

The Influence of Celebrity Endorse, Brand Image and Brand Trust on Interest to Buy Make Over Cosmetics

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ABSTRACT



This study aims to determine as well as identify impact of celebrity endorse, brand image and brand trust on intention in purchasing Make Over brands in Pekanbaru. Research uses quantitative method by utilizing the research sampling model, namely non-probability sampling model, a method which does not give every component or fellow of population equal opportunities or chances to be chosen as a sample. Research used purposive sampling technique, videlicet sampling according to specific trait and considerations with overall sample are 105 Make Over cosmetic users. Data analysis method utilized in this research is multiple linear regress analysis utilizing SPSS 26. Results of the study are celebrity endorsement variable owns a positive and significant influence on variable of purchasing Make Over brands attraction in Pekanbaru, the brand image variable has a good and huge effect on the variable of interest in buying Make Over brands in Pekanbaru city, and brand trust variable has a favorable and significant effect on the interest variable in purchasing Make Over cosmetics in Pekanbaru.

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1. Introduction

Growth

Industriil universe presently expanding briskly, cosmetics industries as well as other beauty brands are no exclusion.

In the cosmetics industries as well as other beauty brands. Presently, cosmeticts are turning into a trend, where the enthusiasts aren't only females. This is as well looked from plentiful beauty vloggers displaying in social media like instagram, youtube, tiktok, as well as others to show their contents about make up tutorials, reviewing to advertise cosmetic brands they utilize.

Certainly this activity provoke females to utilize them to look stunning such the beauty vloggers (Laraswanti and Setyawati, 2022).Huge interest of cosmetics everyday has then provoked the production of a wide industriil, videlicet the industry. Presently, cosmetics items are widely available worldwide, either local or overseas products (Khairunnisa, 2023). On table picture below represents the products enter in 2020 to 2022.

Tabel 1. 1 *Favorite Makeup Brands in 2020 - 2022*

Local Make up Brand			
No	2020	2021	2022

1	Emina brand	Make Over brand	Wardah brand
2	Wardah brand	Wardah brand	Emina brand
3	Make Over brand	BLP Beauty brand	Make Over brand
4	Moko-Moko brand	Rolover Reaction brand	Somehinc brand
5	Rolover Reaction brand	Goban Cosmetics	Purbasari
6	Purbasari	Esqa Cosmetics	Y.O.U Cosmetics
7	BLP Beauty brand	Purbasari brand	Dear Me Beauty brand
8	Mustika Ratu brand	Emina	Sariayu
9	Goban Cosmetics	Mineral Botanica	Luxcrime

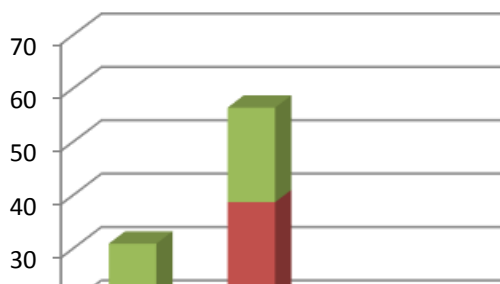
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10	Esqa Cosmetics	Mizzu Cosmetics	Mustika Ratu
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Source: (Databoks, 2023)

Make Over is one of a brand produced by PT Paragon Technology and Innovation, was built in 1985 by the past name PT Pusaka Tradisi Ibu, placed in Tangerang. When 2010, this corporation introduced Make Over Cosmetics product (IDNTIMES, 2020). In the table 1.1 above, Make Over cosmetic brands are belonging in the list of recommended local cosmetics in Indonesia. We are able to notice that the first position when 2020 is occupied by Emina as the most fame cosmetic product (Databoks, 2023). Meantime in 2021 Make Over sits in the first position as the most popular product (Databoks, 2023). Meantime, when 2022 Wardah managed to place its brand in the start position to become the most popular cosmetic brand by the public (Databoks, 2023). It means that for the recent 3 years from 2020-2022 Make Over has been able to challenge other cosmetic products. It also means that Make Over's sales grade has ups and downs as well. From this statement, it can be noticed that the competition is getting tighter with the crisis of costumers in determining the brands they will purchase. The challenge faced by the company is to find the great way to capture and pay attention to advertise share. The corporation's mind of customer purchasing attraction is very crucial in advertising.



Source : (BrandIndex, 2022)

Figure 1. 1 Sales Data of Cosmetic Products Loose Fase Powder 2020-2022

According to data of sales about cosmetics brands, loose powder is increasing and decreasing. In Figure 1.1 concern to the sales of cosmetic loose powder shows that there is an growing and decreasing each year in the cosmetic loose powder sale. This case has impact on the sales revenue of loose powder cosmetics, statement by (BrandIndex, 2022) says in 2020 loose powder of Make Over brands out of stock about 8.10 persens, Marcks is about 20.60%, and Pixy is about 5. 20%, then Viva cosmetic 5.50% then Wardah, in 2021 Make Over grew up in 11.6%, Marcks is about 18.10%, Pixy 5.00%, then Viva with the percentage about 4.70%, Wardah 20.50%. In 2022 Make Over grew into 11.20%, Marcks 17.70%, Pixy 4.20%, Viva 5.10% and Wardah 19.30%. Growing up as

well as decreasing earnings impacts the need of cosmetic brands needed by costumers. Increase and decrease in demanding of cosmetic brands is inseparable from the consciousness of female costumers who really needs cosmetics as well.

Buying attraction is a crucial stage that sellers must notice to. Based on Sari et al., (2020) mentions that purchasing attraction is by producing thing which is able to documented in the though of costumers then making it a very firm intention by means of encourage. Then based on Sophie and Nahan (2022) saying that purchasing attraction as something built by itself after getting excited by the good it has looked, that's where the attraction in purchasing and owning it begins. Therefore, to increase buying attraction, Make Over product must be successful in triumphing the existing match. In the other word, corporation must be able to interest customer purhasing so that these consumers make Make Over cosmetics into cosmetics that meet the needs of these consumers (Pratiwi et al., 2022). It can be assumed that asking to purchase is the passion to buy or own an item or brand consciously.

There are some indicators that impact purchasing attraction. The initial indicator which effects buying appeal is Celebrity Endorser. It is someone who has recognized a fame among the public, the aim of celebrity endorsers is to support a brand as a corporate's media partner in marketing brand to the public or target advertise (Damayanti et al., 2021). Appraisal of a celebrity endorse is able looked from popularity, it can be determined by numbers of followers or lovers prospective endosers have. Ordinary people have an innate tendency to emulate well-known individuals who serve as role models for them. Largely costumers will quickly connect to the brand utilized by the people that they adore. Celebrities are able become a well middlement in brand advertising (Ramlawati and Lusyana, 2020). Celebrity Endorsers are able provoke costumers to cause endorsed purchasing to grow sales and produce a good potrayal of brand. Advertising activities brought using celebrity purpose to attract consumers in brand (Prihartini et al., 2022).

Analysed by Ramlawati & Lusyana (2020) say celebrity endorsement owns a good & important effect on buying appeal. And based on Suhardi and Irmayanti (2019) state that celebrity endorse own a good and important impact on buying attraction. Meantime, studied by Laraswanti, Setyawati (2022) celebrity endorse has no effect on buying interest. Existence of a research disparity between Ramlawati & Lusyana (2020) ; Suhardi & Irmayanti (2019) and Laraswanti as well as Setyawati, (2022) motivates further analysis on effect of celebrity endorse on purchase purpose.

Next indicator which effects buy attraction is from brand image. It is a set of consumer though as a reason or encouragment in determining costumers attraction in making buys (Dhaefina et al., 2021). It brings a crucial part in differentiating a brand or service from other corporations. Without a positive product image, much complicated to a corporation to take the interest of fresh

as well as old costumers. If costumers have had a positive impression of brand image, they will easily decide to buy (Dhaefina et al., 2021).

Brand image variables held by Suhardi & Irmayanti (2019) state product appearance has a positive as well as crucial effect on purchasing appeal. Based on Ramlawati & Lusyana (2020) analysis, independent variable product appearance owns a good and huge impact on dependent variable of purchasing attraction. According to (Lestari et al., 2020) mentions brand image has no big effect on purchase purpose. Study about it encouraged more from research gaps between Suhardi & Irmayanti (2019) as well as Ramlawati & Lusyana (2020; Lestari et al., 2020).

The third factor which influences buy intention is brand trust. It defines as brand value that may be generated in a number of ways and that can result in customer happiness, as each customer links brand trust to their perception of the productt (Warusman and Untarini, 2016). It may be argued that the more the public brand trust, the higher the consumer buying interest. Purchase interest necessitates brand trust in order to foster confidence that can promote public confidence (Suhardi & Irmayanti, 2019)..

Studied analyzed by Hapsari et al., 2022; Suhardi & Irmayanti, (2019) state product appearance has positive and big effect on buying attraction. Meantime, studied by Suchrisna & Setianingsih (2019) say brand trust has no effect on buying attraction. Analysis of the relation among brand trust and purchase intention is encouraged by the gaps in the literature between Suchrisna and Setianingsih (2019) and Hapsari et al., 2022; Suhardi and Irmayanti, 2019.

On the basis of this description, authors are drawn to carry out additional research on celebrity endorsement, brand perception, and brand trust with title "*The Effect of Celebrity Endorser, Brand Image and Brand Trust on Buying Interest in Make Over Cosmetics in Pekanbaru*".

2. Section Headings/judul bagian

Literature Review and Hypothesis Development

The Effect of Celebrity Endorse on Buying Interest

Both Ramlawati & Lusyana (2020) studied, Artist endorsement defines as utilization of artists, entertainers, bloggers, vloggers, celebgrams, athletes, and influencers who are widely known by the public cause of success of their respective fields of supported fields. An evaluation of artist's endorsement has a significant impact in consumers' propensity to purchase because many businesses use celebrity endorsements to market their goods or services because they are thought to be more successful and efficient than other marketing strategies. In research conducted Suhardi & Irmayanti, (2019) it can concluded that artist endorsers have a crucial as well as positive effect on purchasing attraction.

H1 : Assumed that Celebrity Endorser has a good and significant effect on Purchasing attraction.

The Effect of Brand Image on Purchase Intention

According to Lusyana & Ramlawati (2020) A product's appearance become a representation on how people perceive it and is based on data and prior experiences. Brand Image owns an important part in differentiating a brand or service from other companies. If there is no existence of positive brand image, it most likely complicated to companies in attracting some eyes of fresh as well as old consumers. The finals of study held Suhardi & Irmayanti (2019) state brand appearance has a crucial as well as good effect in buying interest.

H2 : Assumed Product Image owns a positive & huge impact on Purchase Purpose.

The Effect of Brand Trust on Purchase Intention

Based on Suhardi & Irmayanti (2019) statement say that brand trust defines as brand's ability to believed, resulted from consumer reliance that the brand is able to fulfill the promised value. They also state that product trust has huge and good effect on buy attraction.

H3 : Suspected that Product Trust owns a positive & significant impact in Buy Intention.

PESEARCH METHODS

Method of analysis that writer utilize in this research is a quantitative one which aims to recognize relation among 2 or more variables with research (Sugiyono, 2020). Cited a quantitative mode due to the data research formed by statistics (Sugiyono, 2020).

This research details Pekanbaru City as research location and its subjects, which are customers who have used or are now using makeup makeovers. Whilst the time required to do study begin from January 2023 to August 2023.

A population is category for generalization made up of items or people with specific attributes chosen by researchers for analysis before conclusions are made (Sugiyono, 2020). The study's population consists of all Pekanbaru consumers who use Make Over goods, the number is unknown.

When a sample reflects the features of the population that are pertinent to the study at hand, it can be considered representative of the population. In this investigation, non-probability sampling methods, specifically purposive sampling, were employed to ascertain the sample size. Sugiyono (2020) defines purposive sampling as "a sampling technique gather certain deliberations.". Then the sample of study method was selected according to the following traits:

1. Respondents who already have at least once purchased Make Over cosmetic brand.
2. Female respondents who were at least 17 years old.
3. Respondents remain in Pekanbaru City

The analysis use the formula (Joseph F. Hair et al., 2017). Since the population size is

uncertain, Hair's formula is applied, which states that an appropriate sample size should at least five to ten times the indicator variable (Joseph F. Hair et al., 2017). In case to make sure that the number of indicators employed is sufficient to obtain an acceptable model, it advised to use sample capacity of 100 – 200 respondents in order to measure the interpretation using Structural Equation Modeling (SEM). Because of it, the minimum sample calculation's findings will be used to estimate the total number of samples (Joseph F. Hair et al., 2017). There were 105 samples in this study, each with the same number of indicators (15 x 7 = 105 respondents). 105 respondents were selected as samples from this study based on their interest in purchasing makeup in Pekanbaru, as determined by the formula.

3. Results and Discussion

The results of respondent descriptions can be generated according to sex displaying that 103 women respondents or 98.1 persens, and gentles are 2 persons, or 1.9 persens. Based on age, which divided into four categories: 17 to 25 years old, 43 respondents, or 41 persens of respondents; 26 to 30 years old, 48 respondents, or 45.7 persens of respondents; 31 to 36 years old, 12 respondents, or 11.4 persens of respondents; and >36 years old, 2 respondents, or 1.9 persens respondents, whilst according to who stay in Pekanbaru consist of 105 respondents or 100 persens and who have utilized consist of 105 respondents or 100 persens.

Tabel 3. 1 Analisis Statistik Deskriptif Descriptive Statistics

	N	Mini mu	Maxi mum	Me an	Std. Deviation
Celebrity Endorse Brand Image	105	25	75	66,89	6,440
Brand Trust	105	16	45	40,30	3,883
Minat Beli	105	16	45	40,19	3,816
Valid N (listwise)	105	23	60	53,51	5,416

Source: Data processed by SPSS (2023)

1. Purchase Interest

Purchase interest variable's descriptive data results the average grade of buy attraction is about 53.51 which higher with a regular aberration of 5.416. The average level as well as regular deviation of purchasing attraction indicates that exist data results that are said to be positive.

2. Celebrity Endorse

Known that the average artist endorsement is about 66.89 higher than the regular aberration at numbers 6.440. The average grade and regular deviation of celebrity endorsement indicates that exist data results that said becoming good.

3. Brand Image

It known that the average brand image is about 40.30 greater than the regular deviation at

numbers 3.883. The average value and regular deviation of brand image indicates that exist data results that are said becoming good.

4. Brand Trust

Known that the average brand trust is about 40.19 which greater than the regular deviation at numbers 3.816. The average value and regular deviation of brand trust indicates that exist data results that said becoming good because the average grade is higher than the regular aberration grade.

The purpose of the data normalcy check is determining either the distribution of independent variable or dependent variable, or both in a regress model is normal or otherwise. The outcome of this test will influence the following stage of analysis. The results of a statistical test will be lower as if variable does not distributed regularly. In data normality, data is able utilized using the Kolmogrov Smimov sample check, which is providing that the significant grade about up to 5% or 0.05, the data is normal distributing. Meanwhile, if one sample of Kolmogrov Smimov test results produce a huge grade under 5% or 0.05, data is abnormal in distributing (Ghozali; 2018).

Table 4. 15 Normality Test Results One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	105
Normal Parameters ^{a,b}	Mean 0E-7 Std. Deviation 3,98643527
Most Extreme Differences	Absolute ,187 Positive ,115 Negative -,187
Kolmogorov-Smirnov Z	1,918
Asymp. Sig. (2-tailed)	1,171

a. Test distribution is Normal.

b. Calculated from data.

Source: Data processed (2023)

Based on table 4.15, it shows that normality test finals carried out by Kolomogrov Smirnov method show important results of normality check of 1.171 which these scores greater than significance grade of 0.05. Can be concluded research provided in normality test is normally distributed.

Table 4. 16 Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF

Celebrity Endorse	En-	0,339	2,949
Brand Image		0,330	3,035
Brand Trust		0,357	2,805

a. Dependent Variable : Buying Intention
Source: Data processed (2023)

From table 4.16, it displays videlicet overall Celebrity Endorsement (X1) variables display a VIF grade lower than 10.00 number (2,949 < 10), Brand Image (X2) is valuable (3,035 < 10), Brand Trust (X3) is valuable (2,805 < 10) and the tolerance value of all variables shows grade higher than 0.10. So can concluded that nothing existence of multicollinearity confusion in these three variables.

Table 4. 17 Glejser Heteroscedasticity Test Results Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	Std. Error	t	Sig.
1 (Constant)	9,973		3,486	2,861	,514
Celebrity Endorse	-,295	-,081	,574	-,456	,644
Brand Image	,057	,137	,067	,415	,679
Brand Trust	,241	,134	,278	1,797	,752

a. Dependent Variable: Abs_RES1
Source: Data processed (2023)

By finals of heteroscedasticity testing in picture 4.17 up, results of heteroscedasticity check utilizing Glacier method that can seen that 2 independent variables own a significance of more than 0.05. It means regress model is free from heteroscedasticity.

Table 4. 18 Multiple Linear Regression Analysis Test Results Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	Std. Error	t	Sig.	Collinearity Statistics	Tolerance	VIF
1 (Constant)	14,059		4,533	3,100	,002			
Celebrity Endorse	,498	,106	,593	4,711	,000	,339	2,949	2,949
Brand Image	,007	,178	,451	3,040	,001	,330	3,035	3,035
Brand Trust	,145	,174	,278	4,830	,000	,357	2,805	2,805

Bran	,14	,17	,424	4,083	,000	,357	2,805
d	5	4					
Trust				5	4		5

a. Dependent Variable: Purchase Intention
Source: Data processed (2023)

Based on table drawn 4.18 up, the multiple linear regress equalization gained as follows:

$$Y = a + b1X_1 + b2X_2 + b3X_3 + \epsilon$$

$$Y = 14.059 + 0.498X_1 + 0.007X_2 + 0.145X_3 + \epsilon$$

Amounts of multiple linear regress equalization can interpreted as follows:

1. The regress which helps grade of 14.059 defines if artist endorsement, brand image and product trust on purchase intention of Make Over brands considered to be zero, then the buying interest grows by 14.059.
2. The regress coefficient value of celebrity endorsement variable (X1) of 0.498 shows that each one unit increase in artist endorsement variable, it will increase value of the buy attraction variable by 0.498.
3. The regress coefficient level of product image variable (X2) of 0.007 shows that each one unit increase in product appereance variable, it will increase grade of purchase intention variable by 0.007.
4. The regress coefficient grade of brand trust variable (X3) of 0.145 shows each one unit increase in the brand trust variable, it is going to increase grade of buy intention variable by 0.145.

Table 4. 1 Partial Test Results (T Test) Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	Std. Error	t	Sig.	Collinearity Statistics	Tolerance	VIF
1 (Constant)	14,059		4,533	3,100	,002			
Celebrity Endorse	,498	,106	,593	4,711	,000	,339	2,949	2,949
Brand Image	,007	,178	,451	3,040	,001	,330	3,035	3,035
Brand Trust	,145	,174	,278	4,830	,000	,357	2,805	2,805

a. Dependent Variable: Purchase Intention
Source: Data processed (2023)

Based on table 4.19 up, here explains the impact of every independent variable partially:

1. Hypothesis 1
The testing finals with SPSS to artist endorsement variable (X1) on buy motive (Y) gained a tcount value = 4.711> ttable = 1.984 with a significance level of 0.000 < 0.05. This defines artist endorse variable (X1) has positive and significant influence in buying motive (Y), in other word H1 (Hypotesis 1) accepted.

2. Hypothesis 2

Test finals with SPSS for the brand image variable (X2) on buy motive (Y) gained a tcount value = 3.040 > ttable = 1.984 with a significance level of 0.010 < 0.05. This defines the product image variable (X2) has good and significant influence on buy purpose (Y), in other word that H2 (Hypotesis 2) is accepted.

3. Hypothesis 3

The test finals with SPSS to product trust variable (X3) on buy motive (Y) gained a tcount value = 4.835 > ttable = 1.984 with a significance grade of 0.004 < 0.05. This states brand trust variable (X3) has a good and huge impact on buy purpose (Y), in other word that H3 (Hypotesis 3) accepted.

Table 4. 2 Koefisien Determinasi Model Summary

Mod el	R	R Squar e	Adjuste d R Square	Std. Error of the Estim at e
1	,677	,858	,842	4,045

a. Predictors: (Constant), *Brand Trust* , *Brand Image* , *Celebrity Endorse*

b. Dependent Variable: Purchase Intention

Source: Data processed, 2023

On table 4.20 up, that connection coefficient (R) value is 0.849, the relation among independent variable & dependent variable on this study really strong. Based on picture 4.20 up, can be seen as well Adjusted R Square (R2) value is 0, 842 or 84.2 persens. It defined artist endorse, brand image & product trust influence purchase desire in Make Over brands in Pekanbaru by percentage in 84.2persens, whilst remaining 15.8 persens influenced by other variables which not utilized on here research.

4. Discussion

The Effect of Celebrity Endorse on Purchase Interest

Both Ramlawati & Lusyana (2020) define a artist endorser as an athlete, influencer, blogger, YouTuber, celebgram, entertainer, or other well-known person who has achieved success in their particular fields of support. An evaluation of a celebrity's endorsement has a significant impact on consumers' propensity to purchase due to many businesses use celebrity endorsements to advertise their goods or treatments because they are thought to be more successful and efficient than other marketing strategies.

The test finals with SPSS to artist endorsement variable (X1) in buying motive (Y) gained a tcount value = 4.711 > ttable = 1.984 with a significance grade of 0.000 < 0.05. This defines celebrity

endorsement variable (X1) has good & important impact on buying motive (Y), in other words that H1 (Hypotesis 1) is accepted. It assumed that celebrity endorsement can be able to advertise a brand by working with persons known by citizens. The study's findings support those of Suhardi & Irmayanti (2019), who found that celebrity endorsers significantly and favorably affect consumers' desire to make purchases. The results of this study are in same line with those of Ramlawati and Lusyana's (2020) study, which found that celebrity endorsers significantly and favorably affect consumers' desire to purchase.

The Effect of Brand Image on Purchase Interest Both Ramlawati, Lusyana (2020) assert a product's appereance is depiction of overall consumer impressions of company & is constructed using data and prior experiences. A product or service can be distinguished from competitors by its product image. With no a firm and attractive brand image, businesses find it challenging to attract in both new and existing clients.

The test finals with SPSS about product image variable (X2) on buy motive (Y) gained a tcount value = 3.040 > ttable = 1.984 with a high grade of 0.010 < 0.05. This states product image variable (X2) has good & important influence on buy motive (Y), in other word that H2 accepted. This implies that positive costumer perceptions of Make Over cosmetics will stimulate interest in the brand's products. Customers will be more inclined to purchase Make Over cosmetics if they have a positive perception of the brand (Kusdayanti and Nugroho, 2023).

The study's findings corroborate those of Suhardi and Irmayanti (2019), who found that brand image significantly and favorably influences consumers' desire to make a purchase. This study results is in the same line Laraswanti & Setyawati (2022) as well.

The Effect of Brand Trust on Purchase Interest

Both Suhardi & Irmayanti (2019) define product trust as capacity of a brand to engender consumer confidence that the product will live up to expectations and that the brand's sincere intentions will take precedence over the interests of the customer

The test finals with SPSS about product trust variable (X3) on buy motive (Y) gained a tcount value = 4.835 > ttable = 1.984 with a high grade of 0.004 < 0.05. This indicates product trust variable (X3) owns a good and huge impact on buy purpose (Y), in other word H3 (Hypotesis 3) accepted. This implies that consumer interest in purchasing Make Over cosmetics will rise if the brand is highly trusted. Because the brand trust that Make Over Because of Make Over Cosmetics' established brand, customers will no longer have any reservations about utilizing the

products, and their desire in purchasing may even grow.

The results of the research are same with Suhardi & Irmayanti (2019) state brand trust own a crucial & good effect on buying attraction. It is supported by Hapsari et al., (2022) as well.

5. CONCLUSION

Results of the research on influence of Celebrity Endorsement, Brand Image & Brand Trust in Purchasing Interest in Make Over Brands in Pekanbaru, can concluded as follows:

1. Celebrity Endorsement has good & huge effect in Buying Interest of Make Over Cosmetics especially in Pekanbaru. It displays the higher artist endorsement develop, the purchasing attraction will be as well grow. The number of celebrity endorsements are able to trigger consumer buying interest in a brand.
2. Brand Image own a good and significant influence on Buying attraction to Make Over Cosmetics in Pekanbaru Town. It displays that the more Product image grow, the purchasing attraction will as well grow. Due to a good product portrayal, it is much complicated to a corporation to interest the attraction of fresh and old costumers. If consumers have had already a good brand appearance glimpse of brand or service, its certainty consumers will make purchases
3. Brand Trust has a good & significant impact in Buying Interest to Make Over Cosmetics in Pekanbaru city. It displays the higher Brand trust grows, purchasing attraction will grow up as well. Customers won't switch to other products because they feel and trust that the product is proper for use, despite the emergence of other competing goods.

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