The Influence Of Celebrity Endorsement And Ewom On Gen Z Purchasing Decisions With Brand Image As An Intervening Variable On Wardah Products (Case Of Medan City)

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ABSTRACT

This study aims to determine and analyze. The effect of Celebrity Endsorsment and E-wom on Gen Z Purchasing Decisions with Brand Image as an Intervening Variable on Wardah Products (Case Study of Medan City) ". the research used in this research is quantitative with an associative approach. the population in this study were all warda users in Medan City, the sampling process in this study used the Hair et al (2014) formula where the number of statements is multiplied by 5 where the number of statements is 41 x5 so the sample size is 205 respondents. The data analysis technique uses PLS-SEM, which uses the Indirect Effect Test, Path Coefficients, and gets the results (1) The effect of Ewom on Brand Image has a positive and significant effect seen from (p = 0.000 <0.05) (2) Electronic Word of Mouth has a Positive and Significant Effect on Purchasing Decisions. (3) Celebrity endorsement has a Positive and Significant Effect on Brand image (4). Electronic Word of Mouth has a Positive and Significant Effect on Brand image. (5) Brand image has a Positive and Significant Effect on Purchasing Decisions. (6) Celebrity endorsement has a Positive and Significant Effect on Purchasing Decisions through Brand image, (7) Electronic Word of Mouth has a Positive and Significant Effect on Purchasing Decisions through Brand Image.

Keywords: *Celebrity Endsorsment, E-wom, Purchase Decision, Brand Image*

I.   INTRODUCTION

The current digital era has significantly changed the way people live, especially in the cosmetics industry. Cosmetics have transformed from being an add-on product to an essential necessity for skincare and makeup. Indonesia, with a population of around 267 million, has become one of the largest cosmetic markets in Asia. The development of the beauty industry in Indonesia shows impressive growth, with the market value increasing dramatically from 2.1 billion dollars in 2010 to 5.2 billion dollars in 2023. All product categories, including cosmetics, skincare, personal hygiene, haircare, perfume, and oral care, are showing a steady increase each year, with skincare and cosmetics emerging as the leading categories. skincare and cosmetics emerging as the most in-demand categories.

Amidst the rapid development of the cosmetics industry, Wardah emerged as one of the major players in the Indonesian market, occupying the top fifth position in ecommerce popularity. The brand has built a strong reputation with its focus on halal and quality products. However, sales data in Medan City shows a worrying trend, with a significant drop in featured products. Wardah Lightening Day Cream saw a decline from 120,000 units in 2021 to 90,000 units in 2023. A similar decline also occurred for Wardah Acne Series Facial Wash, which fell from 80,000 units to 50,000 units, and Wardah Exclusive Eyeshadow Palette which decreased from 150,000 units to 90,000 units in the same period.

Consumer purchasing decisions for Wardah products involve a complex process. According to Kotler & Keller, (2019) purchasing decisions are the stages at which consumers actually buy products after evaluating various alternatives. Suryani (2023) adds that this process involves choosing the best option from a set of alternatives. Meanwhile, Situmorang,(2021) defines it as a consumer response to a problem by choosing between available product options.

One of the effective marketing strategies used by Wardah is celebrity endorsement. This strategy involves using celebrities to promote products and increase brand appeal. Bergkvist & Zhou, (2016) define celebrity endorsement as the use of celebrities in advertising to endorse products. Wijaya & Keni, (2022) see it as a contract between celebrities and brands for promotional purposes. Suryani &

Luthfiyyah (2023) describe it as a marketing strategy that utilizes celebrity popularity to improve brand image by utilizing Artificial Intelligence (AI).

Electronic Word of Mouth (E-WOM) is a modern form of marketing communication in the digital age. According to Hennig- Hennig-Thurau et al.,(2004) Electronic Word of Mouth refers to positive or negative statements made by potential, actual, or former consumers about a product or company, which are available to many people via the internet. Kietzmann & Canhoto, (2013) explain E-WOM as informal communication that occurs online between consumers about the use or characteristics of certain goods and services or their sellers. Meanwhile Ismagilova et al., (2017) define Electronic Word of Mouth as a dynamic and continuous process of information exchange between potential, actual, or former consumers about products, services, brands, or companies, which is available to many people and institutions via the internet.

Some consumers, however, reported negative experiences with Wardah products through social media and online review platforms. Problems that are often complained about include allergic reactions on sensitive skin, formula changes that are considered to lower the quality of the product, and incompatibility of foundation shades with Indonesian skin. This is known from the following image:
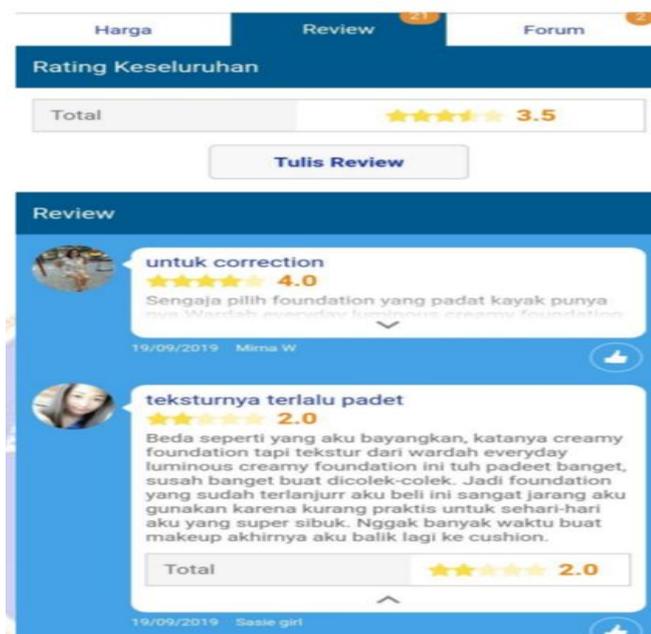

Figure 1
Negative Comments on Wardah Products

Figure 1. above shows a negative comment on Wardah products. This indicates that online reviews have not been a significant factor in influencing Wardah's consumer purchasing decisions. Apart from that, one of the other factors is brand image.

Brand image is a mental image that consumers have about a brand. According to Kotler & Keller, (2019) brand image is the perceptions and beliefs held by consumers, reflected in the associations stored in their memories. Chang, (2020) explains that brand image is formed from consumers' direct experience with the product, information received from various sources, and comparisons with other brands. Meanwhile, Zhang, (2015) emphasizes that brand image includes functional (product quality) and emotional (feelings caused) aspects. More (Dwi Jayanti et al., 2020) further, Wijaya & Keni, (2022) state that a strong brand image can influence purchasing decisions, customer loyalty, and willingness to pay premium prices. Overall, brand image is an intangible asset that is very valuable for companies in building long-term relationships with consumers.

Previous research shows mixed results regarding the relationship between these variables this. Mariska et al., (2022) in their research on Scarlett Whitening products found that Celebrity Endorser, E-WOM, and Brand Image have a positive and significant effect on purchasing decisions. purchasing decisions. Similar results were also found Lukitaningsih et al.,(2024) in their his research on Emina Cosmetics consumers. However, research by Wardhana et al., (2021) on Zalora e-commerce shows different results, where there is no significant effect of celebrity endorsement on brand image and purchasing decisions through brand image. celebrity endorsement on brand image and purchasing decisions through brand image as a mediating variable. as a mediating variable.

Based on these phenomena and research gaps, an important question arises about how Celebrity Endorsement and E-WOM influence purchasing decisions with Brand Image as an intervening variable on Wardah products in Medan City.

II.   LITERATURE REVIEW
DEFINITION OF PURCHASING DECISION

Purchasing decision is an integration process used to combine the evaluation knowledge of two or more alternative behaviors and choose one of them. However, consumer purchasing decisions are not the ultimate goal of the company to attract consumers, but the company must be able to ensure that these consumers will choose its products and will remain loyal to the products offered. (Fahrevi & Satrio, 2018)

According to Kotler & Keller,(2019) defines purchasing decisions as follows: Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. which means that purchasing decisions are part of consumer attitudes, namely the study of how individuals, groups, and organizations determine, buy, use, and how goods, services, inspiration or experiences satisfy their needs and desires.

DEFINITION OF BRAND IMAGE

Image is a concept that is easy to understand, but difficult to explain systematically because of its abstract nature according to Chang, (2020) defines image as the amount a person has of an object. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Benhardy et al., (2020) suggest that "brand image is a set of brand associations formed in the minds of consumers."

Kotler & Keller,(2019) "brand image is a unique set of associations that marketers want to create or maintain. These associations state what the brand really is and what it promises to consumers." Brands are symbols and indicators of the quality of a product. Therefore, old product brands will become an image, even a status symbol for products that can enhance the image of the wearer. Pradhan et al., (2016)) argue that Brand Image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand. These associations can simply appear in the form.

DEFINITION OF CELEBRITY ENDORSEMENT

Celebrity endorsement is a marketing strategy where companies use famous people or celebrities to promote their products or services. These celebrities can come from various fields such as movies, music, sports, or social media. The goal is to

capitalize on the popularity and influence of celebrities to increase brand awareness and drive sales. Lim & Yuwono, (2023) define it as a marketing strategy that relies on the appeal and credibility of celebrities to improve brand image and purchase intention. Wijaya & Keni, (2022) state that Celebrity endorsement is a partnership between brands and celebrities to utilize celebrities' reputation and fans for marketing benefits. According to Yanico & Keni, (2021) this is a technique in which companies contract celebrities to represent their products, utilizing the status and public recognition of celebrities to increase product appeal.

DEFINITION OF ELECTRONIC WORD OF MOUTH

Hennig-Thurau et al., (2004) e-wom is the process of exchanging information between individuals or groups using electronic media, which aims to obtain or provide information about a product or service. According to Wardhana et al., (2021) Electronic Word of Mouth (e-wom) is a form of marketing communication that contains positive or negative statements made by potential consumers, as well as former consumers about a product, which can be seen by many people through internet social media.

According to Lukitaningsih et al., (2024) Electronic Word of Mouth (e-wom) is the perception of consumers and is shared through social media, the tendency of Indonesian consumers is to share their experiences through social media, this is usually conveyed regarding purchasing experiences. One type of Electronic Word of Mouth (e-wom) that has an important role today is online reviews which are considered to provide important and reliable information. From some of the research above, researchers can conclude that Electronic Word of Mouth (e-wom) can be interpreted as a communication process between consumers via a digital platform, where information about products or services is provided and shared with others. Electronic Word of Mouth (e-wom) can be in the form of experiences, opinions, or recommendations that are shared online through various platforms. Electronic Word of Mouth (e-wom) can influence consumer perceptions and influence purchasing decisions or decisions to travel.

III.   METHODS

This study uses an explanatory research approach which aims to explain the causal relationship and test the relationship between several variables through hypothesis testing that has been formulated (Sugiyono, 2019) The approach used in this research is a quantitative approach, which relies on data in the form of numbers or qualitative data that is converted into numbers (Sugiyono, 2019)

The type of data used in this study is quantitative data, namely in the form of respondent answer data from questionnaires which will be tabulated in the form of numbers which will be processed using the SMART PLS 4.0 program.

IV.   RESULTS
1. Measurement Model Evaluation Results

Evaluation of the measurement model or outer model is carried out to analyze the reliability of the items or questionnaires of each variable as well as the validity of the variables and the validity of the latent variables. Analysis of validity and reliability is indicated from 4 factors, namely outer loading, composite reliability, Average Variance extracted (AVE) (Hair et al, 2022).
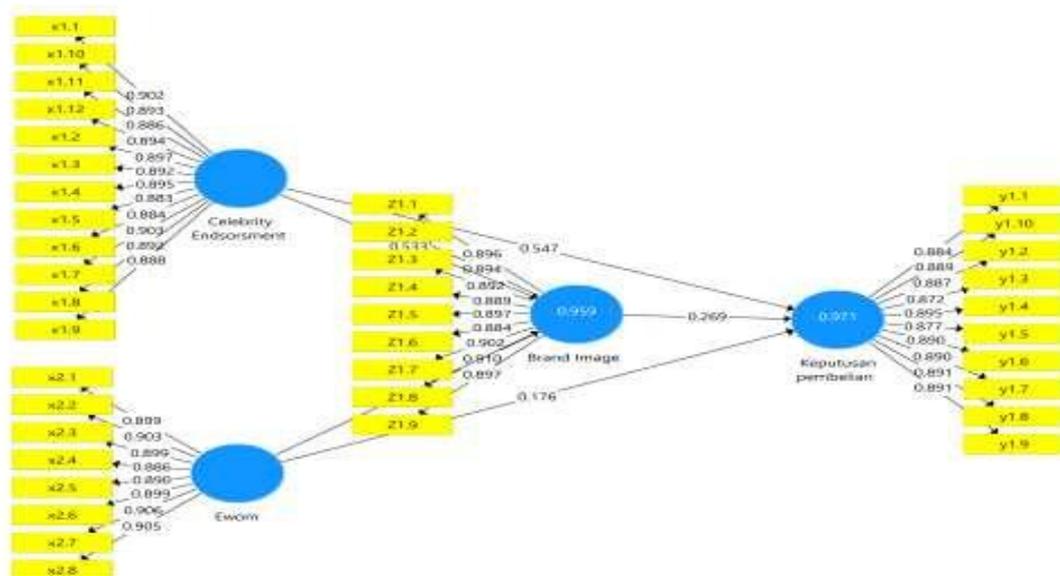

Figure 2
Outer Loading Test Results

Table :1
Composite Reliability Test Results

	Reliabilitas Komposit
Ewom	0.971

Brand Image	**0.973**
Celebrity Endsorsment	**0.979**
Keputusan pembelian	**0.974**

Sumber: Output PLS, 2024

Outer model validity is carried out using convergent validity and discriminant validity. The convergent validity assessment is carried out by looking at the average variance extracted (AVE) value for each construct. Hair et al. (2011) states that the AVE value for each good construct is at least> 0.5. The results of the SmartPLS algorithm on the AVE value are summarized below.

Table 2

AVE Test Results

	Reliabilitas Komposit
Ewom	**0.971**
Brand Image	**0.973**
Celebrity Endsorsment	**0.979**
Keputusan pembelian	**0.974**

Sumber: Output PLS, 2024

As for the value, it shows that the AVE value of each construct in the final model has reached a value> 0.5. Thus, the proposed structural equation model has met the convergent validity criteria.

2. Structural Model Evaluation Results

After the estimated model meets the Outer Model criteria, further measurements are carried out by testing the structural model (Inner Model) by looking at the R-Square (R2) value on the variables. The results of the R-Square (R2) value on variables based on the measurement results are shown in Table 3.

Table 3

R Square Test

	R Square
Brand Image	0.959
Keputusan pembelian	0.971

Sumber: Output PLS, 2024

Based on the data from table 3, it can be seen that the R Square value is as follows :

a. The R Square value for the Brand Image variable is 0.959, this means that the percentage of the influence of Celebrity Endsorsment and Ewom on Brand

Image is 95.9%, while the remaining 4.1% is explained by other variables not examined in this study.

b. The R Square value for the Purchasing Decision variable is 0.971, this means that the percentage of the influence of Celebrity Endsorsment and Ewom and Brand Image on Purchasing Decisions is 97.1%, while the remaining 2.9% can be explained by other variables not examined in this study.

3. Path Coefficient Analysis
a.   Direct Effect

Path coefficients analysis aims to see the significant level between variables. Path coefficient analysis is carried out through the bootstrapping method with thefirst step seen based on the direct effect or direct effect, with a significant level of research, namely 5%, if the T-Statistic value obtained is above 1.96, it is concluded that the relationship between variables is significant or if the p-value obtained is below 0.05, it can be concluded that the relationship between variables can be seen in the path coefficient analysis of the structural model in the following table.

Table 4
Results of Direct Effects Path Test

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (| O/STDEV |)	P Values
Ewom -> Brand Image	0.451	0.452	0.071	6.334	0.000
Ewom -> Keputusan pembelian	0.176	0.177	0.059	2.992	0.001
Brand Image -> Keputusan pembelian	0.269	0.266	0.065	4.164	0.000
Celebrity Endsorsment -> Brand Image	0.533	0.533	0.071	7.537	0.000
Celebrity Endsorsment -> Keputusan kepembelian	0.547	0.550	0.069	7.984	0.000

Based on the data from table 4, it can be assessed as follows :

a. Based on Table 4, itexplains that the influence between Ewom onBrand Image (p = 0.000 <0.05) then H0 is rejected H1 is accepted, and also the coefficient value of 0.451 means that there is a positive and significant influence between Ewom and Brand Image.

b.   The effect of Ewom on Purchasing Decisions Based on Table 4, it explains that the influence between Ewom on Purchasing Decisions (p = 0.001 <0.05) then H0 is rejected H1 is accepted, and also the coefficient value of 0.176 means that there is a positive and significant influence between Ewom and PurchasingDecisions.

c.   Based on Table 4, it explains that the influence between Brand Image on PurchasingDecisions (p = 0.000 <0.05) then H0 is rejected H1 is accepted, and also the coefficient value of 0.269 means that there is a positive and significant influence between Brand Image and Purchasing Decisions.

d.   Based on Table 4, it explains that the influence between CelebrityEndsorsmenton Brand Image (p = 0.000 <0.05) then H0 is rejected H1 is accepted, and also the coefficient value of 0.533 means that there is a positive and significant influence between Celebrity Endsorsment and Brand Image

e.   Based on Table 4, it explains that the influence between Celebrity Endsorsment on Purchasing Decisions (p = 0.000 <0.05) then H0 is rejected H1 is accepted, and also the coefficientvalue of 0.547 means that there is a positive and significant influence between Celebrity Endsorsment and Purchasing decisions.

b.   Indirect Effect

Testing the indirect effect is also carried out with the T-statistics test (t-test) ,namely with a significancelevel of 5%, where if the T-statistics value> 1.96 and if in this test a pvalue <0.05 (α 5%)is obtained, it means that the test is significant, and vice versa if the p-value> 0.05 (α 5%), it means that it is not significant. The test results of the indirect effect of latent variables.

Table 5 :
Results of Path Test Coefficients indirect effect

	Sampel Asli (O)	Rata-rata Sampel (M)	Standar Deviasi (STDEV)	T Statistik (| O/STDEV |)	P Values
Ewom -> Brand Image -> Keputusan pembelian	0.122	0.120	0.036	3.341	**0.000**

Celebrity Endsorsment -> Brand Image -> Keputusan pembelian	0.144	0.141	0.038	3.771	0.000

Based on the data from table 5, it can be assessed as follows:

a. Theeffect of Ewom on Purchasing Decisions through Brand Image Table 5, shows that empirical evidence that Ewom on Purch asing Decisions through Brand ImageThus, the coefficient value of the indirect effect of Ewom on Purch asing Decisions through Brand Image is 0.122, with a p-value of 0 .000 <0.005, then Ewom indirectly has a positive and significant effect on Purchasing Decisions through Brand Image.

b. The Effect of Celebrity Endsorsment on Purchasing Decisions through Brand Image Table 5, shows that empirical evidence that Celebrity Endsorsment on Purchasing Decisions through Brand Image. Thus, the coefficient value of the indirect effect of Celebrity Endsorsment on Purchasing Decisions through Brand Image is 0.144, with a p-value of 0.000 <0.005. So Celebrity Endsorsment indirectly has a positive and significant effect on Purchasing Decisions through Brand Image. Table 5 shows that empirical evidence that Celebrity Endsorsment on Purchasing Decisions through Brand Image. Thus, the coefficient value of the indirect effect of Celebrity Endsorsment on Purchasing Decisions through Brand Image is 0.144, with a p-value of 0.000 <0.005. So Celebrity Endsorsment indirectly has a positive and significant effect on Purchasing Decisions through Brand Image.

Effect of Ewom on Brand Image

Based on the results of the direct effect test, it is known that Ewom has a positive and significant effect on Brand Image, where the path coefficient value of Ewom on Brand Image (p = 0.000 <0.05) then H0 is rejected H1 is accepted, and also the coefficient value of 0.451 means that there is a positive and significant influence between Ewom and Brand Image, in line with Wardhana et al.'s research (2021) and Malichah & Wiwoho, (2021).

Based on the results of the distribution of answers, respondents tend to have a positive assessment, one of which is that the statement with the highest mean value is "I trust Wardah product reviews from ordinary users more than official advertisements" with a mean value of 3.86. The highmean value of this statement indicates that respondents tend to believe more in Wardah productreviews from ordinary consumers compared to official advertisements issued by the company. This shows the power of electronic word-of-mouth (EWOM) in influencing consumer perceptions and purchasing decisions.

Meanwhile, the lowest mean value is on the statement "Online reviews of Wardah products help me make better purchasing decisions" with a mean value of 3.70. Although still in the positive category, the lower mean value on this statement indicates that respondents are not fully convinced that online reviews of Wardah products can help them make better purchasing decisions. This may be due to factors such as the credibility of the review source, the completeness of the information, and respondents' personal preferences. To overcome this, companies can make several efforts, including increasing the credibility of the review source, providing a more informative and structured review platform, and integrating online reviews with other marketing strategies. Thus, companies can increase the role of EWOM in influencing consumer purchasing decisions and forming more positive brand perceptions.

The Effect of Ewom on Purchasing Decisions

Based on the results of the direct effect test, it is known that Ewom has a positive and significant effect on Purchasing Decisions, where the path coefficient value of Ewom on Purchasing Decisions (p = 0.001 <0.05) then H0 is rejected H1 is accepted, and also the coefficient value of 0.176 means that there is a positive and significant influence between Ewom and Purchasing Decisions This is in line with the research of Mariska et al., (2022) and Lukitaningsih et al., (2024).

Based on the results of the distribution of answers, respondents gave positive answers, one of which was that the statement with the highest mean value was "I trust Wardah product reviews from ordinary users more than official advertisements" with

a mean value of 3.86. The high mean value in this statement indicates that respondents tend to believe more in Wardahproduct reviews from ordinary consumers compared to official advertisements issued by the company. This shows the power of electronic word-of-mouth (EWOM) in influencing consumer perceptions and purchasing decisions.

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The influence of Brand Image on purchasing decisions

Based on the results of the direct effect test , it is knownthat the effect of Brand Image on purchasing decisions is positive and significant, this is known from the path coefficient value of 0.269 and a significance value of $0.000 < 0.05$, which means that Brand Image has a positive and significant effect. Against purchasing decisions. The results of this study are in line with the research of Amanda et al., (2023) and Situmorang, (2023).

Based on the results of the distribution of answers, respondents gave answers that tended to be positive, one of which was known in the statement "Wardah has a good brand image in my eyes" with a mean value of 4.01. This shows that respondents have a very positive perception of Wardah's brand image. Respondents think that Wardah is a brand that has a good reputation and impression in their minds. This positive perception of Wardah's brand image will certainly affect consumer

purchasing decisions. Consumers tend to be more interested and choose Wardah products because they think the brand has good quality and trust . A strong brand image will encourage consumers to be more loyal and more easily influenced in the purchasing decision-making process.

The Effect of Celebrity Endsorsment on Brand Image

Based on the results of the direct effect test, it is known that Celebrity Endsorsment has a positive and significant effect, where the path coefficient value of Celebrity Endsorsment is 0.533 and significant is 0.000 <0.05, which means that Celebrity Endsorsment has a positive and significant effect on Brand Image. The results of this study are in line with Goldsmith et al. (2000) and Lukitaningsih et al. (2024).Based on the survey results, it shows that the highest mean value on the Celebrity Endorsement (X1)variable is in the statement "I believe that Wardah uses endorsers that match its brand image" with a value of 4.05. This indicates that respondents feel Wardah has chosen the right endorser to strengthen the brand image. Conversely, the lowest mean value is in the statement "I am more interested in buying Wardah products because of the celebrity endorser" with a value of 3.77. This shows that not all respondents feel interested in buying Wardah only because of endorsers, perhaps because they are more concerned with product quality.To optimize the influence of celebrity endorsement, companies can ensure the endorser's compatibility with the brand image, integrate it with other marketing strategies, and pay attention to consumer preferences. Thus, celebrity endorsement can effectively strengthen Wardah's brand image and encourage purchasing decisions.

The influence of Celebrity Endsorsment on purchasing decisions

The test results directly show that Celebrity Endsorsment has a positive and significant effect on purchasing decisions, this is known from the path coefficient value of Celebrity Endsorsment, which is 0.547 and significant 0.000 <0.05, which can be concluded that Celebrity Endsorsment has a positive effect on purchasing decisions This is in line with the research of Amanda et al., (2023) and Mariska et al., (2022).

From the results of the presurvey, the Celebrity Endorsement variable received various statement, one of which was the statement "I find it easier to remember Wardah products because of the celebrity endorser" with a value of 3.89. This indicates that respondents feel that the presence of celebrity endorsers helps them remember Wardah products more easily.

The impact of the visibility and attractiveness of celebrity endorsers can influence the process of brand recognition and recall in the minds of consumers.On the other hand, the second lowest mean value is in the statement "I feel Wardah's celebrity ndorsers can convince me to buy Wardah products" with a value of 3.76. Although still in the positive category, the lower mean value indicates that not all respondents feel that the presence of celebrity endorsers can effectively convince them to buy Wardah products. Other factors such as product quality, price, and personal preference may be more influential in the purchasing decision-making process.

The Effect of Celebrity Endsorsment on Purchasing Decisions Through Brand Image

Based on the indirect effect test, it is known that Celebrity Endsorsment has a positive and significant effect on Purchasing Decisions through Brand Image, this is known based on the path coefficient value of 0.144, with a p-value of 0.000 <0.005, then Ewom indirectly has a positive and significant effect on Purchasing Decisions through Brand Image This is in line with the research of Wardhana et al. (2021) and Lukitaningsih et al. (2024). The results of the survey conducted show that in general, respondents gave a positive assessment, one of which was the statement "I feel proud to use Wardah products" with a value of 3.98. This indicates that respondents have positive feelings and pride in using Wardah products. A strong brand image can encourage consumers to feel connected and loyal to the brand. On the other hand, the lowest mean value in the Brand Image (Z) variable is in the statement "I feel Wardah is a unique and different brand compared to other cosmetic brands" with a value of 3.72. Although still in the positive category, the lowermean value indicates that

respondents do not fully perceive Wardah as a unique and different brand. This perception can affect consumer preferences in choosing Wardah products over other brands.

In the context of the influence of celebrity endorsement on purchasing decisions through brand image, these two findings provide important implications. The stronger Wardah's brand image in the eyes of consumers, the greater the potential for celebrity endorsement to influence purchasing decisions. However, companies also need to pay attention to aspects of product uniqueness and differentiation so that Wardah's brand image can become an effective competitive advantage.Thus, a celebrity endorsementstrategy that is integrated with efforts to build a strong and unique brand image can be an effective approach to encourage consumer purchasing decisions for Wardah products.

The Effect of Ewom on Purchasing Decisions Through Brand Image

Based on the results of the indirect effect test, it is known that Ewom has a positive and significant effect on Purchasing Decisions through Brand Image. significant effect on Purchasing Decisions through Brand Image, this is known from the path coefficient value which is 0.251 and a significant value of 0.000 <0.05, which means that Ewom has a positive and significant effect on purchasing decisions through Brand Image. Purchasing Decisions through Brand Image This is in line with Wardhana et al., (2021) and Lukitaningsih et al. (2024).

Based on the distribution of respondents' answers, there are several statements that are positive on the statement "I trust Wardah product reviews from regular users more than official advertisements" with a value of 3.86. official advertisements" with a value of 3.86. This indicates that respondents tend to believe more in EWOM that comes from ordinary consumers, showing the strength of EWOM. that come from ordinary consumers, showing the power of EWOM in influencing perceptions and purchasing decisions.

On the other hand, brand image (Z) also plays an important role in mediating the effect of EWOM on purchasing decisions. purchase decision. The highest mean value in the brand image variable is "Wardah has a good brand image in my eyes"

with "Wardah has a good brand image in my eyes". brand image in my eyes" with a value of 4.01, indicating respondents' positive perceptions of the Wardah brand. Wardah. A strong brand image can encourage consumers to feel connected and loyal to the brand, thus having an impact on purchasing decisions. brand, thus having an impact on purchasing decisions.Thus, a marketing strategy that integrates EWOM and efforts to build a strong brand image can be an effective approach to building brand loyalty. image can be an effective approach to increase consumer purchasing decisions for Wardah products.

V.   CONCLUSION AND SUGGESTION

The results of this study are to determine and analyze how much influence Service Failure and Service Recovery on Loyalty Through Trust as an Intervening Variable Intervening Variable E-Wallet User Funds in Management Study Program Students, University of North Sumatra North Sumatra

1. Celebrity endorsment has a Positive and Significant Effect on Purchasing Decisions.

2. Electronic Word of Mouth Has a Positive and Significant Effect on Purchasing Decisions.

3. Celebrity endorsement has a Positive and Significant Effect on Brand image.

4. Electronic Word of Mouth has a Positive and Significant Effect on Brand image.

5. Celebrity endorsement has a positive and significant effect on purchasing decisions through brand image. Electronic Word of Mouth has a positive and significant effect on Brand image.

6. Electronic Word of Mouth Has a Positive and Significant Effect on Purchasing Decisions Through Brand Image.

7. Brand image has a Positive and Significant Effect on Purchasing Decisions.

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