

The Customer Purchasing Situation Outcomes of Celebrity Endorsement and Brand Awareness Activities

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Abstract: The aim of this study was to investigate the role of celebrity endorsement and brand awareness activities on the consumer purchasing situation of halal cosmetic products, especially Wardah brand products. The sample in this study consisted of 384 respondents in Central Java, Indonesia, where the characteristics of the respondent are female or female and consist of several types of nominal data such as age, occupation, income, and education. This survey was conducted on female respondents aged 18–40 years and of course, have purchased or have never purchased Wardah whitening cream products. This study shows that there is a positive influence between celebrity endorsements and brand awareness. Another important finding in the research is that the celebrity endorsement variable has a significant and significant effect on the purchase intentions variable. This study clearly finds that the brand awareness variable has no effect on the purchase intention variable. There is no influence of brand awareness variables on purchase intentions in this research because brand awareness is in the range between feelings of uncertainty about brand recognition. In addition, in the findings of this study, it is known that the brand awareness variable has no role in mediating the relationship between celebrity endorsement variables and purchase intentions.

Keywords: Brand Awareness, Celebrity Endorsement, Halal Cosmetic, Purchase Intentions

A. Introduction

Currently, cosmetic products in Indonesia have become a primary need for women by changing lifestyles. Quoted in a report from the Ministry of Industry (2019) that the cosmetic industry in Indonesia experienced a growth of 20 percent or an increase of 153 companies from 2017 so in 2019 the number reached 760 companies. Furthermore, according to 0 in 2023 the pharmaceutical market share is estimated to increase by 7.1 percent to USD 131 billion, and the cosmetic market share to increase by 6.9 percent to USD 90 billion. In the view of Islam, cosmetic products used by every Muslim are ordered to use (consume) halal products, according to Law no. 33 of 2014 states that the most important thing in the

specification of halal cosmetic products is the content and manufacturing process because this will show the feasibility of the product being used by the Muslim community.

According to Sahir, et al., (2016) in the last ten years, Indonesia has experienced the development of a modern and Islamic lifestyle, a similar opinion was expressed by Yuswohady (2015) that the development of a modern-oriented style refers to Islamic values. on several public phenomena that are increasingly critical in assessing the halalness of products to be consumed including the growth of the halal labeled cosmetic industry. Wardah is a type of personal care or cosmetic product that is familiar in Indonesia, Wardah was first present in Indonesia in 1995 under the auspices of Paragon Technology and Innovation (PTI). In addition to the best local brands, Wardah is known as the only cosmetic brand labeled halal with Islamic nuances (Bagusmana.id, 2020).

The beauty product category is very diverse, facial whitening is a beauty product category that experienced significant growth, according to 2016 data, the cosmetic industry products in Indonesia increased from the previous year, and the same thing happened in the face whitening product category which increased by 7.3 percent from 2015 by 21.1 percent to 28.4 percent in the following year (Bachdar, 2017). The growth data is supported by Wolf (1990) in Dukut (2005) writing that the beauty myth is an attempt by a patriarchal society (a society that prioritizes men) to control women through beauty standards so that in Indonesia, the ideal beauty standard in the context of skin color oriented to white skin color.

In the whitening product category, Wardah has marketed 11 whitening creams namely, Wardah White Secret Day Cream SPD 35, Wardah Perfect Bright Lightening Moisturizer, Wardah Lightening BB Cream, Wardah Acnederm Night Treatment Moisturizer, Wardah Essential Intensive Night Cream, Wardah Lightening Night Cream Step 1, Wadah Nature Daily Seaweed Intensive Night Cream, Wardah Crystallure Supreme Acting Overnight Cream, Wardah White Secret Night Cream, Wardah Lightening Night Cream Step 2 and Wardah Renew You Anti Aging Night Cream (Wardah, 2021). However, according to the 2021 Top Brand Index (TBI), Wardah has not yet entered the TOP 3 where Wardah occupies only the 4th position with an 8.9 percent index. The first position of TBI 2021 in the whitening cream category is occupied by Pond's with a TBI of 23.1 percent, in the second position is occupied by Garnier with a TBI of 15.3 percent, and the third position is occupied by Citra with a TBI of 13.1 percent (Top Brand Index, 2021).

Based on the facts in the data above, the gap in Wardah's TBI scores compared to the top three is quite high. For this reason, Wardah took several strategic steps, one of which was through celebrity endorsement communication. In 2021, it held marketing during Ramadan to build momentum during the COVID-19 pandemic as a message to be raised through the *#LangkahBaikmuBerarti* (Your Good Steps Mean) campaign, where Wardah tried to build messages of kindness to build the spirit of the Indonesian people. Wardah appointed Dewi Sandra as a brand ambassador in 2021 with the content of interviewing inspirational women through the Heart to Heart with Dewi Sandra program, and Wardah attempted to use music as a medium

to convey messages to consumers by launching an original soundtrack "Langkah Baikmu Berarti" (Your Good Steps Mean) sung by Maliq D'Essentials (Adiwaluyo, 2021).

If you look at Wardah's strategic steps above, it can be understood that Wardah wants to build brand awareness. An important aspect of brand awareness is the form of information in consumer memory about the first impression of using the brand or impressions from other people's experiences so that the memory point of brand awareness through celebrity endorsements will be an important point in the purchase intention of Wardah's whitening cream products. This is supported by the results of research conducted by Mathur et al., (1997) who found that the impact of Michael Jordan's reappearance from retirement in 1995 had increased the value of companies that recruited celebrities as endorsers. However, on the other hand, Knittel and Stago (2011) estimated that the negative publicity surrounding the alleged marital affair of Tiger Woods in 2009 had reduced the stock market performance of companies that used his services as celebrity endorsements, while on the other hand, competing companies that did not use celebrity endorsements actually experienced an increased profit.

B. Literature Review

Celebrity Endorsement

Celebrity endorsements are fairly common forms of advertising used to promote a product through explicit associations to increase brand awareness (Grathwaite, 2014). According to Bekk & Spörrle, (2010) endorsement occurs when celebrities lend their names and appear on behalf of products or services. In line with this opinion, Kotler et al., (2008) said that celebrity endorsement is one of the communications channels used by celebrities to express their words to promote brands based on popularity or personality.

Thus, an endorser will respond to a product/service in the form of testimonials, benefits and advise consumers to use it. Celebrities are part of a marketing communication strategy, which is a fairly common practice for large companies in supporting corporate and brand image (Erdogan, Baker, & Tagg, 2021). Celebrity support in supporting corporate image has grown consistently since the 1970s (Costanzo & Goodnight, 2005) where the findings of Choi and Rifo, (2007) show that the American public is very fascinated by celebrities. Successful individuals from various fields, from entertainment to sports, culinary, business, and politics, are appointed celebrity endorsers (Choi and Rifo, 2007). According to Setiawan (2018), the quality of endorsers can be measured through the characters in the VisCAP communication model (Visibility, Credibility, Attraction, and Power), which was adopted from the theory of Percy and Rossiter (1987).

Brand Awareness

Brand awareness is the first step to building a brand (Setiawan, 2018), where an important aspect of brand awareness refers to the ability of consumers to remember or recognize a brand, or just to know or not about a brand (Keller, 2008). Further,

Keller (2008) says that brand awareness offers some kind of learning advantage for a brand. Meanwhile, brand awareness according to Ambadar, et al., (2007), is a measure of the existence of a brand in the minds of customers, thus brand awareness is the ability to influence customers to identify and remember the brand in their decision to purchase goods or services.

The strength of a brand and the company's access are measured by brand awareness. In addition, brand awareness can have a positive impact on companies because consumers will be more responsive to and tend to choose brands that already exist in their minds (Satria & Hasmawaty, 2021). Hundiana (2005) discovered that building brand awareness takes time because memorization requires repetition and reinforcement. So, what will play an important role in measuring brand awareness is the convenience of consumers in recognizing a brand, the ease of consumers in remembering a brand, product awareness, and how often consumers watch advertisements (Dwivedi, Johnson, & McDonald, 2015).

This opinion is strengthened by the statement of Keller (2008), where the brand awareness indicator consists of several understandings, namely that consumers understand the brand when the brand being marketed is in accordance with market needs and does not confuse consumers so that consumers understand the brand, consumers can recognize brands among competing brands, consumers are aware of the existence of the brand when consumers must be made aware of the existence of the brand and choose the product so that the brand must be promoted frequently to attract the attention of consumers, and consumers can imagine the brand's characteristics correctly. With this in mind, the strategy is to continue to create brand awareness and build positive brand awareness that encourages future product purchases.

Purchase Intentions

According to Kotler (2000), purchase intentions are consumer behavior that occurs when consumers are stimulated by purchasing decision factors based on characteristics and decision-making processes. The results of a study conducted by Akehurst, et al., (2012) indicate that consumer behavior is also influenced by concerns about brands, culture, demographic characteristics, finances, behavior, a lack of information, lifestyle, personality, or moral problems. This opinion is reinforced by a study conducted by Tan (2002) who interviewed 377 consumers who had bought pirated software and found that aspects of moral intensity, the magnitude of consequences, social consensus, and perceived risk influenced purchase intentions.

In relation to this research, Wardah is the only cosmetic brand labeled halal with Islamic nuances (Bagusmana.id, 2020). The halal concept emphasizes cleanliness, safety, policy, purity, production, honesty, truthfulness, service, and financial activities as well as other social activities within the platform of Islamic values (Hussain, Rahman, Zaheer, & Seleem, 2016). Therefore, based on the findings in the research of Hanjani & Widodo (2019), a brand's influence on purchase intentions is supported by consumer knowledge of the brand and company name.

Purchase intention refers to the subjective assessment of consumers after conducting a thorough evaluation, and their consideration of buying a product or service (Daud & Fitrianto, 2015). Based on this definition, has several implications, including (1) the willingness of consumers to buy a product (2) the desire to buy in the future. future (3) the decision to repurchase, and the buying tendency for experts to make decisions based on their brand. Another conclusion is that buying interest is different from attitude. Attitude only refers to the evaluation of a product whereas interest is included in the motives based on their importance.

The three cognitive responses above are effective together and will affect the likable extract (the highest level of consumer enjoyment). The attitude generated through the message will be stored for future use in the likable extract (the highest level of consumer enjoyment). The attitude generated through the message will be stored for future use. Advertising messages or personal quotes that create branding experiences that can be remembered and connected to memory and schemas in the long term of interpretation or perception will strengthen consumers' schemes and influence advertisements that affect consumers' purchase intentions. Therefore, the celebrity ambassador's credibility brand and the visual and linguistic elements of the Ads you see function independently. They reinforce each other and encourage each other's necessary activities in cognitive processes to reinforce previous behaviors.

Celebrity Endorsement is Positively Related to Brand Awareness

According to Ikhtiangung and Ferdinand (2015), in the concept of marketing strategy, attracting consumer attention, maintaining and improving customer relationships are important foundations in modern marketing. In a study conducted by Smith, et al., (2018), it was found that brand ambassadors characterize themselves as liaisons between organizations and consumers. Meanwhile, according to Dewi, et al., (2020), the right brand ambassador is measured by the achievement and character of the celebrity as an endorser in an advertisement. Thus, a celebrity endorsement's main concept is to ensure a match between the brand and the celebrity's character (Greenwood, 2012).

A study conducted by Nugroho and Mudiantono (2013) revealed that brand awareness is more influenced by celebrity endorsements than the attractiveness of conventional advertising when consumers make purchases. Setiawan (2018) discovered a similar finding: celebrity endorsement influences brand awareness in people who have seen advertisements for celebrity endorsements on Instagram social media. However, this finding contradicts the statement by MacDonald and Sharp (2000) that consumers have a strong tendency to rely on brand awareness when choosing a product because consumers will feel that well-known brands are more reliable than unknown brands. For this reason, celebrity endorsements are used in advertising not only to attract the attention of the audience/consumers but also to increase the persuasiveness of messages which in turn increases the effectiveness of advertising (Muda, Musa, & Putit, 2012). Based on the literature and empirical evidence mentioned above, the hypotheses in this study are as follows: **H1:**

The better the celebrity endorsement at portraying itself as a representative of a halal cosmetic product, the more brand awareness will increase.

Celebrity Endorsements are Positively Related to Purchase Intentions

In previous research conducted by Ilicic and Webster (2011), it was known that consumer evaluations in terms of attitudes toward advertising, attitudes toward brands, and buying interest are greater when a public figure supports a particular brand. This finding is supported by research results (Setiawan, 2018), which show that when consumers judge Chelsea Olivia and Glenn Alinskie according to the Esprecielo Allure Green Tea brand, it will increase purchase intention. Celebrity endorsement support has a positive influence on product-switching behavior, positive word-of-mouth behavior, and brand loyalty. This confirms the assumption that celebrity endorsements are important agents of socialization and can have a significant impact on buying interest and behavior (Dix, Phau, & Pougnet, 2010).

Furthermore, Dix, et al., (2010) said that a number of studies found that celebrity credibility is a significant factor in explaining consumer interest in certain products. However, there is an interesting thing to note from the results of the study: consumers are more attached to celebrities and seeing that celebrities support multiple brands will have a negative impact on purchase intention (Ilicic & Webster, 2011). The involvement of celebrity endorsers will emotionally affect consumers in choosing a brand or product (Keel & Natarajan, 2012; Martey & Frempon, 2014; Jain, 2011), but this opinion contradicts research conducted by Till & Busler (1998) and Baig & Siddiqui (2012), which shows that celebrity support can lead to a positive attitude towards a brand but does not necessarily make people buy a product. Thus, the influence of celebrity endorser credibility on buying interest is important to know because it will determine the consumer's tendency to behave in a purchase decision (Bhakar, et al., 2015; Choi & Rifo, 2012). Based on the literature and empirical evidence mentioned above, the hypotheses proposed in this study are as follows: **H2: The better the credibility of the celebrity endorsement, will increase the purchase intentions of halal cosmetic products.**

Brand Awareness is positively related to Purchase Intentions

Purchase intention is the consumer's objective valuation of a product (Fishbein & Ajzen, 1975). Spears and Singh (2014) define purchase intention as a consumer's conscious plan or intention to make an effort to buy a product. The Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) and the Theory of Planned Behavior (TPB) suggest that consumer attitudes will directly influence their behavioral intentions, which in turn will influence their purchasing behavior (Lu, et al., 2014). The opinion of Malik and Sudhakar (2014) is that brand awareness influences perceptions and customer attitudes and reflects the importance of the brand in the minds of customers.

Furthermore, Malik and Sudhakar (2014) found that brand awareness can be used to measure the effectiveness of brand communication. In a study conducted by Valkenburg and Buijzen (2014), if consumers have knowledge about a particular

brand, regardless of whether this knowledge is obtained actively or inactively, then brand awareness of the highest-quality product or service will be high. A study conducted by Lu, et al., (2014) revealed that if consumers are more familiar with a brand, they are more likely to trust that brand. The results of this study are corroborated by the results of research conducted by Gunawan & Dharmayanti (2014), Kusumawardani, et al., (2018), and Sidharta, et al., (2018), which found that brand awareness is very important in increasing purchase intentions, where brand awareness has a positive influence arising from the use of advertisements and endorsers can increase consumer interest. Based on the literature and empirical evidence mentioned above, the hypothesis proposed in this study is as follows: **H3: The higher the brand awareness, the higher the purchase intention of a halal cosmetic product.**

Brand Awareness Mediates between Celebrity Endorsement and Purchase Intentions

Research on brand awareness as a mediating variable between celebrity endorsement and purchase intentions has been widely conducted, which shows that celebrity endorsement has a significant impact on purchase intention, which means that celebrity endorsement has a positive direct effect on purchase intention and also an indirect effect through brand awareness (Banurea & Seminari, 2022); (Ningkrat & Yasa, 2019); and (Setiawan, 2018). In addition, Setiawan and Aksari (2022), using the Sobel test mediation test found that brand awareness is significantly able to mediate the effect of celebrity endorsement on purchase intentions. From the results of the research, it can be interpreted that purchase intentions are highly dependent on the level of brand awareness and celebrity endorsement in the minds of consumers, based on the literature and empirical evidence mentioned above, the hypotheses proposed in this study are as follows: **H4: Brand Awareness variable mediates between Celebrity Endorsement and Purchase Intentions.**

Table 1. Operational Definition of Research

Research variable	Definition	Indicator
Celebrity Endorsement	A series of marketing activities for a product or service using (actresses, actors, athletes, or entertainers) who are considered to have attractive personalities and are known to the public through their popularity.	1. Trustworthiness 2. Expertise 3. Attractiveness 4. Respect 5. Similarity
Brand Awareness	A measure of the strength of a brand's existence in the minds of customers so that consumers easily recognize and remember the brand and are aware of a product	1. Brand recognition 2. Brand Recall 3. Top of mind 4. Dominant

Research variable	Definition	Indicator
Purchase Intentions	Consumer behavior occurs when consumers are stimulated by buying decision factors based on the characteristics and decision-making process.	brand 1. Attention 2. Interest 3. Desire 4. Action

C. Method

Population and research sample

The population in this study are consumers in the region of Central Java, Indonesia, who are female with an age range of 18–40 years. Because in this study the population size is unknown, the sample size was determined using the following equation:

$$n = \frac{Z^2 \cdot p \cdot q}{d^2} = \frac{Z^2 \cdot p \cdot (1 - q)}{d^2}$$

n = minimum number of samples required

Z = Z score, based on the desired α value

α = confidence interval

d = fault tolerance

p = the proportion of cases studied in the population, if p is not known then the largest p is used. the largest p is 0.5

$1-p = q$ is the proportion of occurrences of an event. If q in this study uses the largest q , then $q = 1-p = 1 = 0.5$

The above equation can be explained by saying that the tolerance limit for the degree of error is expressed as a percentage. The smaller the error tolerance, the more accurate the sample that describes the population (Ikhtiangung and Ferdinand, 2015). A fault tolerance limit of 5% (or 0.05) was determined in this study, with the Z value adjusted to the value.

Table 2. The Z value is adjusted to the α value

α	$1 - \alpha$	$Z_{1 - \alpha/2}$	$Z_{1 - \alpha}$
1 %	99 %	2.58	2.33
5 %	95 %	1.96	1.64
10 %	90 %	1.64	1.28

Based on table 2, the cross-sectional equation where $Z_{1 - \alpha/2}$, the magnitude of the Z score to be used in this study is in accordance with column two. If the level of

confidence is 5%, $Z1 - \alpha/2 = 1.96$, resulting in $Z2 = 3.84$ or rounded to 4. Thus, the number of samples in this study is as follows:

$$n = \frac{4 p \cdot q}{d^2} = \frac{4 \cdot 0.5 (1-0.5)}{0.05^2} = \frac{0.9604}{0.0025} = 384.16$$

So, the minimum sample size specified in this study was 384 respondents. According to the study's objective, the respondents' characteristics are female, and they include a variety of nominal data such as age, occupation, income, and education. This survey was conducted on female respondents aged 18 – 40 years and of course, have purchased or have never purchased Wardah whitening cream products.

Types and Sources of Research Data

The type of data in this study is primary data. Primary data is data obtained directly from data collection from research objects (Sumarsono, 2004). Primary data in this study were collected using the questionnaire method, data collection was carried out using one type of questionnaire, namely a closed questionnaire. The questions in this questionnaire are made using a scale of 1–7 to obtain interval data, where scale 1 means totally disagree and scale 7 means strongly agree.

Validity and Reliability Testing

A questionnaire is said to be valid if the questions on it are able to reveal something that will be measured by the questionnaire (Ghozali, 2008). The validity test is carried out by looking at the KMO value; the value can be said to be valid if it is above a significance level of 0.05 and a loading factor of > 0.4 .

Based on the validity calculation, it is known that the KMO value on the celebrity endorsement variable is 0.890, the brand awareness variable has a KMO value of 0.879, and the purchase intention variable has a KMO value of 0.727. This indicates that the sample adequacy criteria in this study have been fulfilled ($KMO > 0.5$) and question items in all three variables are declared valid because the loading factor value is more than 0.4.

A questionnaire is said to be reliable if one's answers to statements are consistent or stable from time to time (Ghozali, 2008). The reliability test used the Cronbach Alpha coefficient (α). If the value of α is greater than 0.6 it can be interpreted as a relatively consistent measurement result if the measurement is repeated twice or more, in other words, the instrument is reliable (Ghozali, 2016).

The results of the study show that each question item on each variable (celebrity endorsement, brand awareness, and purchase intention) contained in Table 3 produces a Cronbach's Alpha value greater than 0.60, so it can be concluded that all variables supported by the questions in the questionnaire have a high level of reliability and are reliable (accepted), which means that the questions in the questionnaire that have been compiled in this study if repeated to the same respondent at relatively different times, will be answered consistently. The results of the reliability test in Table 3 are as follows:

Table 3. Research Instrument Reliability Test

Variable Dimensional	Cronbach Alpha	Required value	Judgment
Celebrity endorsement	0.873	0.600	reliable
Brand awareness	0.779	0.600	reliable
Purchase intention	0.726	0.600	reliable

D. Results and Discussion

Coefficient of Determination Testing

Testing the research model was carried out with the coefficient of determination (adjusted *R Square*) which included Celebrity Endorsement and Brand Awareness variables in applying the proportion of variable variance to the dependent variable, namely, Purchase Intention. In this study, the value of *R* is used to determine the relationship between the two independent variables and the dependent variable.

This coefficient shows how much of a relationship exists between the independent variables of celebrity endorsement and brand awareness simultaneously with the dependent variable of purchase intention. The *R-Square* value ranges from 0 to 1, with the closer to 1 indicating a stronger relationship and the closer to 0 indicating a weaker relationship (Ghozali, 2016). According to Sugiyono (2007) the guidelines for interpreting the correlation coefficient are as follows:

0.00 - 0.199	=	Very low
0.20 - 0.399	=	Low
0.40 - 0.599	=	Medium
0.60 - 0.799	=	Strong
0.80 - 1.000	=	Very strong

The output result of the coefficient of determination in the summary model based on data processing in SPSS software version 21 looks like this in the following table 4:

Table 4. Value of Coefficient of Determination

Model	R	R Square
Celebrity Endorsement and Brand Awareness → Purchase Intention	0.378	0.143

Based on the statistical calculation results in Table 4 above, it is known that the *R-square* correlation coefficient is 0.143. The findings show that the variables of celebrity endorsement and brand awareness have a very low simultaneous influence on the dependent variable, purchase intention. In addition, the findings in testing the

coefficient of determination show that the celebrity endorsement and brand awareness variables are obtained at 0.143; these results indicate that the celebrity endorsement and brand awareness variables are only able to give a simultaneous effect of 14.3% on the purchase intention variable, while 85.7% is influenced by the variable other than the regression equation in this study or variables not examined.

Test F (Goodness Fit)

This test is used to determine whether the independent variables, namely celebrity endorsement, and brand awareness, have a significant effect on the dependent variable, namely purchase intention. or to find out whether the regression model can be used to predict the dependent variable or not. Significant means that the relationship that occurs can be generalized to the population. In other words, how much influence does the total sample of 384 respondents have that can be applied to the population of consumers who use Wardah's whitening cream products in the Central Java, Indonesia region The output results of the F Test (goodness fit) on ANOVA are shown in Table 4 below.

Table 5. F Test (Goodness Fit)

Model	F	Sig.
Celebrity Endorsement and Brand Awareness → Purchase Intention	31.781	0.000

Based on the calculation of F (goodness fit) in the ANOVA in Table 5, it is known that the F count is 31,781, with the F table value in this study of 3.01. If you look at these results, where $F_{\text{value}} > F_{\text{table}}$ ($31.71 > 3.01$) and F sig. 0.000 is less than < 5% or 0.05, it can be concluded that there is an independent variable effect between celebrity endorsement and brand awareness simultaneously on the dependent variable purchase intention.

Table 6. Regression Weights Standardized Estimated

Hypothesis	T-test		Unstandardized Coefficients		Standardize d
	t	Sig	B	Std. Error	Coefficients
H 1	4.354	0.000	0.138	0.032	0.217
H 2	7.717	0.000	0.167	0.222	0.375
H 3	0.278	0.278	0.009	0.034	0.013

Mediation Testing

The mediation test in this study was to determine the role of intervening variables in mediating the independent variables on the dependent variable. This mediation test uses the Sobel test. In carrying out this mediation test, the data used is data originating from unstandardized coefficients through data processing in the SPSS software shown in Table 6. The intervening variable has the role of mediating the independent variable to the dependent variable if the calculation on the Sobel Test produces a Z value ≥ 1.98 with a significant level ≤ 0.05 . In this study, there is

one mediation that will be tested, namely the mediation test of celebrity endorsement brand → awareness → purchase intentions.

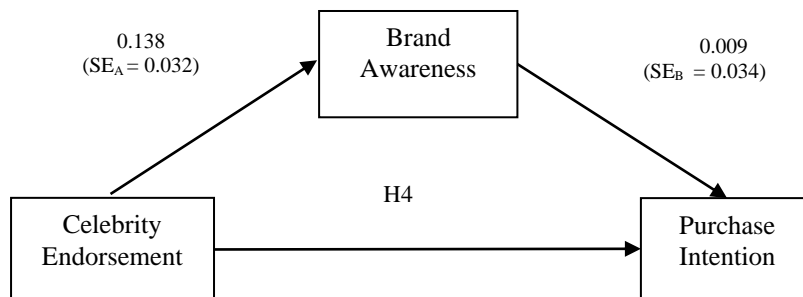


Figure 1. Testing Mediating Variables

Based on calculations using the Sobel Test Calculator for the significance of mediating, the Sobel test statistical value is obtained: 0.26, one-tailed probability: 0.39520958. Mediation tests for celebrity endorsement → brand awareness → purchase intentions yielded $z = 0.26 < 1.98$ (sig. = 0.395 > 0.05), indicating that brand awareness plays no role in mediating the relationship between celebrity endorsements and purchase intentions for objects in this study.

Hypothesis 1

Based on the results of calculating the calculated t value in the test in Table 6 Regression Weights Standardized Estimated Path Coefficient, it is known that the calculated t value of the celebrity endorsement variable has an effect and is significant on the brand awareness variable. The results of this study show that the hypotheses built in this study have similarities and strengthen previous research, such as the results of research conducted by Smith, et al., (2018) which said that brand ambassadors characterize themselves as a link between organizations and consumers. In addition, these results reinforce the findings of research conducted by Nugroho and Mudiantono (2013); Dewi, et al., (2020); and Setiawan (2018) where brand awareness is more influenced by the celebrity endorsement character when consumers see an advertisement

Based on these findings that there is a positive influence between celebrity endorsement and brand awareness thus, Dewi Sandra as a celebrity endorsement of Wardah whitening cream products is very helpful in establishing brand awareness of Wardah whitening cream products by providing understanding, brand recognition among competitors, and being able to raise awareness of the existence and characteristics of the brand Wardah in the minds of consumers and potential consumers. In addition, the results of this study illustrate that consumers tend to prefer the role of celebrity endorsement, which has the qualities of visibility, credibility, attraction, and power. Whereas Dewi Sandra is seen by respondents in the study as a Muslim woman, mass media coverage of Dewi Sandra is far from negative, has the ability to review the advantages of a good product and is able to

give a personal impression that is easy for consumers to remember, such as a distinctive way of speaking.

Hypothesis 2

Based on the results of calculating the calculated t value in the test in Table 6 Regression Weights Standardized Estimated Path Coefficient, it is known that the calculated t value of the celebrity endorsement variable has an effect and is significant on the purchase intentions variable so that if the celebrity endorsement on Wardah products can play itself as a representative of a cosmetic product Halal can increase purchase intentions.

The findings from this study are in line with the statement of Dix, et al., (2010) that celebrity credibility is a significant factor in explaining consumer buying interest. The involvement of celebrity endorsers will emotionally influence consumers in choosing a brand or product (Keel & Natarajan, 2012; Martey & Frempon, 2014; Jain, 2011). As an independent variable in this study, the role of the celebrity endorsement's popularity and appeal means that potential consumers always pay attention to every activity carried out by the celebrity endorsement, in this case Dewi Sandra. Celebrity endorsements that have high credibility can be trusted to properly promote Wardah whitening cream product advertisements. Thus, in the findings of this study, celebrity endorsements have great power in creating the perception of potential consumers in increasing purchase intentions.

Another finding from this study is that Dewi Sandra will reject endorsements on social media (Kurniawan, 2020). This indicates that Dewi Sandra is not involved much as an endorsement, this reinforces the statement of Illicic and Webster (2011) that when consumers are more attached to celebrities and see that celebrities support many brands, it will have a negative impact on purchase intention. Thus, Dewi Sandra's credibility has shaped consumer perceptions as a celebrity endorsement for Wardah products.

Hypothesis 3

Based on the results of calculating the calculated t value in the test in Table 6 Regression Weights Standardized Estimated Path Coefficient, it is known that the calculated t value of the brand awareness variable has no effect on the purchase intentions variable. The results of this study show that the hypothesis built in this study has different results from research conducted by Lu, et al., (2014); Gunawan & Dharmayanti (2014); Kusumawardani, et al., (2018); and Sidharta, et al., (2018), where brand awareness has a positive influence arising from the use of advertising and endorsers can increase consumer interest so that if consumers are more familiar with a brand, they will be more likely to trust that brand.

In this research, there is no influence of brand awareness variables on purchase intentions because brand awareness is in the range between feelings of uncertainty about brand recognition (Ambadar, et al., 2007); (MacDonald & Sharp, 2000); and (Kartikasari, et al., 2013). If the results of this study are related to statement Rangkuti (2002), then the level of brand awareness in the minds of consumers varies at each

stage, whereas from the results of this study, brand awareness of Wardah products is in the first stage, namely the "unaware of the brand" stage.

Hypothesis 4

Based on the results of the Sobel test, it is known that the brand awareness variable cannot mediate the relationship between celebrity endorsement and purchase intentions, the object of this study. As a result, these findings contradict research by Banurea and Semminari (2022); Ningkrat and Yasa (2019); Setiawan (2018); and Setiawan and Aksari (2020), which found that celebrity endorsement has a significant impact on purchase intention, implying that celebrity endorsement has a positive direct effect on purchase intention as well as an indirect effect through brand awareness. However, the findings in this study are in line with research conducted by Lismanini, et al., (2022) where it was found that brand awareness was unable to mediate the relationship between the influence of celebrity endorsers used in Instagram ads on purchase intention. With these results, brand awareness must be built through a strong celebrity image in order to form product values in the subconscious of consumers so those purchase intentions will be encouraged, as the concept of personality according to Sigmud Freud, in the article Natadjaja, et al., (2009) which states that the psychological forces that actually shape greater buying behavior come from the subconscious.

E. Conclusions

This study shows that there is a positive influence between celebrity endorsements and brand awareness. According to the findings of this study, consumers prefer the role of celebrity endorsements that do not have a negative track record from mass media coverage. In addition, celebrity endorsements must have the ability to explain the advantages of a good product and give a personal impression that is easy for consumers to remember, such as a distinctive way of speaking. Another important finding in this study is that the celebrity endorsement variable has a significant and significant effect on the purchase intentions variable. The involvement of celebrity endorsers will emotionally influence consumers in choosing a brand or product, so a celebrity endorsement of Wardah products can act as a representative for a Halal cosmetic product, increasing purchase intentions.

This study clearly finds that the brand awareness variable has no effect on the purchase intention variable. There is no influence of brand awareness variables on purchase intentions in this research because brand awareness is in the range between feelings of uncertainty about brand recognition. In addition, in the findings of this study, it is known that the brand awareness variable has no role in mediating the relationship between celebrity endorsement variables and purchase intentions, the object of this research. Based on the findings in this study, the developmental hypothesis should be explored further in causal correlation in future studies covering a wider age group than in the present study.

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