



Journal of Applied Management and Business is licensed under
 A Creative Commons Attribution-NonCommercial 4.0 International License .

THE EFFECT OF BRAND QUALITY EQUITY AND CELEBRITY ENDORSER ON INTEREST TO BUY MAYBELLINE PRODUCTS MODERATED BY PRODUCT QUALITY

Gabriella Angel ¹⁾, Nurhadi ²⁾

1) Universitas Pembangunan Nasional “Veteran” Jawa Timur, Indonesia
 E-mail: gabriellaangel38@gmail.com

2) Universitas Pembangunan Nasional “Veteran” Jawa Timur, Indonesia
 E-mail: nurhadi.ab@upnjatim.ac.id

Abstract

This study aims to determine the effect of Brand Equity, and Celebrity Endorser on Purchase intention of Maybelline products moderated by Product Quality. This consists of variables Brand Equity (X1), Celebrity Endorser (X2), Product Quality (Z), and Purchase Intention (Y). To obtain data using questionnaires distributed through random sampling technique with a sample of 100 respondents. The analysis uses multiple linear regression with Moderated Regression Analysis which is processed using the SPSS application. The results prove that simultaneously all variables have a positive and significant effect on Purchase Intention. While partially, Brand Equity and Celebrity Endorser have a positive and significant effect on Purchase Intention of Maybelline, and the position of Product Quality does not have the potential to be an independent variable but as a pure moderating variable. The results of the MRA test prove that product quality does not moderate the effect of brand equity on Purchase Intention, but moderates the influence of celebrity endorsers on Purchase Intention

Keywords : *Brand Equity; Celebrity Endorsers; Product Quality; Purchase Intention*

Introduction

The existence of increasingly fierce competition in business, companies must be smart in adapting to all changes that occur. Marketing is one of the success factors of the company in facing its competitors. Therefore, the company's marketing strategy must always be *upgraded* or updated by adjusting the conditions and needs of the company, which also aims to encourage consumer buying interest in the products produced. Buying interest is a tendency or consumer behavior to choose, use, consume, want, or buy a brand or product offered. (Tendra & Agustiono, 2021) . Buying interest is influenced by internal and external factors. Internal factors are factors that include things that explicitly influence someone to do something. These things are generally the result of personal life experiences such as attitudes, values, and personality. (Fatmi, Ahmad, & Kartika, 2020) . While external factors can be defined as several factors that are outside of the individual which still must be taken into account by the individual to make a decision.

Each *brand* or brand, of course, has its own uniqueness and characteristics. *Brand equity* or brand equity is the added value given to products and services. Brand equity can be reflected in the way consumers think, feel and act in relation to the brand, as well as the price, market share and profitability that the brand provides for the company. (Purbohastuti & Hidayah,

2020) . Another strategy that companies can do to support the marketing of their current products is to use endorsements with the help of celebrities or *public figures* who become community trendsetters. *Celebrities* who are selected as *endorsers* of a product will represent the product to be marketed. Therefore, good product quality will be an advantage that will be promoted by *celebrity endorsers* . (Ismayanti & Santika, 2017) . The level of consumer sensitivity to product quality is currently getting better. The better the quality of the product, the more consumers will trust the product. Product quality is also a factor supporting purchasing decisions.

Along with the increasing needs of people's lifestyles, a beautiful and attractive appearance is increasingly becoming a priority. This has caused beauty or cosmetic products to become a hobby and need of the people. One of the most familiar cosmetic brands in Indonesia is Maybelline. Maybelline recorded total sales on e-commerce shopee and tokopedia in the period 1-31 January 2021 of IDR 6.2 billion with a total transaction of 126,754 transactions (compas.com). This data is supported by data from Google Trends which shows Maybelline's position in 2021.



Figure 1. Graph of Average Interest in Cosmetic Products

Based on the data obtained from Google Trends, among the five cosmetic products above, it can be concluded that the public interest in seeking information about these products is mostly found in Maybelline products. By looking at the table of average enthusiasts for cosmetic brand products in the last five years, Maybelline earned an average of 35 out of 100, Revlon of 9 out of 100, MAC of 0 out of 100, NYX of 9 out of 100, and Elizabeth Arden of 0 out of 100. The data is corroborated by the position of the Maybelline brand at the 2021 Top Brand Awards as follows:

Table 1. Maybelline's Top Brand Products in 2021

Category	Maybelline (TBI)	Information
eyeliner	35.2%	TOP
Eyebrow pencil	17.7%	TOP
BB Cream	13.2%	TOP
Compact Powder	7.4%	
Mascara	38.0%	TOP
Blush On	21.6%	TOP

Lipstick	11.6%	TOP
Lip Gloss	25.8%	TOP

Source: www.topbrandaward.com (data processed)

Based on the results from the table above, it can be concluded that the Maybelline brand has occupied the top brand category several times, and dominated that position. This shows that the quality of each product produced by Maybelline is guaranteed. Based on the background described above, the researcher is interested in researching "The Effect of *Brand Equity* and *Celebrity Endorser* on Maybelline Product Purchase Interest Moderated By Product Quality.

1. LITERATURE REVIEW

1.1 Buying Interest

Purchase Intention or buying interest is the attitude of consumers in making purchasing decisions to be made. One of the consumer attitudes in making purchasing decisions is influenced by external factors, namely awareness of the need for product introduction and evaluation of the product itself. (Roshan & Sudiksa, 2019) . There are four stages in growing buying interest starting from the stimulus which then becomes awareness, raises curiosity, and ends with the selection of alternatives. Buying interest according to (Purbohastuti & Hidayah, 2020) can be identified through indicators such as;

- 1) transactional interest, namely a person's tendency to buy a product.
- 2) Referential interest, namely the tendency of a person to offer products to others.
- 3) preferential interest, namely the tendency of someone who has a primary preference for a product
- 4) exploratory interest, namely interest that describes the behavior of someone who is always looking for information about the products he is interested in and looking for information to support the positive nature of the product.

1.2 Brand Equity

Brand equity or brand equity is a set of brand assets and liabilities related to a brand, its name and symbol, which can increase or decrease the value provided by a product or service to the company and its customers. (Wiastuti & Kimberlee, 2018) . Indicators that can be used to assess brand strength or *brand equity* include; brand awareness (*brand awareness*), perceived quality (*perceived quality*), brand associations (*brand associations*), and brand loyalty (*brand loyalty*).

1.3 Celebrity Endorser

Celebrity endorsers are figures or models who are used as objects to promote or introduce a product to the public, with certain criteria that are tailored to the goals to be achieved by the product owner. (Amalia, Nuringwahyu, & Krisdianto, 2019) . Using the help of a *public figure* is one of the most popular methods because with the support of celebrities who have popularity and a good image, and can maintain public trust, of course, the promoted product will become more known, known, and in demand by the public. The use of celebrities as advertising stars also has an important role in shaping the *brand personality* of a product. Indicators to measure

the use of *Celebrity Endorser* are; *trustworthiness , expertise , attractiveness , respect , similarity .* (Setyawati, 2015) .

1.4 Product quality

Product quality is all the characteristics of a product, whether it is goods or services to an expertise to provide satisfaction of needs. Product quality provides several benefits such as (Pahlevi, 2019) :

- a. Increase market share
- b. Making an international impact
- c. There is product responsibility
- d. Improve company reputation.

Product quality can be measured using several indicators such as; product performance, completeness of features, suitability to needs, suitability of product quality, product durability, product reliability, product reliability, serviceability, and aesthetics. (Risma, Munte, Girsang, & Safitri, 2020)

1.5 E-Commerce

E-commerce is described as a system that includes information sources, recipients, messages, channels and communication destinations that exist in business activities. In e-commerce, sellers and buyers are connected to each other through electronic devices and so the transaction process occurs in one electronic device. (Lumayag, Liza, Caballero, Siose, Kimberly, & Castanares, 2019) . E-Commerce can be divided into several groups such as Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C). (Nayoan, 2021) . Shopee is one of the e-commerce that is included in the Business to Customer (B2C) e-commerce category because this type of e-commerce is used for transactions between companies and consumers.

1.6 Framework of thinking

The conceptual framework of this research is described as follows:

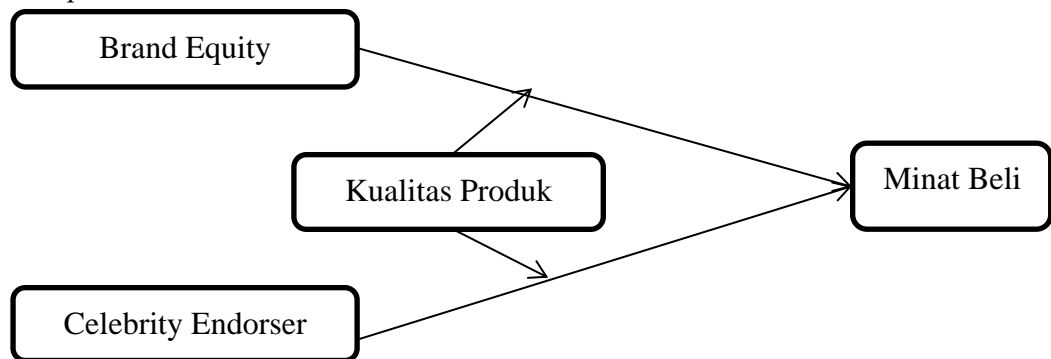


Figure 1. Thinking Framework

1.7 Research Hypothesis

Based on the above framework, researchers can draw the following hypotheses:

- 1. H1 : There is a simultaneous influence of *Brand Equity*, *Celebrity Endorser*, and Product Quality on Maybelline Product Purchase Interest
- 2. H2 : There is a partial effect of *Brand Equity* on Maybelline Product Purchase Interest.

3. H3 : There is a partial effect of *Celebrity Endorser* on Interest in Buying Maybelline Products.
4. H4 : Product Quality Moderates the Effect of *Brand Equity* on Maybelline Product Purchase Interest.
5. H5 : Product Quality Moderates the Effect of *Celebrity Endorser* on Interests Buy Maybelline Products.

2. METHOD

2.1 Types of research

This type of research is quantitative research because in this study the data are in the form of numbers and analyzed using statistics with Likert Scale measurements.

2.2 Variable Operation

Brand Equity (X1)	
Indicator	Brand Awareness (<i>Brand Awareness</i>) Quality Perception Brand Association (<i>Brand Association</i>) Brand Loyalty (<i>Brand Loyalty</i>)
Celebrity Endorser (X2)	
Indicator	Trust (<i>trustworthiness</i>) Expertise __ Attractiveness __ Quality Appreciated (<i>respect</i>)
Product Quality (Z)	
Indicator	Product Performance Features Product Durability Product Reliability Aesthetics
Buying Interest (Y)	
Indicator	Interest in buying the product (transactional) Interest in offering to others (referential) Preferential interest Interest in finding product-related information (explorative)

2.3 Population and Sample

The population in this study, namely the Maybelline Official Store followers on the Shopee application, is known to be 3.9 million. While the samples were taken using the Slovin formula, as follows:

$$n = \frac{N}{1+(N.d^2)}$$

n = 99.974

From the results of these calculations, the required sample size is 99.974 and is rounded up to 100 respondents. The data will be processed using multiple linear regression analysis techniques with *Moderated Regression Analysis* through the SPSS version 26 application.

2.4 Sampling Technique

The sampling method used in this study is a *non-probability sampling method* using a *purposive sampling technique* which has the following considerations:

- a. female consumer
- b. ± 17 years old and over
- c. Maybelline Official Store followers on Shopee App.

2.5 Data Types and Sources

This study uses the type of primary data obtained from the respondents' responses by distributing questionnaires to 100 respondents. In addition, this study also uses secondary data obtained through previous research literature safaris, books, journals.

3. RESULTS AND DISCUSSION

3.1 Research result

a. Overview of research object

Maybelline was founded in 1915, this brand was created by Thomas Lyle Williams with his first product, namely mascara called *lash-brow-line* which was first marketed in 1916. Furthermore, in 1920 Thomas Lyle Williams no longer used the name *Lash-Brow-Line* due to disputes trademark. This made Thomas finally use the Maybelline name for all of his products. When using the Maybelline name, all the products produced by Thomas became very famous. Maybelline began to be marketed in Indonesia after being acquired by L'Oreal Group. As the best beauty brand in the world, Maybelline New York is a brand that is at the forefront of quality and innovation with a modern New York identity at affordable prices.



Picture 2. Maybelline Brand Logo

b. Characteristics of Respondents

Table 2. Characteristics of Respondents

No	Information	Amount	Percentage %
1	Respondent Age		
	17-21 years old	58	58%
	22-26 years old	37	37%
	27 years old	5	5%
	Amount	100	100%
2	Respondent's Education		
	SMA/SMK	38	38%
	D1/Equivalent	8	8%
	D2/Equivalent	2	2%
	D3/Equivalent	7	7%
	S1/Equivalent	58	58%
Amount	100	100%	
3	Respondent's Job		
	Student/Student	79	79%
	PNS/TNI/POLRI	4	4%
	General employees	16	16%
	Other	1	1%

Amount	100	100%
--------	-----	------

Source: Primary data processed

Based on the table above shows the characteristics of respondents obtained by researchers as many as 100 people. Respondents based on age were dominated by respondents aged 17-21 years as much as 58%. Then based on education, it is dominated by respondents from S1/equivalent education as much as 58%. And for work, it is dominated by respondents who are still students at 79%.

c. Validity and Reliability Test

Table 3. Validity Test

Brand Equity (X1)				
Question	R count	R table	Significance	Information
Question 1	0.785	0.196	<0.001	Valid
Question 2	0.686	0.196	<0.001	Valid
Question 3	0.838	0.196	<0.001	Valid
Question 4	0.737	0.196	<0.001	Valid
Celebrity Endorser (X2)				
Question	R count	R table	Significance	Information
Question 1	0.780	0.196	<0.001	Valid
Question 2	0.760	0.196	<0.001	Valid
Question 3	0.831	0.196	<0.001	Valid
Question 4	0.797	0.196	<0.001	Valid
Product Quality (Z)				
Question	R count	R table	Significance	Information
Question 1	0.684	0.196	<0.001	Valid
Question 2	0.713	0.196	<0.001	Valid
Question 3	0.700	0.196	<0.001	Valid
Question 4	0.584	0.196	<0.001	Valid
Question 5	0.796	0.196	<0.001	Valid
Question 6	0.689	0.196	<0.001	Valid
Question 7	0.731	0.196	<0.001	Valid
Buying Interest (Y)				
Question	R count	R table	Significance	Information
Question 1	0.728	0.196	<0.001	Valid
Question 2	0.784	0.196	<0.001	Valid
Question 3	0.729	0.196	<0.001	Valid
Question 4	0.815	0.196	<0.001	Valid

Source: Primary Data Processed

Based on the table above, the results of r arithmetic are greater than r table for each variable, namely *Brand Equity (X1)*, *Celebrity Endorser (X2)*, *Product Quality (Z)*, and *Purchase Interest (Y)*. In this validity test, the calculation is obtained, namely r table from N = 100 respondents, namely 0.196 with a significance result of less than 5% or 0.05. So it can be concluded that all questionnaire instruments in this study are valid.

Table 4. Reliability Test

No	Variable	Number of Items	Cronbach's Alpha	Count	Information
1	Brand equity (X1)	4	0.761		Reliable
2	Celebrity Endorser (X2)	4	0.802		Reliable
3	Product Quality (Z)	7	0.826		Reliable
4	Buying Interest (Y)	4	0.761		Reliable

Source: Primary Data Processed

Based on the table above, in the reliable test of *Brand Equity (X1)*, *Celebrity Endorser (X2)*, *Product Quality (Z)*, and *Purchase Interest (Y)* variables, it was found that all variables and questionnaire instruments were reliable. Because each variable has a *Cronbach's Alpha value* > 0.6.

d. Classic assumption test

1) Normality test

**Table 5. Normality Test
 One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	mean	,0000000
	Std. Deviation	1.45485825
Most Extreme Differences	Absolute	0.059
	Positive	0.057
	negative	-0.059
Kolmogorov-Smirnov Z		,590
asympt. Sig. (2-tailed)		,878

a. Test distribution is Normal.

b. Calculated from data.

Source: SPSS Output Appendix

Based on the table above, the results of the normality test indicate that the significance value of the variable is greater than the significance value of the standard error (0.05), which is $0.590 > 0.05$. So it can be stated that the variables in this study are normally distributed.

2) Multicollinearity Test

**Table 6. Reliability Test
 Coefficients^a**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Equity	,765	1,307
Celebrity Endorser	,765	1,307

a. Dependent Variable: Buying Interest

Source: SPSS Output Appendix

Based on the table above, the results of the multicollinearity test of independent variables

in this study indicate that the tolerance value of each variable is more than 10% or 0.1, and the VIF value of each variable is less than 10. multicollinearity.

3) **Heteroscedasticity Test**

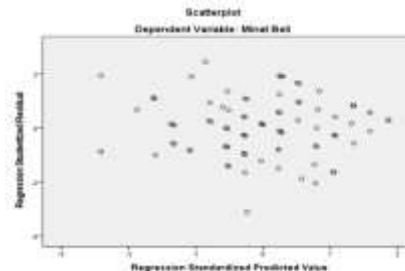


Figure 3. Heteroscedasticity Test

Based on the picture above, it is shown that the results of the heteroscedasticity test give an image of an unclear pattern and the points spread above the number 0 on the Y axis. So it can be explained that in this study there was no heteroscedasticity.

4) **Autocorrelation Test**

Table 7. Autocorrelation Test Model Summary ^b

Model	r	r Square	Adjusted r Square	Std. Error of the Estimate	Durbin-Watson
1	,714 ^a	,510	,500	1.46978	1,840

a. Predictors: (Constant), Celebrity Endorser, Brand Equity

b. Dependent Variable: Buying Interest

Source: SPSS Output Appendix

Based on the table above, the results of the Autocorrelation with the *Durbin Watson method* can be seen that the Durbin Watson value is 1.840. Meanwhile, from the table dW with a significance of 5% of the amount of data (n) = 100, k = 2 (the number of independent variables), the values obtained are dL = 1.633 and dU = 1.715. Thus, the results of the autocorrelation test in this study were $dU < d < 4 - dU$, which was $1.715 < 1.840 < 2.285$. So from the results of this autocorrelation test, it can be explained that there is no autocorrelation in this study.

e. **Hypothesis testing**

1) **Simultaneous Test (F Test)**

Table 8. Simultaneous Test (F) ANOVA ^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	250,855	3	83,618	45,472	,000 ^a
Residual	176.535	96	1,839		
Total	427,390	99			

a. Predictors: (Constant), Product Quality, Celebrity Endorser, Brand Equity

b. Dependent Variable: Buying Interest

Source: SPSS Output Appendix

From the table above, the results show that the calculated F value is 45,472 with a Sig value. 0.000. With the results of these calculations indicate that the independent variables *Brand Equity* (X1), *Celebrity Endorser* (X2) and *Product Quality* (Z) simultaneously have a significant influence on the dependent variable, namely *Purchase Interest* (Y).

2) Partial Test (t Test)

Table 9. Partial Test (t)
 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance VIF
1 (Constant)	3,498	8.193		,427	,670	
Brand Equity (X ₁)	,189	,089	,198	2.133	0.035	,503 1,986
Celebrity Endorser (X ₂)	,124	,499	,129	2,418	0.020	,650 1,538
Product Quality (Z)	,199	,285	,306	,698	,487	,436 2,294

a. Dependent Variable: Buying Interest
 Source: SPSS Output Appendix

From the table above, the results show that the value that $t_{count} > t_{table}$ is $2.133 > 1.985$ with a sig. of $0.035 < 0.05$. Then for the *Celebrity Endorser variable* (X₂), the result is that $t_{count} > t_{table}$ is $2.418 > 1.985$ with a sig value. of $0.020 < 0.05$. From these results, it can be concluded that *Brand Equity* (X₁) and *Celebrity Endorser* (X₂) partially have a positive and significant effect on Purchase Interest (Y).

3) Moderated Regression Analysis Test (MRA Test)

Table 10. MRA Uji test
 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	t Sig.
1 (Constant)	3,498	8.193		,427 ,670
Brand Equity (X ₁)	,189	,089	,198	2.133 0.035
Celebrity Endorser (X ₂)	,124	,499	,129	2,418 0.020
Product Quality (Z)	,199	,285	,306	,698 ,487
BrandEquity*Product Quality (X ₁ Z)	0.014	0.018	,748	,816 ,416
CelebrityEndorser*Product Quality (X ₂ Z)	,005	0.017	,226	3,158 ,009

a. Dependent Variable: Buying Interest
 Source: SPSS Output Appendix

Based on the table above, the regression coefficient value of the *Brand Equity variable* is 0.189, *Celebrity Endorser* is 0.124, *Product Quality* is 0.199, *Brand Equity interaction variable* with *Product Quality* is 0.14, and the interaction variable *Celebrity Endorser* with *Product Quality* is 0.005. This proves that all variables, including after the moderating variable, namely product quality, has a positive effect on Purchase Interest. Then the significance value of the MRA test above explains that the independent variables of *Brand Equity* and *Celebrity Endorser* are 0.035 and 0.020 is smaller than 0.05. That is, this independent variable has a significant effect on buying interest. Then the significance value of *Product Quality* (Z) is 0.487, which is greater than 0.05, which means that *Product Quality* does not have a significant effect on Purchase Interest, which also explains that *Product Quality* has no potential as an independent variable.

The significance value of the *Brand Equity interaction variable* with *Product Quality* is 0.416, which is greater than 0.05, which means that *Product Quality* does not moderate the effect of *Brand Equity* on Purchase Intention. Meanwhile, the significance value of *Celebrity Endorser*

interaction variable with Product Quality is 0.009 less than 0.05, which means that Product Quality variable moderates the effect of *Celebrity Endorser* on Purchase Intention.

Table 11. Coefficient of Determination

Model Summary ^b				
Model	r	r square	Adjusted R Square	Std. Error of the Estimate
1	,766 ^a	,587	,574	1.35606

a. Predictors: (Constant), Product Quality, *Celebrity Endorser*, Brand Equity

b. Dependent Variable: Buying Interest

Source: SPSS Output Appendix

Based on the table above, it is known that the result of the coefficient of determination (r^2) is 0.766. This explains that the magnitude of the influence of the independent variables *Brand Equity* (X1), *Celebrity Endorser* (X2) and Product Quality (Z) on the dependent variable Purchase Interest is 76% while the remaining 24% is explained by other variables outside the study.

3.2 Discussion

a. Effect of *Brand Equity*, *Celebrity Endorser* and Product Quality Simultaneously on Purchase Intention (Test F)

The results of the simultaneous test calculation or f test, namely the independent variable *Brand Equity* (X1) and *Celebrity Endorser* (X2) simultaneously (together) have a positive and significant effect on the dependent variable, namely Purchase Interest (Y), in this study on Product Purchase Interest Maybelline at Maybelline Official Store Shopee app. With the existence of *Brand Equity* and *Celebrity Endorser*, as well as good product quality will have a positive impact on increasing the level of consumer buying interest in Maybelline products. These results also show that *brand equity* and *Celebrity Endorser* are appropriate product marketing strategies because product and brand or *brand* information is conveyed in more detail and more creatively, so that it can attract consumers to buy the promoted product.

The results of this study support the results of previous research conducted by Bima Mada in 2021 (Mada, 2021) whose results show that *Brand Equity* through indicators of brand awareness, perceived quality, and brand associations has a positive and significant influence on buying interest in Samsung products in Surabaya.

b. Effect of *Brand Equity*, *Celebrity Endorser*, and Product Quality partially to Buying Interest

Based on the results of the t-test analysis (partial test) the *Brand Equity* variable shows the results that it has a positive and significant influence on Purchase Interest, which in this study is the Buying Interest of Maybelline products. These results are in accordance with the results of the questionnaire that has been carried out, which also shows the results on each indicator of the *Brand Equity* variable, the average respondent gives Agree answers. *Brand Equity* is one of the important factors that must be considered by every company or business person who wants to market their *brand* or brand. Most of the respondents considered the Maybelline brand as the *Top of Mind* of beauty products. This shows that the better the *brand equity*, the more positive responses and ratings from consumers will be. This then encourages the emergence of buying interest in the products produced by the Maybelline brand.

Then, the results of the calculation for the *Celebrity Endorser* variable show that the *Celebrity Endorser* variable has a positive and significant influence on Buying Interest, which in this study is the Buying Interest of Maybelline products. Maybelline has implemented a promotional strategy by using *celebrity endorsers* by choosing top artists in the country. This shows that *Celebrity Endorser* is one of the factors that can increase consumer buying interest in a product, if the selection of celebrities to be used is also appropriate. Celebrities who have a

good personality appeal and are able to attract the hearts of consumers are believed to increase consumer buying interest in the products promoted by these celebrities. The results of this study support previous research conducted by Dadan Abdul Aziz Mubarok (Mubarok, 2016) which explains that the attractiveness, trust and expertise variables can influence consumer buying interest in the product. Celebrity attractiveness is the dominant factor in influencing consumer buying interest in the products offered.

The results of the t test also show the position of Product Quality, where the calculation results explain that the Product Quality variable does not have a significant effect on Buying Interest. Therefore, the position of the Product Quality variable in this study does not have the potential to be an independent variable, but is a *Pure Moderation* variable.

c. The Role of Product Quality Variables Moderates *Brand Equity* on Purchase Intention

In accordance with the moderation test using *Moderated Regression Analysis*, the test results obtained from the interaction between *Brand Equity* and Product Quality aimed at knowing the effect of the Product Quality variable in moderating the *Brand Equity* variable on Purchase Interest, the results obtained are the interaction between the independent variable *Brand Equity* (X1) and Product Quality variable (Z) explains that with the moderating variable Product Quality, it can have a positive but not significant effect on *Brand Equity* on the purchase intention of the product in this study, namely the purchase intention of Maybelline products. From these results it is concluded that the moderating variable of Product Quality does not moderate or does not play a role in strengthening or weakening the influence of the independent variable *Brand Equity* on consumer buying interest. Consumers of the Maybelline brand tend to pay more attention and consider how the brand equity of the brand is. When Maybelline's *Brand Equity* is already good, as evidenced by one of them having a higher level of popularity compared to its competitors, it is enough to explain to consumers that Maybelline's products are of course very good products.

d. The Role of Product Quality Variables in Moderating *Celebrity Endorsers* on Purchase Interest

In accordance with the moderation test using *Moderated Regression Analysis*, the test results obtained from the interaction between *Celebrity Endorser* and Product Quality which are intended to determine the effect of Product Quality variable in moderating the *Celebrity Endorser* variable on Purchase Interest, the results of the interaction between the independent variable *Celebrity Endorser* (X2) and the variable Product Quality (Z) has a positive and significant effect on *Celebrity Endorser*'s purchase intention of Maybelline products. Therefore, in this study it can be concluded that the product quality variable used as a moderating variable succeeded in moderating the effect of the independent variable *Celebrity Endorser* on product purchase intention.

Even though Maybelline has used the means of famous and accomplished celebrities and has a compatibility with the products it promotes, consumers still consider the quality of products from the Maybelline brand before having the desire to buy their products. The product quality in this study is represented by several indicators such as the Maybelline brand which has complete cosmetic products ranging from face pallets, eyes makeup, to lips makeup and has a long shelf life, which is an important consideration for consumers in addition to considering promotions carried out by celebrities through social media.

4. CONCLUSION

Based on the results of the test analysis in this study, it can be concluded that the *Brand Equity*, *Celebrity Endorser*, and Product Quality variables simultaneously or jointly have a positive and significant effect on Purchase Interest of Maybelline products at Maybelline Official Store at Shopee. Furthermore, the *Brand Equity* and *Celebrity Endorser*

variables partially also have a positive and significant influence on the Buying Interest of Maybelline products at the Maybelline Official Store at Shopee. While the results of the calculation of the Product Quality variable show that the position of Product Quality does not have the potential to be an independent variable, but rather as a pure moderating variable or *Pure Moderation*. The test results using the Product Quality moderating variable give the result that the Product Quality variable does not moderate the influence of *Brand Equity* on the purchase intention of Maybelline products at the Maybelline Official Store at Shopee. Meanwhile, the Product Quality variable moderates the effect of the *Brand Equity variable* on the Buying Interest of Maybelline products at the Maybelline Official Store at Shopee.

REFERENCE

- Amalia, N., Nuringwahyu, S., & Krisdianto, D. (2019). Effect of Celebrity Endorser on Brand Image on Wardah Product Advertisement. *Jiagabi* , 8 (2), 113–120. Retrieved from <http://riset.unisma.ac.id/index.php/jiagabi/article/view/2124>
- Fatmi, FO, Ahmad, AN, & Kartika, B. (2020). Determinants affecting purchase intention of halal products: an article review. *Journal of Halal Product and Research* , 3 (2), 63. <https://doi.org/10.20473/jhpr.vol.3-issue.2.63-79>
- Ismayanti, NMA, & Santika, IW (2017). The Influence of Celebrity Endorser, Brand Image, Product Quality on Intention to Buy Nike Sports Shoes in Denpasar City. *Unud Management E-Journal* , 6 (10), 5720–5747. Retrieved from <https://media.neliti.com/media/publications/75449-ID-unjuk-quality-produk-dan-brand-image.pdf>
- Lumayag, Liza, M., Caballero, L., Siose, Kimberly, M., & Castanares, W. (2019). Meta-Analysis of the Communication Component of E-Commerce in Asean. *USJR Communication and Journalism Review* , (Fredriksson), USJR Commun. Journal. Rev.
- Mada, B. (2021). The Influence of Brand Equity on Consumer Purchase Interest on Samsung Smartphones in Surabaya. *Journal of Management Science and Research* , 10 (1).
- Mubarok, DAA (2016). The Influence of Celebrity Endorsements on Consumer Purchase Interest (Study on Consumers of Evening Regular Class Students, STIE INABA Bandung). *Indonesian Journal of Developing* , 3 (1), 61–76.
- Nayoan, A. (2021). What is E-Commerce? Here's the Definition, Types, and Benefits! Retrieved from https://www.niagahoster.co.id/blog/apa-itu-ecommerce/#Apa_Saja_Jenis_Ecommerce
- Pahlavi. (2019). Understanding Product Quality Is, Dimensions and Benefits. Retrieved from <https://www.pahlevi.net/pengertian-kualitas-produk/>
- Purbohastuti, A. Wahyuni, & Hidayah, AA (2020). Increase Interest in Buying Shopee Products Through Celebrity Endorser. *Journal of Applied Business* , 4 (1), 37–46. <https://doi.org/10.24123/jbt.v4i1.2480>
- Risma, O. :, Munte, N., Girsang, R., & Safitri, A. (2020). The Influence of Online Consumer Reviews and Ratings on Shopee Marketplace Trust and Interest. *Journal of Education and Development* , 8 (3), 187–192. Retrieved from

<https://journal.ipts.ac.id/index.php/ED/article/view/1910/996>

Roshan, PAA, & Sudiksa, IB (2019). The Role of Brand Image to Mediate the Effect of Celebrity Endorser on Purchase Intention. *Udayana University Management E-Jurnal* , 8 (8), 5164. <https://doi.org/10.24843/ejmunud.2019.v08.i08.p17>

Setyawati, M. (2015). The use of Maudy Koesnaedi as a Celebrity Endorser in the L'oreal Fall Repair 3x Television Advertisement for the L'oreal Brand Image in Surabaya. *Journal of E-Communication* , 3 (1), 1–12. Retrieved from <http://publication.petra.ac.id/index.php/ilmukomunikasi/article/viewFile/3826/3544>

Tendra, FE, & Agustiono, A. (2021). The Influence of Product Quality, Promotion, and Packaging on Purchase Intentions for Ma Bruschetta Products. *Journal of Management And Business Start-Ups* , 5 (4), 340–349. <https://doi.org/10.37715/jp.v5i4.1789>

Wiastruti, RD, & Kimberlee, S. (2018). The Influence of Brand Equity on Purchase Decisions at Simetri Coffee Roaster Puri, Jakarta. *Journal of Tourism* , 5 (2), 133–146. <https://doi.org/10.31311/par.v5i2.4073>