

ANTECEDENTS OF CONSUMERS PERCEPTION AND ITS INFLUENCE TOWARDS PURCHASE INTENTION ON COSMETICS PRODUCT

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ABSTRACT

The aim of this research is to analyze the effects of celebrity endorsement on consumer perception and purchase intention of cosmetic product. The populations in this study were cosmetic users in Purwokerto region. By employing cluster sampling, 120 females who have ever watched cosmetic advertisement were chosen as the sample. The variables of this research were analyzed by using Structural Equation Modeling (SEM). From the analysis results, it was revealed that Trustworthiness had no effect on consumer perception while Physical attractiveness and Expertise had positive effect on consumer perception and also consumer perception had positive effect on purchase intention. Those results imply that the company should choose a celebrity endorser who are possessing several aspects such as honesty, trustworthiness, and sincerity in advertising. Beside that, the company should give priority on physical attractiveness of celebrity endorser. Moreover, the company should create promotion through advertising with a celebrity endorser who has various expertises such as knowledge about the products and experience to become a star of cosmetics product.

Key words: celebrity endorsement, trustworthiness, physical attractiveness, expertise, consumer perception, purchase intention.

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh dari *celebrity endorsement* terhadap persepsi dan niat pembelian untuk produk kosmetik. Populasi dalam studi ini merupakan para pengguna kosmetik di wilayah Purwokerto. Melalui cara *cluster sampling*, terpilih sebanyak 120 perempuan yang pernah melihat iklan kosmetik. Variabel-variabel dalam penelitian ini dianalisis menggunakan *Structural Equation Model*. Hasil pengujian dalam penelitian ini menunjukkan bahwa aspek kepercayaan tidak memiliki pengaruh terhadap persepsi konsumen, sedangkan kemenarikan fisik dan keahlian kedua-duanya memiliki pengaruh positif terhadap persepsi konsumen dan persepsi konsumen memiliki pengaruh terhadap niat pembelian. Semua hasil tersebut berimplikasi bahwa sebuah perusahaan harus memilih *celebrity endorser* yang memiliki beberapa aspek seperti kejujuran, kepercayaan, dan ketulusan dalam iklan. Selain itu juga perusahaan harus memberikan perhatian khusus terhadap kemenarikan fisik dari para *celebrity endorser* seperti kecantikan wajah selebriti, menampilkan muka dan penampilan yang menarik dengan memperhatikan kesesuaian dengan pesan iklan yang disampaikan guna meningkatkan persepsi positif dari para konsumen terhadap sebuah produk kecantikan. Lebih dari itu, perusahaan pun harus menciptakan promosi melalui iklan dengan memakai jasa *celebrity endorser* yang memiliki beberapa keahlian seperti pengetahuan tentang produk, dan pengalaman menjadi bintang produk kosmetik.

Kata kunci: Celebrity Endorsement, Kepercayaan, Kemenarikan fisik, Keahlian, Persepsi konsumen, niat pembelian.

INTRODUCTION

In Indonesia, the sales number of national cosmetic products were fore-

casted to reach Rp 11.2 trillion in 2013, it has been growing 10%-15% compared to the last year's projection of Rp 9.76 trillion

(Indra, 2013). Indonesian Cosmetic Company Union (PERKOSMI–*Persatuan Perusahaan Kosmetika Indonesia*) estimated the sales of imported cosmetics would rise up to 30% in during 2013, compared to the previous which was \$ 2.44 trillion (Saksono, 2013). This increasing number was happened due to the magnitude of the demand. The market competition makes the companies should provide the proper marketing strategies to make its products being well-known and accepted by consumers. One of the marketing strategies that can be done by the company is advertising. In addressing these conditions, many companies are utilizing the celebrities to advertise the company's products (celebrity endorsement).

Ever since UK's Queen Victoria endorsed Cadbury's Cocoa and Pope Leo XIII's image promoted the Vin Mariani drink in the 19th century, celebrities have been used in advertising. Though perhaps originating in Europe, celebrity endorsers are now used frequently not only across developed countries, but in emerging markets as well; for example, celebrities appear in roughly 20-25% of advertisements in the United States and the United Kingdom (Sager, 2011). Additionally, approximately 50% of consumers in emerging markets such as China and Latin America indicated a preference to see more celebrity endorsements in advertising (MEC, 2009).

Research has shown, more than fifty years using of celebrity in advertisement, that the use of celebrities endorsement can have a positive influence on the trustworthiness, remembrance of message, memory and likeability of the advertisements, hence finally on purchase intentions of consumer (Pringle and Binet, 2005; Roy, 2006). Presently, there is no doubt inspired by the declining effectiveness of the different marketing communications (Roozen and Claeys, 2010). The advertising industry is ready to pay more and more to the celebrities.

According to Seno and Lukas (2007),

celebrities are more effective than other type of endorsers such as the company manager, typical consumer and the professional expert etc. It is stated that celebrities can establish positive image for a product which is the goal and desire of marketing manager (Hollensen and Schimmelpfennig, 2013). They can be seen as super consumers, as exemplary figures that represent powerful and admirable selves everyone seeks and so strong that even a glimpse of them in an advertisement conveys meaning (Carroll, 2008). Moreover, contracting a well-known personage almost certainly guarantees a minimum amount of consumer's attention, media coverage, higher recall of the brand and credibility for its products (Majumdar, 2010). It also stated that celebrity endorser has several criteria that can affect a campaign's success which include trustworthiness, expertise, physical attractiveness, respect and similarity significantly (Shimp, 2008). For these reasons, advertisers seek to find celebrities to promote their products. Furthermore, celebrity endorsers with their physical attractiveness, source credibility and congruence on customers have reasonable impact on customers in term of their attitude and purchasing intention (Zafar and Rafique, 2012). Physical attractiveness, credibility and congruence of celebrity with reference to the endorsed advertisement all have impact on the customer's perception about the advertised product.

Female not only use presentable dress but also face makeup as well to be more beautiful and confident. The use of certain cosmetics can increase the perceived prestige of them, thus the rate of cosmetics consumption is becoming higher. Most of them prefer using cosmetics with famous brands and the quality of being determined by view and experiences of product. The marketing strategy of cosmetic products needs a celebrity endorser who can create a positive perception to the consumers.

The important of celebrity endorser's role has been proven by a great number of

research. For instance, it is shown that one-in-four advertisements use celebrity endorsement (MarketWatch, 2006). Saeed *et al.* (2014) said that every year a huge amount spent on celebrity endorsement contracts. Moreover, Gupta *et al.* (2015) explain that celebrities are increasingly being used by marketers to get attention and recall of the consumers. In this case, the researcher describes about celebrity endorser attributes that affect consumer perception and purchase intention.

According to Gupta *et al.* (2015), the use of celebrity endorsements in advertising has become a trend and a perceived winning formula of corporate image building and product marketing. This is why companies invest significant money in putting together brands with endorser qualities (Saumendra and Padhy, 2012). Not only clothes, makeup products also use celebrity endorser to advertise their products. However, there are not many attributes of celebrity endorser that affect the consumer perception and purchasing intention that had been studied. So, it is urgent to do a research about celebrity endorser's attributes that can affect consumer perception and purchase intention. The goals of this study are to analyze the influence of trustworthiness, physical attractiveness, expertise to consumer perception and consumer perception influence on purchase intention.

THEORETICAL REVIEW

Celebrity Endorser

Celebrity is an omnipresent feature of society, blazing lasting impressions in the memories of all who cross its path (Kurzman *et al.*, 2007). Endorsement is a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality, popularity, stature in the society or expertise in the field to the brand (Roll, 2006). The advertisers use celebrity recognition by hiring them in different advertisements due to their attributes like credibility, extra-

ordinary lifestyle, special skills, popularity, status symbol, attractiveness, glamour, capability and recall value (Saeed *et al.*, 2014). Celebrity can be a well-known person such as entertainer, actor, or athlete who is being identified by public for his or her achievements in the areas additional to the product category endorsed. However, to become an expert in terms of celebrity endorser is not an easy matter because expert endorsers are individuals with superior product knowledge gained through experience, study, or training.

In summary, a celebrity is a well-known person such as entertainer, actor, or athlete who is being identified by public for his or her achievements in the areas additional to the product category endorsed and from the statements above, the writer understands of a celebrity is that it is included an actor, actress, entertainer known society because their achievements. Celebrity endorser is a role as a communicator in an advertisement. The celebrity endorser is expected to be a spokesperson for the brand so quickly attached in the minds of the consumer, so the consumer is willing to buy the brand. In order to having the power of publicity and profits gained attention from consumers, celebrities also has the power to serve as a tool to persuade, seduce, and influence the consumer target.

"Any brand can get a celebrity. That is easy. But getting a celebrity consistent with the right brand, to the right degree, at the right time, for the right purpose and in the right way that is not easy." (Zafar and Rafique, 2012)

For brand, using a celebrity endorser who has millions of fans, a brilliant career, and popularity will certainly be very easy to create awareness of the audience on a brand. Because celebrities are inviters who invite the people to buy the product or service with enormous power in Ads than any other due to their credibility and distinctive position that leads towards intention to buy. In current marketing environment attention, capturing towards Ads is also done by the endorsers, which

produce positive results to advertisement and greater purchase intentions (Brajesh and Gouranga, 2011). Advertising makers should not just choose a suitable product endorser, but also choose experts endorser, who can give a good explanation about products are supported. In addition, celebrities can also be used as a tool to represent the market segment is shot. So it's no wonder when the product being advertised using many celebrities, each will represent the market segment that the shot.

Using a celebrity in advertising has its own advantage and disadvantage. If a celebrity is able to handle the spotlight with class, he or she can do great things for the brand. When consumers see a celebrity on an advertisement, they tend to think, "If this product works for this celebrity, then it can work for me" (Barnes, 2011). The consumer then reacts and buys the product. Beside, celebrities are able to build brand equity. Before Michael Jordan was starring in Nike advertisements, Nike products were predominantly running or tennis shoes. Nike brought its brand equity to new heights by simply having Michael Jordan endorse their products (Han and Yazdanifard (2015)). Brand recall is another advantage. Many celebrities endorse a brand so frequently that they become forever connected with the brand. As a result, when people see particular celebrity on television or anywhere, they immediately affiliate them with product they endorse. The more a product is on a person's mind, the more likely it will influence their purchasing behaviour. Celebrities are also able to increase brand awareness. "Celebrities are eye-catching; there's a pure awareness factor that makes you stop and look at an advertisement because you recognize the spokesperson" (St. Martin, 2013). Celebrities are great for attracting new user. For someone who continually sees the celebrity in a commercial for a certain product may be convinced to try the product (Rick Suttle, 2016).

Although positive and valuable, celebrity advertising is risky and can have negative effects. One disadvantage of celebrity advertising is consumer scepticism (Han and Yazdanifard (2015)). For example, Rafael Palmeiro was a baseball player in 1990s who was on a commercial endorsing Viagra. Professional baseball players are some of the healthiest and most sexually active people in America. When people saw Palmeiro talking about erectile dysfunction, many did not believe he actually used the product (Newman, 2006). We all know that celebrity is a human, and sometimes they are not in best behaviour. This is why some company take a legal action when the celebrity that they cast misbehaves, because it hurts their brand. Being a celebrity is one moment spotlight. People reach superstardom and quickly fall for one reason or another in many situations today. This can kill a brand (Han and Yazdanifard (2015)).

Characteristics of the message sender are having a huge impact on the effectiveness of sales through advertising. The use of celebrity marketing activities should be evaluated constantly, because it will be time for the celebrities to get into a phase of decreasing return. There are at least three components that affect the credibility of celebrity endorser, as stated by Amos *et al.* (2008) and Kim *et al.* (2013) they are trustworthiness, physical attractiveness and expertise.

Trustworthiness is the trust paradigm in communication is the listener's degree of confidence in, and level of acceptance of, the speaker and the message (Abdulmajid-Sallam and Wahid, 2012). In general principle, trustworthy person is a person you trust upon is a source to easily convince you to believe in unseen thing, that person is more believable than any other in community. In addition if such person is also an expert in the field for which he or she is advocating is more persuasive (Hassan and Jamil, 2014). Celebrities represent an ideal lifestyle, some people or at least fans and followers wanted to emulate

their lifestyle. Trustworthiness refers to the consumer's confidence in the source for providing information in an objective and honest manner. Trustworthiness refers to the honesty, integrity and believability of an endorser. It depends on target audience perceptions. Advertisers can take on two factors, namely the liking and trustworthiness. Because when consumers like celebrities, they will automatically trust a celebrity. These interactions occur because people trust individuals who are similar to them. In similar measures a celebrity in message of advertisement become really effective if it is judged that who is the speaker, who is saying; how much is that person believable? Celebrity in an advertisement with expertise is more trustworthy or believable (Hung *et al.*, 2011).

Physical attractiveness defined as the sum of a celebrity's physical appearance, dress and accessories, beauty, elegance, sexual appeal, manners, and etiquette (Han and Ki, 2010; Lord and Putrevu, 2009). Attractiveness does not mean simply physical attractiveness, but includes any number of various characteristics that consumers might perceive in a celebrity endorser (e.g., intellectual skills, personality properties, lifestyles, or athletic powers). Celebrity endorser which many have in common with consumers will increase the persuasion advertisement that is delivered. There are many celebrities who has physical attractiveness supporting a product. An attractive person was felt more positive and reflect the advertised brands are better than people unattractive for example is Sherina Munaf on the Maybelline brand. The majority of people is attracted by her. Female want to be associated with her. She always looks fashionable and has great singer performances.

Expertise is defined as the extent to which an individual's skill or experience, knowledge or expertnesses sought by others to assist in decision making (Amos *et al.*, 2008; Lord and Putrevu, 2009). Expertise is associated with competency, qualify-

cation, expertness, expert ability, mastery, and authoritativeness (Han and Ki, 2010; Magnini *et al.*, 2010). In another word, expertise is the extent to which a communicator is perceived to be a source of valid assertions. It refers to the knowledge, experience or skills possessed by an endorser. Celebrity endorser now is the billions of dollars industry, many companies signed an agreement with the celebrities' hope they can help out of chaos, and give them a unique and relevant position in the minds of consumers. Celebrity expertise in providing the contact person for the product being promoted is able to bring consumers to participate in benefits the company's products. With regard to expertise, it isn't important that the celebrity is really an expert in the field. Celebrity expertise is one of the reasons in order to find out its influence on recipients of information (Amos, *et al.*, 2008). If the celebrity advocating the product has strong knowledge and experience, then he/she will ultimately have differential power to pursue due to strong believability (Hassan and Jamil, 2014)

Customers' Perception

Perception is a process which an individual selecting, organizing and interpreting sensation into a meaningful whole (Hanna and Wozniak, 2013). They said perception is highly subjective and therefore easily distorted, but consumers' perceptions are vital to marketers and often underlie a success of failure of product in marketplace. It can be said that perception is individual process to select, manage, and interpret stimuli into images that are meaningful and make sense of the world. Two cosmetic products that each has a celebrity endorser almost identical can be perceived differently by consumers who view brands. Therefore there is the conviction that perception is more important than reality.

Perception of anything derived from the interaction between the two types of factors (Schiffman and Kanuk, 1997). Stimulus factor, namely the characteristics

of physically like size, weight, color or shape. View of good packaging product and characteristics will be able to create a stimulus on the senses of man, so being able to create something the perception about the products she saw. Individual factors, which include the process there is not just on the senses but also on the process of similar experience and main boost as well as expectations of itself.

A perception of something begins with exposure to stimulus. Exposure occurs when someone come into contact with environmental stimuli either accidentally or through their own deliberate, goal directed behavior. After choosing whether or not to expose themselves to the exposure of the stimuli, consumers may momentarily pay attention to specific aspect of stimulus within their range of exposure. Attention can be planned, involuntary or spontaneous. Then, the consumer gets into sensation of the exposure which refers to the response of our sensory receptors. This process is the preliminary step in processing information (Hannah and Wozniak, 2013).

It is suggested that a customer perception measurement is an important tool used by companies that expresses how well the companies are satisfying customers (Van Baren, 2012). The first step a company should take is to identify what customers are actually buying and why. Second step are create a survey to and distribute it to customers. The only way to measure and increase customer's positive perceptions of your company is to ask customer's how they feel about your company. The survey must be relatively simple and short. Third step is analyze survey results. The last step is measure the results.

A measuring instrument used in this research is in the question form/questionnaire as a means of rating score and an output measurement from female student. Thus, the measurements made with the perception approach or judgment then expressed in numbers by the respondents.

Purchase Intention

According to the Theory of Planned Behavior, the combination of attitudes towards the behavior, subjective norms, and perceived behavioral control guide the formation of an intention, and thus, intention is assumed the predecessor of the actual behavior. Intentions are assumed to control the motivational factors that influence behaviour indicating how hard people are willing to try, or how much of an effort they are planning to exert in order to execute the behaviour. The stronger the intention to engage in certain behaviour, the more likely an actual behaviour would be performed (Ajzen, 1991). Purchase intention refers to plan to buy something in future for use but prior to this a cognitive process works behind where several factors consumer perception about product or source person really matters (Hassan and Jamil, 2014). In another word, purchase intention is concentration on something that is accompanied by feelings of pleasure to the product and then individuals want to have it. Purchase intention begins with the desire of a person to meet her/his needs.

Companies in marketing their products or services will always be dealing with consumer purchase intention. Implication from the measurement of the consumer purchase intention was involved in the development of consumer products and services by way of identifying what it needs of consumers. This contrasts with the traditional concept of the consumer, where they are not involved in product development, because they are outside the system.

Purchasing intention is also can be described as a stage of the decision to buy a product. According to Kotler *et al.* (1999) there are two factors that affect a person's purchase intention in the purchase decision making process, namely the unexpected situation and respect to others. Based on purchase intention factors, it can be concluded that the stimuli from inside and outside will encourages consumers to

purchase the product or service, factors such as culture, social, personal, and psychological.

Trustworthiness, Physical Attractiveness, Expertise and Consumer Perception

Celebrities are effective endorsers because they are viewed as highly believable, likeable, pursuable, and trustworthy. Companies have to choose a celebrity that can be trust by consumers and consumers have to believe that when a celebrity endorses a brand, he/she actually use it in his daily life. The main reason is because when someone watches an individual endorse a product, they assume that the individual promoting it is in fact a user of the product (Biswas *et al.*, 2009). Another reason is it is a pretty general principle a person you trust upon is a source to easily convince you to believe in unseen thing, that person is more believable than any other in community (Hassan and Jamil, 2014).

Saeed *et al.* (2014) stated that celebrity advertisement has stronger relationship with consumers' perception than non-celebrity advertisement. So having celebrity in advertisement will give bigger impact on consumer. Gupta *et al.* (2015) proves that trustworthiness has significant positive impact on consumers' perception.

Attractiveness does not mean simply physical attractiveness, but includes any number of various characteristics that consumers might perceive in a celebrity endorser (e.g., intellectual skills, personality properties, lifestyles, or athletic powers). Attractiveness defined as the sum of a celebrity's physical appearance, dress and accessories, beauty, elegance, sexual appeal, manners, and etiquette (Han and Ki, 2010; Lord and Putrevu, 2009). Celebrity endorser which many have in common with consumers will increase the persuasion advertisement that is delivered. There are many celebrities who has physical attractiveness supporting a product. An attractive person was felt more positive and reflect the

advertised brands are better than people unattractive.

Based on Schiffman and Kanuk (2004), celebrities, particularly movie stars, TV personalities, popular entertainers and sports legends, provide a very common type of reference group appeal. The celebrities do have the potential to influence the consumers without having direct physical and social connect with the consumers (Choi and Rifon, 2007). Somethings inside the endorser that influences the consumer perception is the attributes of the endorser itself (Abirami and Krishnan, 2015). Moreover, the results of the study by Gupta (2015) revealed that physical attractiveness has significant positive impact on consumers' perception.

Celebrity endorser now is the billions of dollars industry, many companies signed an agreement with the celebrities hope they can help out of chaos, and give them a unique and relevant position in the minds of consumers. Celebrity expertise in providing the contact person for the product being promoted is able to bring consumers to participate in benefits the company's products. Expertise is defined as the extent to which a communicator is perceived to be a source of valid assertions. It refers to the knowledge, experience or skills possessed by an endorser. With regard to expertise, it isn't important that the celebrity is really an expert in the field. But, if such person is also an expert in the field for which he or she is advocating is more persuasive (Hassan and Jamil, 2014).

Celebrity indeed may be a reflection of the personality of a brand. Celebrity is the real manifestation of various image that thought by consumers on a brand. For a marketer, brand personality is very important as it makes the brand a product will look different compared to other brands. For example, David Beckham is currently endorse many brands, including Adidas and Police. Consumers are always ready to accept meanings from the brands endorsed by a celebrity whom they perceive as they aspire to be like. In David Beckham case,

consumer may want himself to be athletic and fashionable, like David Beckham. Due to his aspiration to be like Beckham he may choose to buy an Adidas gear and wear Police watches. As a result, he may form a self-brand connection to these brands endorsed by Beckham (Schiffman and Kanuk 2004).

Another example some expertise in sports field is Derek Jeter, the all-star shortstop for the New York Yankees. He is one of the many celebrities who endorse multiple brands. Both Gatorade and Nike pay him millions of dollars every year to promote and use their products, which has proven to be an incredible fit for both the company and the individual (Lear *et al.*, 2009). Both Nike and Gatorade are classified as sports-related brands that associate themselves only with the best of the best. Thus, given Derek Jeter's status as arguably the best shortstop in baseball, he is an impeccable fit for both the Nike and Gatorade brands. Beside the examples, there are some researches that prove that is a positive effect between expertise and consumer perceptions are Abirami and Krishnan (2015) and Gupta (2015).

Therefore hypotheses presented in this study are:

H₁ : *Trustworthiness* has positive effect on *consumer perception*.

H₂ : *Physical attractiveness* has positive effect

on *consumer perception*.

H₃ : *Expertise* has positive effect on *consumer perception*.

Consumer Perception and Purchase Intention

Customers' perceptions of corporate image are formulated by their response to a range of multifaceted tangible and intangible interactions with the corporation on a number of levels (Flavian *et al.*, 2004). The perception is one of the important factors in purchase intention. Perception can be explained by a process which an individual selecting, organizing and interpreting sensation into a meaningful whole (Hanna and Wozniak, 2013). In purchase intention process main focus of the study is the attitude towards the source person, Celebrity endorser. The attributes of celebrity develop the attitude towards buying. Amos *et al.* (2008) consumer's positive attitudes about source celebrity who endorse the brand enhance the intention towards the buy.

Research that is done by Patel and Chugan (2015) show that consumer perception plays vital role to motivate consumer to develop purchase intention. Therefore the hypothesis presented in this study is:

H₄ : *Consumer perception* has positive effect on *purchase intention*.

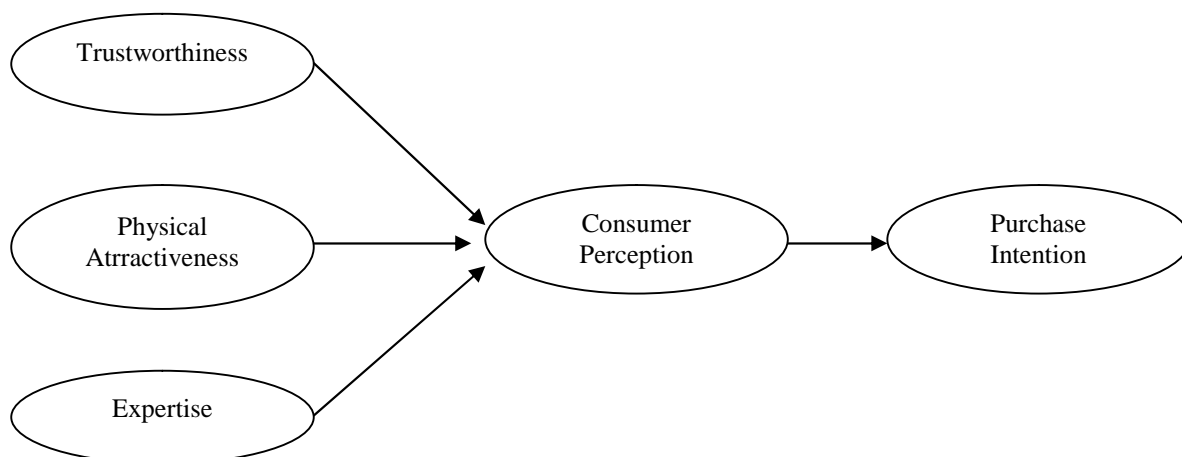


Figure 1
Research Model

Research Method

This research was a survey research using questionnaires as an instrument to collect the data. The respondents in this study were female cosmetic users who have ever watched cosmetic advertisement which conducted in Purwokerto that consist of North Purwokerto, South Purwokerto, west Purwokerto, and East Purwokerto. The population of this research cannot be specified, so determination of sample size uses the model of interval estimates. By using cluster sampling can be found 120 females who have ever watched cosmetic advertisement as a sample, than the sample distributed into cluster based on population as shown at Table 1. Scale used in this study was Likert scale, the answer of each instrument have gradations from strongly positive to strongly negative. Each item scales

has 5 categories, between “strongly disagrees” up to “strongly agree”. Structure Equation Modeling was employed as a data analysis technique and hypothesis was accepted if C.R (Critical Ratio) > t table.

Analysis and Discussion

Data Analysis

The rate of questionnaires returned reaches 100% and in the process of filling the questionnaires, researcher was always accompanying, giving direction and guidance to the respondents until they return the questionnaire. Based on the data from questionnaires, 56% of the respondents are between 17 – 25 years old and college student are dominating total respondent by 52%. Most of the respondents are come from South Purwokerto, although the difference in term of residency is not really big.

Table 1
The distribution of a sample based on cluster according to Population

District	Population	Amount of sample
South Purwokerto	81.111	38
West Purwokerto	57.640	27
East Purwokerto	64.682	30
North Purwokerto	51.800	24
Total	255.233	120

Characteristic of Respondents by Age

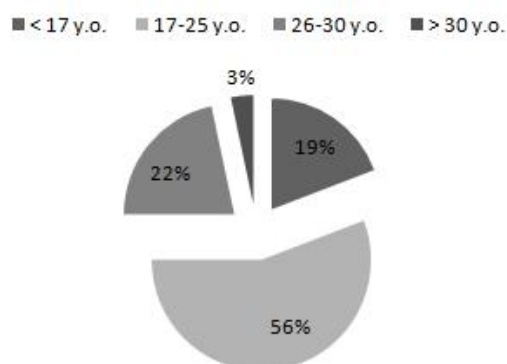


Figure 2
Characteristic of Respondent by Age

Characteristic of Respondents by Occupation

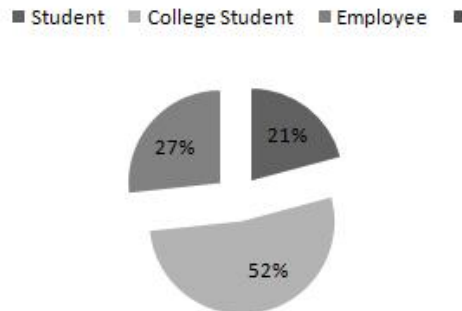


Figure 2
Characteristic of Respondent by Occupation

Characteristic of Respondents by Recidency

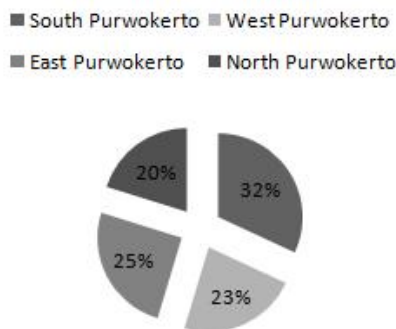


Figure 2
Characteristic of Respondent by Recidency

Based on SEM analysis, the chi-square value was 120.177. The chi-square value is still acceptable in marginal category; because it produces a probability value of 0.005 is less than 0.05. The probability value (0.007) was less than 0.05; the value was still acceptable in marginal category. The CMIN/DF value was 1.448 and it indicated the acceptable fit between model and data, so it can be accepted in the good category. Goodness-of-Fit Index (GFI) is a non-statistical measure that has a range of values between 0 (poor fit) to 1.0 (perfect fit). Based on the results of SEM analysis, it obtained the GFI value of 0.888 was less than cut of value of 0.90. The GFI value is still acceptable in marginal category. Acceptance rate is recommended when AGFI has a value equal

to or greater than 0.90 (Hair *et al.*, 1998). Based on the analysis the AGFI value 0.837 was less than cut of value of 0.90 that includes the marginal. Tucker Lewis Index (TLI) value of 0.918 was less than cut of value is 0.95. The TLI value was still acceptable in marginal category. Comparative Fit Index (CFI value of 0.935 was less than cut of value was 0.95. The CFI value is still acceptable in marginal category. RMSEA (The Root Mean Square Error of Approximation) values indicate goodness-of-fit can be expected when the model is estimated in the population (Hair *et al.*, 1998). Based on the results of SEM analysis, it obtained the RMSEA value of 0.061 was less than cut of value of 0.08. The RMSEA value was acceptable in good category.

Reliability and Variance Extract Test is a measure of the internal consistency of the indicators formed a variable (construct) that indicates the degree to which each variable indicator indicates a derivative (Constructs) common. In the SEM modeling, limit values are used to assess an acceptable level of reliability that is > 0.70 .

Hypotheses test

The results for hypotheses test for relationship between variables are in Table 3.

DISCUSSION

Based on the results of the analysis, it could be known that the variable trustworthiness with indicator honest, reliable, and sincere had no effect on the consumer perception. A celebrity who can be trusted is the main reason for choosing celebrity endorser. Trustworthy person advertises a

product would be the person most able to influence consumers. But, people nowadays are quiet smart to know that celebrity endorsers are being paid for promoting product. Sometimes people notice that the celebrity endorsers are lack of sincerity This isn't in sync with the findings by Saeed *et al.* (2014), he proved that using celebrity endorsement in advertisement by companies is effective tool to promote their products; there is a direct and positive correlation between the consumer perception and advertised brands using the celebrity endorsement. This result is also not consistent with the result conducted by Gupta *et al.* (2015), he showed that trustworthiness of the celebrity is the most important factor in making a choice of a celebrity endorser.

This result proved that physical attractiveness has positive effect on consumer perception.

Table 2
Goodness of Fit Index of Full Model Analysis

Goodness of Fit Index	Cut of Value	Result	Category
X ² -Chi-Square	Expected small	120,177	Marginal
Probability	$> 0,05$	0,005	Marginal
CMIN/DF	$\leq 2,00$	1,448	Good
GFI	$> 0,90$	0,888	Marginal
AGFI	$> 0,90$	0,837	Marginal
TLI	$> 0,95$	0,918	Marginal
CFI	$> 0,95$	0,935	Marginal
RMSEA	$\leq 0,08$	0,061	Good

Table 3
Standardized Regression Weight to Hypotheses Testing

	Causal Relationship	C.R.	t _{label}	Judgment
Consumer Perception	<- Trustworthiness	1,442	<	1.660 Rejected
Consumer Perception	<- Physical Attractiveness	2,123	>	1.660 Accepted
Consumer Perception	<- Expertise	2,003	>	1.660 Accepted
Purchase Intention	<- Consumer Perception	2,243	>	1.660 Accepted

It means that consumers give a priority to the value of physical attractiveness with indicators is beautiful, attractive, and the appearance. In makeup industry, being attractive is a must. Company will always prefer to choose someone who is attractive enough to promote their product. Because the general principle of makeup is “make you more attractive”. Sherina Munaf is attractive enough for makeup ads; moreover she is a fashionable person and has a great musical talent. Another reason why she is becoming more attractive is she care about her education. Unlike other celebrities that always focus on their career first, Sherina prioritize her education. This is why people tend to idolize Sherina not only because of her physical appearance. Abirami and Krishnan (2015) state that attribute of the endorser influences the consumer perception. Moreover, the results of the study by Gupta (2015) revealed that physical attractiveness has significant positive impact on consumers’ perception. Han and Yazdanifard (2015) explain that one of the component of celebrity advertising that companies need to keep in mind is celebrity appearance because physical appearance induces positive feelings from consumers.

Based on the results of the analysis it can be known that the variable of expertise with indicator knowledgeable, skilled, and experienced has positive effect on consumer perception. An accepted endorser as an expert on the brand support will be persuasive in attracting audiences. This finding is consistent with Abirami and Krishnan (2015) and Gupta (2015) who said there is positive effect between expertise and consumer perceptions. If the celebrity advocating the product has strong knowledge and experience, then he/she will ultimately have differential power to pursue due to strong believability (Hassan and Jamil, 2014).

Based on the results of the analysis, consumer perception has positive effect on purchase intention of Maybelline product. This is reasonable because everyone will have a different perception of an object

therefore purchase intention will be quickly fulfilled if positive perceptions of the celebrity endorser of the product appear. The perception may be an assessment of what is attributed to the celebrity endorser. Previous studies have also showed that consumer perception plays vital role to motivate consumer to develop purchase intention Patel and Chugan (2015). Palantupen (2012) found that perception has positive effect on purchase decision of shampoo product in Tanah Baru, Depok.

LIMITATION

The collections of data through questionnaires in this study still have some weaknesses such as lack of appropriate answers and respondents who answered carelessly. Researchers also have limitations in directing respondents optimally to support the answer to the open questions, so that future research should be make more clear and attractive questionnaire for the respondent. In addition, most results of the analysis of Goodness of Fit Index showed marginal results; therefore, in the future similar studies should be use larger sample numbers in order to obtain better Goodness of Fit Index.

CONCLUSIONS AND IMPLICATIONS

Conclusion

The result of this study confirmed that trustworthiness had no effect on consumer perception of the cosmetic product. On the other hand, physical attractiveness and expertise had a positive effect on consumer perception of the cosmetic product. Beside that, consumer perception also found had a positive effect on purchase intention of the cosmetic product.

Implication

As the efforts to increase consumer perception, the company should give priority on physical attractiveness of celebrity endorser such as beautiful, has the favorite face, and appearance in accordance with the advertising messages delivered. Further-

more, as the efforts to increase consumer perception, the company should create promotion through advertising with a celebrity endorser who has expertise such as knowledgeable about the products, skills, and experience to be a star of cosmetics product. Finally, in term of increase the consumer perception, the company need to be focus on selecting a celebrity endorsement that has physical attractiveness and expertise in advertising, so that consumers have more intention to purchase products that offered.

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