companies, and consumers.

2. Literature Review

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior explains that attitudes toward behavior are an important factor in predicting behavior (Ajzen, 1985). However, it is necessary to consider a person's attitude when testing subjective norms and measuring their perceived behavioral control. If there is a positive attitude, support from those around them, and a perception of ease due to the absence of barriers to behavior, then a person's intention to behave will be higher.

This study analyzes the variables of purchasing decisions, which are influenced by attitudes and behavior. The main objective of TPB is to understand the motivations underlying individuals' actions based on an understanding of behavior under individual control. With the support of the Theory of Planned Behavior (TPB), researchers are expected to be able to influence purchasing decisions. This theory can be used as a source of study for scientists in the field of marketing regarding the influence of product quality, brand trust, and celebrity endorsements on purchasing decisions.

Purchase Decision

Purchasing decisions according to Satdiah et al. (2023) are activities carried out by customers to make product purchases. Purchasing decisions according to Kotler & Keller (2008) are a process that comes from all their experiences in learning, choosing, using, and even getting rid of a product. Purchasing decisions are a process decision making for purchasing a product or service, this process is closely related to previous purchasing activities (Astuti & Putra, 2023). According to Kotler & Keller (2008) there are five indicators of consumer purchasing decisions as follows: product selection, brand selection, selection of purchase channels, time of purchase, and purchase amount.

Product Quality

According to Lestari & Wismantoro (2024) product quality is the durability of a product to carry out its benefits, such as completeness, accuracy, excellence and ease of operation. Product quality is a characteristic of a product or service that determines its ability to satisfy stated or implied consumer needs (Febriyanti & Putra, 2024). Products that are seen as quality will be trusted by consumers (Khusna & Putra, 2024). Companies offer their products with good quality and consumers are satisfied with the product, so the quality of the product can encourage consumers to be interested in a product (Putra & Astuti, 2023). According to Kotler & Keller (2008) there are seven indicators of product quality as follows: performance quality, feature, reliability, quality of conformity, durability, design, and ease of repair.

The results of research conducted by Silalahi & Marpaung (2023), Satdiah et al. (2023), and Wicaksono et al. (2023) presented that product quality has a positive and significant effect on purchasing decisions. Based on this description, a hypothesis can be drawn as follows:

H1: Product quality has a positive effect on purchasing decisions

Brand Trust

According to Susanti et al. (2024) brand trust is a form of confidence in a brand that arises in the hearts and minds of consumers after feeling the benefits of the product. According to Herviani et al. (2020) brand trust is a feeling of security that customers have when interacting with a brand based on clear expectations of the brand's reliability and intentions. According to Simangunsong et al. (2022) there are five indicators of brand trust as follows: brand predictability, brand liking, brand competence, brand reputation, and trust in the company

The results of research conducted by Susanti et al. (2023), Hastoko & Wati (2022), and Fadhillah & Manggabarani (2024) presented that brand trust has a positive and significant effect on purchasing decisions. Based on this description, a hypothesis can be drawn as follows:

H2: Brand trust has a positive effect on purchasing decisions

Celebrity Endorsement

Celebrity endorsement according to Bela & Sukaris (2023) is someone who has an interest in a brand or product and can influence or suggest others to buy and use a product. According to Damayanti & Inayati (2024) celebrity endorsement is a famous individual such as an actor, artist, or celebrity who is respected by the public and is used to send advertising messages with the aim of influencing consumer purchasing behavior. According to Novita & Sudaryanto (2022) there are indicators of celebrity endorsement as follows: visibility, credibility, attractiveness, power.

The results of research conducted by Bela & Sukaris (2023), Kadafi et al. (2024), and Salsabillah et al. (2021) presented that celebrity endorsement has a positive and significant effect on purchasing decisions. Based on this description, a hypothesis can be drawn as follows:

H3: Celebrity endorsement has a positive effect on purchasing decisions

The Simultaneous Influence of Product Quality, Brand Trust, and Celebrity Endorsement on Purchasing Decisions

Product quality, brand trust, and celebrity endorsement influence purchasing decisions. Products that have good quality will increase product purchases. Furthermore, if users have trust in a brand they buy, then users will be loyal and will not switch to another brand and will continue to buy. Furthermore, if celebrity endorsement is able to attract buyers to make purchases of a product, then the purchase decision for a product will increase. Based on this description, a hypothesis can be drawn as follows:

H4: Product quality, brand trust, and celebrity endorsement simultaneously have a positive effect on purchasing decisions

3. Method, Data, and Analysis

This study uses a quantitative approach. The sample in this study were Avoskin users in Kendal Regency. The type of data collection used a questionnaire filled out by respondents. The sampling method in the study used purposive sampling and snowball sampling. The sample criteria of having purchased and used Avoskin products once within a period of 6 months and were at least 17 years old. According to Hair et al. (2022), the minimum sample size for this study is 5–10 times the total number

of indicators in the study. There are 21 indicators in this study. The minimum sample size for this study is as follows:

minimum $n = 5 \times$ number of indicators

minimum $n = 5 \times 21$

minimum $n = 105$

Based on the minimum number of samples that must be taken in this study, it is 100-200 samples (Hair et al., 2022). In the above minimum sample calculation, a sample size of 105 respondents is sufficient for this study because it uses 21 indicators. However, to reduce the margin of error, the sample in this study was increased by 15 respondents, resulting in a final sample size of 120 respondents. The independent variables in this study consist of product quality (X1), brand trust (X2), and celebrity endorsement (X3). Meanwhile, dependent variable in this study is purchase decision (Y).

4. Result and Discussion

Respondent Characteristics

Table 3. Respondent Characteristics

Characteristics	Frequency (N)	Percentage (%)
Gender		
Male	22	18.3
Female	98	81.7
Total	120	100
Age (years)		
17-21	37	30.8
22-26	74	61.7
27-31	6	5.0
>31	4	2.5
Total	120	100
Occupation		
Student	91	75.8
Private sectors	16	13.3
PNS/TNI/POLRI	3	2.5
Self-employed	5	4.2
Others	5	4.2
Total	120	100
Frequency of purchases		
Once a month	43	35.8
Once every 2 months	47	39.2
Once every 3 months	29	15.8
Once every 4 months	11	9.2
Total	120	100

Based on the characteristics of 120 respondents, the majority of Avoskin product users are female, totaling 98 respondents (81.7%), while male respondents account for only 22 respondent (18.3%). In terms of age, respondents are predominantly within the 22–26 age group, comprising 74 respondent (61.7%), followed by those aged 17–21 years totaling 37 respondent (30.8%), while the

remaining are aged 27–31 years totaling 6 respondent (5.0%) and over 31 years totaling 3 respondent (2.5%).

Regarding occupation, most respondents are students, with 91 respondent (75.8%), followed by private sectors totaling 16 respondent (13.3%), self-employed and others totaling 5 respondent (4.2% each), and civil servants/military/police personnel totaling 3 respondent (2.5%). As for purchase frequency, the most common frequency is every two months, with 47 respondents (39.2%), followed by monthly purchases totaling 43 respondent (35.8%), every three months totaling 19 respondent (15.8%), and every four months totaling 11 respondent (9.2%).

Classical Assumption Test

Normality Test

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.59620268
Most Extreme Differences	Absolute	.073
	Positive	.042
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)		.170c

Based on the table above, the value obtained from the Kolmogorov-Smirnov normality test has a significance of 0.170, which is greater than 0.05. Therefore, it can be said that the data is normally distributed and meets the normality test.

Multicollinearity Test

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
Product Quality	0,382	2,617	No multicollinearity occurred
Brand Trust	0,239	4,193	No multicollinearity occurred
Celebrity Endorsement	0,360	2,780	No multicollinearity occurred

Based on the table above, the tolerance value of each variable is greater than 0.1 and the VIF value is also below 10. Therefore, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results

Variable	Sig	Description
Product Quality	0,190	No symptoms of heteroscedasticity
Brand Trust	0,979	No symptoms of heteroscedasticity
Celebrity Endorsement	0,429	No symptoms of heteroscedasticity

The results of heteroscedasticity testing using the Glejser test obtained significance values for variable X (product quality, brand trust, and celebrity endorsement) where the values were (0.190; 0.979; 0.429) with sig values > 0.05. It can be concluded that there was no heteroscedasticity in the regression model.

Hypothesis Test

Multiple Linear Regression Test

Table 7. Multiple Linear Regression Test Results

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients	Beta		
	B	Std. Error				
1 (Constant)	.469	1.139			.412	.681
Product Quality	.205	.062	.247		3.291	.001
Brand Trust	.519	.097	.507		5.334	.000
Celebrity Endorsement	.205	.088	.180		2.332	.021

Based on the results of multiple linear regression testing, the following multiple linear regression equation was obtained:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 0,469 + 0,205 X_1 + 0,519 X_2 + 0,205 X_3 + e$$

Based on the results of the multiple linear regression equation above, it can be interpreted as follows:

- The constant value (α) is 0.469, which means that if all independent variables (product quality, brand trust, celebrity endorsement) are 0, the purchase decision value is 0.469.
- The regression coefficient for product quality ($\beta_1 X_1$) is 0.205, meaning that if the product quality variable increases by 1%, the purchase decision increases by 0.205, assuming all other variables remain constant. This variable has a positive influence on the purchase decision.
- The regression coefficient for brand trust ($\beta_2 X_2$) is 0.519, meaning that if the brand trust variable increases by 1%, the purchase decision increases by 0.519, assuming all other variables remain constant. This variable has a positive influence on the purchase decision.
- The regression coefficient for celebrity endorsement ($\beta_3 X_3$) is 0.205, meaning that if the celebrity endorsement variable increases by 1%, the purchase decision increases by 0.205, assuming all other variables remain constant. This variable has a positive influence on the purchase decision.

Based on the results of the analysis, it can be concluded that the most dominant variable influencing the purchase decision (Y) is the brand trust variable (X2), which has a regression coefficient value of 0.519.

t-Test

Table 8. t-Test Results

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients	Beta		
	B	Std. Error				
1 (Constant)	.469	1.139			.412	.681
Product Quality	.205	.062	.247		3.291	.001
Brand Trust	.519	.097	.507		5.334	.000
Celebrity Endorsement	.205	.088	.180		2.332	.021

- H1: The results of the t-test statistical test obtained a positive regression coefficient and a calculated t-value of $3.291 > 1.658$ table t-value, with a significance of $0.001 < 0.05$. This

shows that H0 is rejected and Ha is accepted. This means that the research hypothesis states that the product quality variable has a positive and significant effect on the decision to purchase Avoskin products.

- b. H2: The results of the statistical test of the positive regression coefficient t-test and the calculated t-value of $5.334 > 1.658$ table t-value, with a significance of $0.000 < 0.05$. This shows that H0 is rejected and Ha is accepted. This means that the research hypothesis states that the brand trust variable has a positive and significant influence on the decision to purchase Avoskin products.
- c. H3: The results of the statistical test of the positive regression coefficient t-test and the calculated t-value of $2.332 > 1.658$ table t-value, with a significance of $0.021 < 0.05$. This indicates that H0 is rejected and Ha is accepted. This means that the research hypothesis states that the celebrity endorsement variable has a positive and significant influence on the decision to purchase Avoskin products.

F-Test

Table 9. F-Test Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	911.796	3	303.932	116.282	.000b
	Residual	303.196	116	2.614		
	Total	1214.992	119			

From the table above, it can be seen that the F ANOVA test result, or F, yielded an F value of 116.282 with a significance probability of 0.000, which is less than 0.05 (5% significance level). Therefore, it can be concluded that the variables of product quality, brand trust, and celebrity endorsement simultaneously influence purchasing decisions. This indicates that the model included in the study is suitable for use (goodness of fit).

Determination Coefficient Test

Table 10. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.866 ^a	.750	.744	1.617

From the table above, the Adjusted R Square value is 0.744. This value indicates that the variables of product quality (X1), brand trust (X2), and celebrity endorsement (X3) contribute to explaining the purchase decision variable (Y) by 0.744 (74.4%), while the remaining 25.6% is explained by other variables not examined in this study or outside the model.

Discussion

The findings of this study highlight a clear demographic trend in the consumption of Avoskin products. The dominance of female respondents (81.7%) aligns with the general positioning of skincare products, which are often targeted more heavily toward women due to higher perceived usage and interest in personal care. Moreover, the age distribution, dominated by individuals aged 22–26 years (61.7%), indicates that Avoskin appeals most strongly to young adults, a group typically active in maintaining skincare routines and engaging with beauty-related content on digital platforms. The fact that a large proportion of respondents are students (75.8%) also suggests that Avoskin is perceived as accessible and relevant to younger consumers, possibly due to pricing strategies, product availability, or effective marketing on social media platforms that are popular among this demographic. In terms

of purchasing behavior, the highest frequency of purchases occurring every two months (39.2%) suggests a consistent but not overly frequent consumption pattern. This may reflect product longevity, routine-based usage, or budget-conscious buying habits.

The results of the first hypothesis state that the product quality variable has a significant partial effect on purchasing decisions for Avoskin products. This means that if product quality is improved, it will increase consumer purchasing decisions. The results of this study are in line with Kotler & Keller's (2008) theory, which states that product quality is the ability of a product to deliver results or performance that meets or even exceeds customer expectations. This indicates that positive product quality will make consumers confident in making purchasing decisions. The results of this study are consistent with research conducted by Silalahi & Marpaung (2023), Satdiah et al. (2023), and Wicaksono et al. (2023), which state that product quality has a positive effect on purchasing decisions.

The results of the second hypothesis state that the brand trust variable has a significant partial effect on purchasing decisions for Avoskin products. This means that if brand trust is increased, it will increase consumer purchasing decisions. The results of this study are in line with the theory of Fadhilah et al. (2023), which states that brand trust is the brand's ability to be trusted, based on consumers' belief that the product can fulfill the promised value and the brand's good intentions (brand intention), which are based on consumers' belief that the brand can prioritize consumer interests. The results of this study are in line with research conducted by Susanti et al. (2023), Hastoko & Wati (2022), and Fadhillah & Manggabarani (2024), which state that brand trust positively influences purchasing decisions.

The results of the third hypothesis state that the celebrity endorsement variable has a significant partial effect on purchasing decisions for Avoskin products. This means that if celebrity endorsement is increased, it will increase consumer purchasing decisions. The results of this study are in line with Kotler & Keller's (2016) theory that celebrity endorsement is the use of popular or attractive public figures in advertisements, which is an effective way to convey messages that can attract more attention and be remembered. Avoskin is believed to have attractive celebrity endorsements, is trustworthy, can convey messages honestly, and can also convince consumers to use the product. It can be interpreted that the better the celebrity endorsement used by Avoskin, the higher the purchasing decision will be. The results of this study are consistent with research conducted by Bela & Sukaris (2023), Kadafi et al. (2023), and Salsabillah et al. (2021), which state that celebrity endorsement has a positive effect on purchasing decisions.

The results of the fourth hypothesis, namely product quality, brand trust, and celebrity endorsement, simultaneously have a significant effect on the purchase decision variable. Based on the results of the coefficient of determination test, the adjusted R-squared value is 0.744 or 74.4%, meaning that the fluctuations in the purchase decision variable are influenced by the independent variables product quality, brand trust, and celebrity endorsement by 74.4%, while the remaining 25.6% is influenced by other variables not explained in this study. These results align with the theory that purchasing decisions are influenced by product quality, brand trust, and celebrity endorsement.

5. Conclusion and Suggestion

Based on the results of the research that has been conducted, it can be concluded that product quality has a positive and significant effect on the decision to purchase Avoskin products, brand trust has a positive and significant effect on the decision to purchase Avoskin products, celebrity endorsement has a positive and significant effect on the decision to purchase Avoskin products, and

product quality, brand trust, and celebrity endorsement simultaneously have a positive and significant effect on the decision to purchase Avoskin products.

Based on the results of the analysis of the above conclusions, it is hoped that this research can be used as input or consideration for companies to continue to improve purchasing decisions, because with increased purchasing decisions, the company's objectives can be achieved as expected. In this case, Avoskin is more responsive in handling consumer complaints about damaged goods, giving consumers the option to replace products and offering free shipping for damaged products. Additionally, Avoskin has strengthened its green beauty concept and better understands consumer skin care needs, while the Avoskin brand has been introduced to the public through social media. Furthermore, Avoskin can emphasize the use of celebrity endorsements, such as Park Hyung Sik, given the strong reputation of Korean artists with a fan base in Indonesia. Finally, future researchers are encouraged to expand the study by exploring other variables outside the scope of this research or combining the variables in this study with others, such as price perception, promotions, and product innovation.

This study is limited to the Kendal Regency area so that the results may not necessarily represent other areas. The number of respondents which was only 120 people, is certainly not enough to describe the actual situation. In addition, the variables studied only include product quality, brand trust, and celebrity endorsement, without considering other factors such as price or promotion.

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