The Influence of Celebrity Endorsement, Product Knowledge, and Brand Image on Purchase Decisions of Luxcrime Products Among Students of the Faculty of Economics and Business, Universitas Malikussaleh

Pengaruh Celebrity Endorsement, Product Knowledge Dan Brand Image Terhadap Keputusan Pembelian Produk Luxcrime Di Kalangan Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Malikussaleh

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Abstract

This study aims to analyze the influence of celebrity endorsement, product knowledge, and brand image on purchase decisions of Luxcrime products among students of the Faculty of Economics and Business at Malikussaleh University. The research employed a quantitative method with purposive sampling to obtain responses from students who have purchased Luxcrime products. Data were collected through questionnaires and analyzed using multiple linear regression. The results indicate that celebrity endorsement and product knowledge have a positive and significant effect on purchase decisions, meaning that endorsements from trusted public figures and sufficient product knowledge contribute to higher consumer purchasing intention. Conversely, brand image has a negative and significant effect on purchase decisions, suggesting that a stronger perception of brand image may decrease the likelihood of purchase, potentially due to overexposure or misalignment with consumer expectations. These findings offer valuable insights for marketing strategies, highlighting the importance of selecting appropriate endorsers and improving consumer understanding of product features. The research also provides practical recommendations for cosmetic brands aiming to enhance customer trust and drive sales.

***Keywords** : Brand Image, Celebrity Endorsement, Buying decision*

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh celebrity endorsement, product knowledge, dan brand image terhadap keputusan pembelian produk Luxcrime di kalangan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Penelitian ini menggunakan metode kuantitatif dengan pendekatan purposive sampling sebagai teknik pengambilan sampel. Data dikumpulkan melalui penyebaran kuesioner kepada responden yang pernah melakukan pembelian produk Luxcrime. Analisis data dilakukan dengan menggunakan regresi linear berganda untuk menguji pengaruh masing-masing variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa celebrity endorsement dan product knowledge berpengaruh positif dan signifikan terhadap keputusan pembelian, yang berarti semakin tinggi kepercayaan terhadap figur publik dan pengetahuan konsumen terhadap produk, maka semakin besar kemungkinan terjadinya keputusan pembelian. Namun, brand image justru berpengaruh negatif dan signifikan terhadap keputusan pembelian, yang mengindikasikan bahwa persepsi yang terlalu tinggi terhadap citra merek dapat menurunkan minat beli, kemungkinan karena adanya ekspektasi yang tidak sesuai. Temuan ini memberikan kontribusi terhadap strategi pemasaran khususnya pada produk kosmetik lokal dengan menekankan pentingnya pemilihan endorser yang tepat dan peningkatan edukasi produk kepada konsumen.

Kata Kunci : Citra Merek, Dukungan Selebriti, Keputusan Pembelian

INTRODUCTION

Beauty is an important aspect, especially for women who wish to appear confident. Cosmetic products have become a part of daily routines for most women, and increasingly, men are also beginning to recognize the importance of skincare. One of the successful local cosmetic brands competing with international names is Luxcrime, founded by Ahmad Nurul Fajri in 2015. Luxcrime offers a wide range of beauty products, such as powder, cushion foundation, lipstick, and others, and distributes them exclusively through online platforms such as Shopee and Tokopedia, making the products easily accessible to consumers across Indonesia.

To increase brand awareness, Luxcrime employs various marketing strategies, one of which is celebrity endorsement. Public figures like Tasya Farasya, who is widely known on social media, are used to build consumer trust and draw attention to Luxcrime products (Santi et al., 2022:24; Sari & Sitompul, 2023:66). However, the success of such promotions is also influenced by the level of consumer knowledge about the product (Kurniawati et al., 2023:27) and the brand image itself (Inggasari & Hartati, 2022:30). According to Haasiani (2022:5), Luxcrime ranked first in decorative cosmetic sales in Indonesia, yet still faces challenges such as monthly sales fluctuations and inconsistent consumer perceptions.

Based on the above background, it is important to understand how celebrity endorsement, product knowledge, and brand image influence the purchase decisions of Luxcrime products. Therefore, the purpose of this study is to analyze the effect of celebrity endorsement, product knowledge, and brand image on the purchasing decisions of Luxcrime products among students of the Faculty of Economics and Business at Malikussaleh University.

RESEARCH METHODS

This research was conducted among students of the Faculty of Economics and Business at Malikussaleh University who had previously purchased Luxcrime products. The study employed a quantitative approach using a survey method. The sampling technique used was purposive sampling, in which respondents were selected based on specific criteria relevant to the research objectives. The total sample consisted of 105 respondents from various study programs within the Faculty of Economics and Business.

Data Collection Technique

Primary data were collected through the distribution of questionnaires using a Likert scale ranging from 1 to 5. Secondary data were obtained from journals, articles, and official websites that support the research topic.

Table 1. Respondents' Answer Alternatives

No	Statement	Scale
1	Strongly Disagree (SD)	1
2	Disagree (D)	2
3	Neutral (N)	3

| 4 | Agree (A) | 4 |
| 5 | Strongly Agree (SA) | 5 |

Operational Definition of Variables

Each variable in this study is measured using specific indicators as follows:

1. **Celebrity Endorsement**: Measured by the attractiveness, expertise, and trustworthiness of public figures who promote the product.

2. **Product Knowledge**: Assessed based on respondents' understanding of the product attributes, its functional benefits, and their satisfaction experience with the product.

3. **Brand Image**: Includes brand associations, strength of perception, and the uniqueness of the image embedded by Luxcrime in the minds of consumers.

4. **Purchase Decision**: Evaluated through indicators such as product selection, brand choice, distributor/channel, timing, and quantity of purchase.

Instrument Testing

1. **The validity test** was conducted to determine the extent to which each questionnaire item accurately measures the intended variables. The results indicated that all items were declared valid, meaning each item had a significant correlation with its respective variable and met the required criteria for validity.

Table 2. Validity Test Results

No	Statement Indicators	r_{count}	r_{table}	Conclusion
1	**Purchase Decision (Y)**			
	1. Statement 1	0.674	0.191	Valid
	2. Statement 2	0.624	0.191	Valid
	3. Statement 3	0.597	0.191	Valid
	4. Statement 4	0.643	0.191	Valid
	5. Statement 5	0.697	0.191	Valid
2	**Celebrity Endorsement (X1)**			
	1. Statement 1	0.792	0.191	Valid
	2. Statement 2	0.701	0.191	Valid
	3. Statement 3	0.814	0.191	Valid
	4. Statement 4	0.894	0.191	Valid
	5. Statement 5	0.823	0.191	Valid
3	**Product Knowledge (X2)**			
	1. Statement 1	0.744	0.191	Valid
	2. Statement 2	0.733	0.191	Valid
	3. Statement 3	0.701	0.191	Valid
	4. Statement 4	0.725	0.191	Valid
4	**Brand Image (X3)**			
	1. Statement 1	0.857	0.191	Valid
	2. Statement 2	0.877	0.191	Valid
	3. Statement 3	0.853	0.191	Valid

Source: Processed research data, 2025

2. **The Reliability Test** was conducted using the Cronbach's Alpha method. The results showed that all research instruments are reliable, as each variable's Cronbach's Alpha value exceeded

the minimum threshold of 0.60. This indicates that the items used in the questionnaire are consistent and dependable for measuring the variables under study.

Table 3. The reliability test

Variable	Cronbach's Alpha	Conclusion
Keputusan Pembelian(Y)	0,651	Reliabel
Celebrity Endorsement (X_1)	0,863	Reliabel
Product Knowledge (X_2)	0,698	Reliabel
Brand Image (X_3)	0,827	Reliabel

Source: Processed research data, 2025

Classical Assumption Tests

Before performing regression analysis, classical assumption tests were conducted:

1. **Normality Test**: The histogram and P–P plot graphs indicate that the data are normally distributed.
2. **Multicollinearity Test**: The results show no indication of multicollinearity among the independent variables.
3. **Heteroscedasticity Test**: The scatterplot graph does not display any specific pattern, indicating that the assumption of homoscedasticity is fulfilled.

Data Analysis Technique

The data were analyzed using multiple linear regression analysis to determine both the simultaneous and partial effects of celebrity endorsement, product knowledge, and brand image on purchase decisions.

RESULT AND DISCUSSION

The results of data analysis in this study indicate that celebrity endorsement, product knowledge, and brand image have a significant influence on the purchase decisions of Luxcrime products among students of the Faculty of Economics and Business at Malikussaleh University.

A multiple linear regression analysis was conducted to examine the relationship between the independent variables and the dependent variable. Based on the results of the F-test and t-test, it was found that celebrity endorsement and product knowledge have a positive and significant partial effect on purchase decisions. Conversely, brand image was found to have a negative and significant influence, indicating that a higher perception of brand image is associated with a lower likelihood of purchasing Luxcrime products in this sample group.

These findings provide important insights for Luxcrime's marketing strategy, suggesting that celebrity influence and product knowledge are key drivers of purchase behavior, while brand image, if not properly aligned with consumer expectations, may potentially reduce purchase intention.

Table 5. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		

	B	Std. Error	Beta		
(Constant)	16.911	1,708		9,899	0,000
***Celebrity Endorsement* (X₁)**	0 ,274	0,054	0,397	5,099	0,000
***Product Knowledge* (X₂)**	0 ,283	0,080	0,273	3,519	0,001
***Brand Image* (X₃)**	-0,571	0,085	-0,514	-6,717	0,000

Source: Processed research data, 2025

Secara The regression coefficient for celebrity endorsement indicates that the stronger the influence of the public figure used in marketing, the higher the likelihood that students will make a purchase. This result is consistent with the findings of Rosita and Novitaningtyas (2021), who stated that celebrities with attractiveness, credibility, and expertise can positively shape consumers' perceptions of the endorsed product.

Furthermore, product knowledge also has a positive influence on purchase decisions. This finding confirms that consumers who possess adequate knowledge about the benefits, composition, and usage of the product are more confident in making purchase decisions. This is supported by Kurniawati et al. (2023), who emphasized the importance of consumer literacy in the decision-making process.

However, a contrasting result is shown by the brand image variable. In this study, Luxcrime's brand image has a negative impact on purchase decisions. This means that the higher the students' perception of Luxcrime's brand image, the lower their intention to purchase the product. This finding suggests that consumer expectations of a brand are not always linearly related to purchase decisions, especially when the perceived brand image is overly high and not aligned with reality. This result contradicts the findings of Albari & Safitri (2020) and Susanti et al. (2020), which argued that a strong brand image tends to encourage purchases.

Table 6. Hypothesis Testing Results

Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig.**
	B	Std. Error	Beta		
(Constant)	16.911	1,708		9,899	0,000
***Celebrity Endorsement* (X₁)**	0 ,274	0,054	0,397	5,099	0,000
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Sumber: Hasil Penelitian Data diolah 2025

Simultaneously, the three independent variables contribute to changes in the **purchase decision** variable by **37.4%**, while the remaining **62.6%** is explained by other factors outside the model. This finding indicates that, although **celebrity endorsement** and **product knowledge** are important influencing factors, the company must also **reevaluate how its brand image is formed in the minds of consumers**. Understanding and managing consumer perceptions is essential, as a misaligned or overly elevated brand image may negatively affect purchasing behavior.

Discussion

The results of this study indicate that celebrity endorsement has a positive and significant effect on the purchase decisions of Luxcrime products. This finding suggests that the presence of public figures, such as Tasya Farasya, a beauty influencer known for her credibility and strong appeal, can increase students' buying interest. This supports the celebrity endorsement theory,

which states that a positive perception of an endorser can enhance consumer trust in the endorsed product. These results are in line with previous studies by Mina Jun et al. (2023) and Nafira et al. (2023), which also found a significant influence of celebrity endorsement on purchase decisions.

Furthermore, the product knowledge variable also shows a positive and significant influence on purchase decisions. Students with strong knowledge about the characteristics, benefits, and ingredients of Luxcrime products tend to be more confident and assured when making purchasing decisions. This supports the theory proposed by Aropah et al. (2022), which emphasizes that product knowledge is a key factor in the consumer decision-making process. It also aligns with previous findings from Prakosa and Tjahjaningsih (2021), who stated that understanding a product can significantly influence purchase intentions.

However, an interesting and contrasting result appears in the brand image variable, which shows a negative and significant impact on purchase decisions. This indicates that the higher the students' perception of Luxcrime's brand image, the lower their tendency to purchase the product. This finding can be interpreted as a mismatch between consumer expectations and actual experience. Consumers with high expectations toward a brand, but who encounter quality or product performance that falls short, are likely to feel disappointed and withdraw from making a purchase. This result contradicts previous research by Albari & Safitri (2020) and Susanti et al. (2020), which concluded that a strong brand image generally encourages purchasing behavior.

Simultaneously, the three independent variables—celebrity endorsement, product knowledge, and brand image—collectively have a significant effect on purchase decisions. This is supported by the F-test, which confirms that an integrated marketing strategy involving public figures, consumer education, and brand positioning is crucial in influencing consumer behavior, especially among students.

The coefficient of determination (R^2) value of 0.595 indicates that 59.5% of the variation in purchase decisions can be explained by the three variables studied. The remaining 40.5% is influenced by other factors not examined in this study, such as product quality, price, consumer reviews, and emotional factors in decision-making.

CONCLUSION

The results of this study demonstrate that celebrity endorsement and product knowledge have a positive and significant influence on the purchase decisions of Luxcrime products among students of the Faculty of Economics and Business at Malikussaleh University. This suggests that the presence of credible public figures and consumers' understanding of the product play a crucial role in encouraging purchasing behavior.

In contrast, brand image shows a negative and significant influence on purchase decisions. This indicates that a brand image perceived as too high or inconsistent with actual consumer experience may reduce purchase intention.

Simultaneously, all three independent variables—celebrity endorsement, product knowledge, and brand image—contribute significantly to the purchase decision. However, the model explains only part of the variance, implying that other factors outside this research also play a role in influencing consumer behavior toward local cosmetic products.

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