

The Role of Self-Brand Connection and Brand Equity Mediate Endorser Credibility with Intention to Purchase on Maybelline's Product

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Abstract: The world of intense competition in the cosmetics field requires entrepreneurs to always develop and enhance creativity in seizing market share. This research was conducted to explain the role of self-brand connection and brand equity in mediating endorser credibility towards purchase intention. This research was conducted in Denpasar City with a sample size of 126 respondents with purposive sampling and accidental sampling methods. Data collection was obtained from the results of the distribution of questionnaires using a five-point Likert scale that was used to measure 14 indicators using the SEM PLS analysis method. The results showed that self-brand connection was able to mediate the effect of endorser credibility on purchase intention but the role of brand equity was not able to mediate the effect of endorser credibility on purchase intention.

Keywords: endorser credibility, self-brand connection, brand equity, purchase intention.

I. INTRODUCTION

The development of the women's cosmetics industry in Indonesia provides various choices for women. [1] states that the desire to use beauty products certainly raises competition in the cosmetics industry which makes competition more competitive. This condition can be seen from the many appearance of cosmetics on the market. The diversity of beauty products on the market can affect a person's attitude in choosing beauty products. The growth of the market in beauty products today also causes diversity in users of these products, because now beauty products are not only applicable to women, but some men also use them to self care (Hidayatullah et al., 2018)

Based on the diversity of brands, one of the beauty brands that will be examined is Mascara Maybelline, because Mascara Maybelline has become one of the needs to beautify the appearance of eyes for women. Celebrity endorsers in Maybelline brand mascara products come from famous artists, both from domestic and abroad such as Pevita Pearce, Sherina Munaf, Velove Vexia to famous supermodel, Gigi Hadid. Maybelline is a cosmetic company under the auspices of PT. Loreore Indonesia Group which is very popular among teenagers and offers quite affordable prices in many countries including Indonesia. The competition of beauty products is increasingly developing, so every manufacturer is required to be able to innovate on its products so that new products arise and are in demand by consumers. In addition, producers are required to know the intended market share one way is that producers must know consumer behavior (Aisha, 2018). According to [9] explain that consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences to satisfy their desires needs.

One of the activities carried out in marketing promotion is to use celebrity endorsement [16]. Celebrity endorsements are widely considered to have many benefits, one of which is increased buying intention [10] and [13]. An important factor that must be considered in relation to increased sales because purchase intentions illustrate the impression of consumer retention. There are several studies coming to the conclusion that celebrity endorsement does not significantly influence purchase intentions [4] and [8].

One way that celebrity endorsers must do is to be able to display or use or wear endorsed products very convincingly and flexibly (Seno and Luke, 2007). Consumers will also be more confident and confident in the superiority of products endorsed by celebrities and help build the desired identity within each consumer (Dwivedi et al., 2014). Empirical evidence explains that endorser credibility has a significant effect on self-brand connections. Celebrity endorsers can be used strategically to develop a stronger level of engagement with consumers, given their potential to meet consumers' self-determined needs (Dwivedi et al., 2015).

Self-brand connection is a relationship between brand and self that is cognitive and emotional. Self-brand connection is one of the variables that gives a strong and significant influence on consumers' intention to shop (Pangestika, 2018). Self-brand connection refers to the extent of perceived overlap between the brand and self, and has three main components. First, consumers process brand messages focusing on brand meaning and brand benefits. Both consumers have an independent understanding of who they are (the real thing) and who they want to be (their ideal self). The three consumers are involved in the matching process to evaluate the extent to which the brand is the same as their self-concept (Mattila and Stephanie, 2017). The company develops a brand by associating the brand with human personality. According to Kotler and Keller (2009) states that brands also have personalities and consumers identify the personality of the brand as a specific mix of human traits that can be said to be owned by the brand.

The study entitled Celebrity Endorsement, Self-brand connection and Consumer-Based Brand Equity conducted by Dwivedi et al. (2015) found that endorser credibility had a significant effect on self-brand connections. Self-brand connections can now be considered as key performance indicators of the effectiveness of endorser's credibility. Research conducted by Pangestika (2018) states that self-brand connection has a significant effect on purchase intention. This researcher states that the approach taken to exert influence on consumers' self-connection with brands on consumer purchase intentions for Traveloka is successful. Based on research conducted by [8] found that celebrity support had a significant impact on consumer purchase intentions, but on the beta coefficient (r), there was a low level of correlation between the two variables. Products from endorsed brands would not be successfully marketed if the marketer himself could not consider self-concept owned by consumers (Escalas and Bettman, 2015).

Celebrity endorsement is one of the promotional media that is widely used by marketers to communicate their products to potential customers. This promotional media is used by marketers because celebrity endorsement will certainly affect the effectiveness of advertising, namely brand recognition, brand recall, interest in buying marketed products, and buying behavior. The effectiveness of the advertising results obtained is certainly influenced by the credibility of celebrity endorsement. Seno and Luke (2007) have proposed that celebrity endorsers act as co-brands for brands endorsed by celebrities to produce equity creation.

The results of research entitled Celebrity Endorsement, Brand Credibility and Brand Equity by Spry et. al. (2011) found that the credibility of celebrity endorsers had a positive impact on the credibility of the brand being supported. Brand credibility also has a positive impact on consumer-based equity of brands that are authorized (Spry et al., 2011). The results of previous empirical evidence suggest that the impact of celebrity endorsement on brand equity is getting stronger over time (Till, 1998). However, one of the gaps or problems in this study is that there are differences of opinion from the results of previous studies which state that the endorser credibility variable has an indirect impact on brand equity when this relationship is mediated by brand credibility (Van et al., 2007).

Research conducted by Nugroho and Burhani (2019) states that brand equity has a significant effect on buying interest in private label carrefour. Endorser credibility has a significant direct impact on consumer-based brand equity, thus finding support for the use of celebrity endorsers that aim to build brands (Dwivedi, et al., 2015). Previous research conducted by [8] states that celebrity endorsers have a significant impact on consumer purchase intentions but on the beta coefficient (r), there is a low level of correlation between the two variables. Based on this, the researcher uses brand equity as a mediation to strengthen the relationship between endorser credibility and purchase intention.

II. HYPOTHESES

H1: Endorser credibility has a positive and significant effect on purchase intention on Maybelline Products.

H2: Endorser credibility has a positive and significant effect on self-brand connections on Maybelline products

H3: Self-brand connection has a positive and significant effect on purchase intention on Maybelline products

H4: The role of self-brand connections can significantly mediate the effect of endorser credibility on purchase intention on Maybelline products.

H5: Endorser credibility has a positive and significant effect on brand equity in Maybelline products.

H6: Brand equity has a positive and significant effect on purchase intention on maybelline products

H7: Brand equity is significantly able to mediate the effect of endorser's credibility on purchase intention on Maybelline products.

III. RESEARCH METHODS

This research uses a quantitative approach method. Quantitative analysis is data analyzed in the form of numerical data (Rahyuda, 2017). The location of the study was conducted in the city of Denpasar. This location was chosen because the city of Denpasar is the center of the city which has an average income level of middle to upper middle class. This is evidenced by the highest per capita expenditure data recorded for residents in the city of Denpasar, which almost reached Rp 20 million per year. The population of this study is women who have never bought Maybelline mascara in Denpasar, with an infinite population. This study uses 14 indicators, so the number of respondents used for the sample is $14 \times 9 = 126$ respondents. Data analysis in this study uses the Partial Least Square (PLS) approach.

IV. RESULT AND DISCUSSION

R-square (R2) Shows the strength and weakness of the effect caused by variations in exogenous variables to endogenous variables. R-Square (R2) values greater than 0.50 are categorized as strong models. The R-Square (R2) values of each endogenous variable are presented in Table 1 as follows:

Table 1: R-Square (R²)

Variable	R-Square	
	Result	Criteria
Endorser Credibility (X)	-	-
Self-Brand Connection(M ₁)	0,779	Strong
Brand Equity(M ₂)	0,786	Strong
Purchase Intention (Y)	0,888	Strong

Source : Data processed, 2019

Table 1 shows that the R-Square (R2) value of all variables is more than 0.50 so it is included in the strong criteria, it can be said that the model formed is considered strong enough.

Q-Square (Predictive Relevance) measures how well the observed value generated by the estimation model and its parameters. Q-Square value > 0 indicates the model has good predictive relevance. The Q-Square (Predictive Relevance) value can be calculated as follows

$$Q2 = 1 - (1 - R^2_1) (1 - R^2_2)(1 - R^2_3)$$

$$Q2 = 1 - (1 - 0,779) (1 - 0,786) (1 - 0,888)$$

$$Q2 = 1 - (0,221) (0,214) (0,112)$$

$$Q2 = 1 - (0,005)$$

$$Q2 = 0,994 \text{ atau } 99\%$$

The calculation of Q-Square (Predictive Relevance) produces a value of 99% which can be interpreted that the model has a very good value. This means that 99% of the relationships between variables can be explained by the model. Based on the results of calculations above R2 and Q2, it can be continued with the analysis of hypothesis testing

Table 2: Path Coefficients: Mean, STDEV, T-Statistics, P-Values

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P Value
X - Y	0,461	0,437	0,174	2,655	0,008
X- M1	0,883	0,882	0,033	26,556	0,000
M1- Y	0,383	0,385	0,171	2,242	0,025
X- M2	0,887	0,887	0,027	32,881	0,000
M2 - Y	0,133	0,155	0,132	1,010	0,313

Source : Data Processed, 2019

Table 2 shows that the relationship between the Endorser Credibility (X) variable of the Purchase Intention variable (Y), the Endorser Credibility variable (X) against the self-brand connection variable (M1), the self-brand connection variable (M1) to the Purchase Intention variable (Y), and the variable The credibility of Endorser (X) on positive and significant brand equity (M2) variables by comparing P-Values smaller than alpha 0.05. While the brand equity (M2) variable against purchase Intention (Y) variable, is not significant because P-Values are greater than alpha 0.05. Indirect effect is used to determine the significance of the indirect relationship between endorser credibility variables to purchase intention mediated by a varabel self-brand connection. This analysis is also used to determine the indirect relationship between endorser credibility variables to purchase intention mediated by brand equity variables. The analysis results are presented in the table below.

Table 3: Indirect Effects (Mean, STDEV, T-Statistics, P-Value)

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P Value
X-M1-Y	0,338	0,341	0,153	2,212	0,027
X-M2-Y	0,118	0,137	0,117	1,013	0,312

Source : Data Processed, 2019

Table 3 shows that there is an indirect relationship between endorser credibility and purchase intention mediated by self-brand connections to get a t-value of 2.212 with a P value of 0.027. This means that the variable self-brand connection cannot mediate the endorser's credibility of the purchase intention because P Value <0.05. Table 3 also shows that the endorser credibility variable with the purchase intention mediated by brand equity gets a t value of 1.013 with a p value of 0.312. This means that the brand equity variable is said to be unable to mediate endorser credibility with purchase intention because P value > 0.05.

Effect of endorser credibility on purchase intention

Endorsed credibility has a positive and significant influence on the purchase intention of Maybelline (H1) products, this study is in line with Setiawan's research (2018) which also states that endorser credibility influences purchase intention. Celebrities who have high credibility are believed to be able to promote the brand advertisement of a product well so that it can lead to consumer purchase intentions (Alatas and Tabrani, 2018). Respondents in this study identified endorsers from Maybelline, such as Gigi Hadid, Velove Vexia, Pevita Pearce and Sherina Munaf, which were included in both categories. Respondents feel that endorsers from Maybelline have beautiful faces, have a display of sensuality appeal, and endorsers from Maybelline have a display that can ensure that Maybelline products are of good quality. The results of the analysis prove that endorser credibility directly influences purchase intention, these results are similar to research from Pornpitakpan (2014), Munggaran et al., (2015) and Prabowo (2014). Research conducted by Pratiwi and Nadya (2015) also states that celebrity endorsers have a positive impact on buying interest.

According to Dei, (2014) the credibility of celebrity endorsers influences purchase intention to buy products. This means that the higher the credibility possessed by endorser celebrities as advertising stars will lead to increased consumer buying interest. Pratiwi and Moelino (2015) found that buying interest is influenced by attractiveness, such as attractive appearance, attractive face, celebrity's ability to be admired by the audience, celebrity's personality, level of popularity, and the level of endorser similarity with the audience.

Effect of endorser credibility on self-brand connections

Endorser credibility has a positive and significant effect on self-brand connection variables in Maybelline (H2) products, this study supports the research conducted by Dwivedi et al. (2015) which states that endorser credibility has a positive influence on self-brand connections. Consumers often use brands as a tool for creating their own identity, so self-brand connections have the potential to provide identification between an individual and a brand. The results of this study are also similar to those of Escalas and Bettman (2015) who revealed that celebrity endorsement's effect affects self-brand connections. Palentina and Prasastyo (2017) state that celebrity endorser's credibility affects self-brand connections. Consumers who trust celebrity endorsers will look back into each consumer for messages conveyed through celebrity endorsers (Roy and Jain, 2017). If consumers judge that the message is in accordance with their needs, consumers will be interested in purchasing products or brands endorsed by the celebrity endorser (Braunstein et al., 2011).

Effect of self-brand connection towards purchase intention

Self-brand connection has a positive and significant effect on the purchase intention of Maybelline (H3) products. The results of this study are supported by previous research conducted by Pangestika (2018) stating that self-brand connection has a significant effect on purchase intention. Respondents rated the variable self-brand connection in this study included in both categories. Respondents can feel a personal connection to Maybelline mascara products, respondents have confidence that using Maybelline mascara can reflect who they are, and respondents have confidence that Maybelline mascara can help them become the type of person they want to be. Previous researchers stated that the approach taken to exert influence on consumers' self-connection with brands on consumer purchase intentions was successful. When consumers feel the attractiveness of advertising is high on a brand, it will lead to a connection with the brand. This will affect consumers' purchase intentions. Thus it can be said that Self-brand connections have a significant influence on Purchase intention (Mattila and Stephanie, 2017). The company develops a brand by associating the brand with human personality. Kotler and Keller (2009) in Pangestika (2018) suggest that brands also have personalities and consumers identify the personality of the brand as a specific mix of human innate traits that can be said to be owned by the brand. Personality can also be used as a strategy in forming a good brand and can become a self-concept adopted by consumers. The results of the influence of self brand connections also have a positive and significant influence on buying intention also shown in the study of Ye et. al. (2015) which states that connections are arranged when consumers 'borrow' brand associations to create themselves or transfer self-concepts to others that have a positive effect on consumer purchase intentions.

The role of self-brand connections in mediating the effect of endorser credibility on purchase intention

The role of self-brand connection can significantly mediate the effect of endorser's credibility on purchase intention on Maybelline (H4) products. Setiawan (2018) states that endorser credibility influences purchase intention. In a study conducted by Pratiwi and Nadya (2015) mentioned that endorser celebrities have a positive impact on purchasing interest. Celebrity is said to have knowledge about endorsed products and celebrity endorser skills in supporting products. Research entitled Celebrity Endorsement, Self-brand connection and Consumer -Based Brand Equity conducted by Dwivedi et al. (2015) found that endorser credibility had a significant effect on self-brand connections. Self-brand connections can now be considered as key performance indicators of the effectiveness of endorser's credibility. Research conducted by Pangestika (2018) states that self-brand connection has a significant effect on purchase intention. The researcher states that the approach taken to exert influence on consumers' self-connection with the brand to the consumer's purchase intention is successful. Research conducted by Riskhi et.al (2018) celebrity endorsers were found in either category. This is seen based on the responses regarding consumers on the variables studied, such as credibility and attractiveness. Both of these variables get good responses from respondents, this shows the selection of endorser credibility used by the company in supporting its products is considered good. In this study, get the self-brand connection variable included in both categories. Prospective consumers can feel a personal connection to Maybelline mascara products, prospective respondents have the belief that by using Maybelline mascara can reflect who they are and potential customers have confidence that Maybelline mascara can help them become the type of person they want to be, then it means potential consumers Maybelline feel the appeal high advertising on the Maybelline brand with its endorsers namely Gigi Hadid, Velove Vexia, Pevita Pearce and Sherina Munaf then this will lead to a potential consumer self connection with the Maybelline brand which certainly affects one's buying interest.

Effect of endorser credibility on brand equity

Endorser credibility has a positive and significant effect on brand equity in Maybelline (H5) products. Referring to previous research conducted by Nirwani (2015), Dewantoro (2015), Dewi (2016) and Dwivedi et al. (2015) stated that endorser credibility influences brand equity. Sari and Dewi (2019) state that endorser credibility has a positive influence on brand equity. There is a positive influence between endorser credibility on brand equity in the 'Shopee For Men' program at PT Shopee Internasional Indonesia. Shopee's strategy of using celebrity endorsers who have good credibility and also using the 'Shopee for Men' feature will affect self-brand connections so there is a bond between Shopee consumers, especially men and Shopee. From this, Shopee hopes to form a strong and meaningful bond between the brand and consumers which in theory is called Self-Brand Connection (Dwivedi, 2015). The bond can add value added by a brand to a product which in theory is called brand equity (Mirabi, 2016).

The effect of brand equity on purchase intention

Brand equity has no significant effect on the purchase intention variable on Maybelline (H6) products. This is because the respondents did not have confidence that Maybelline mascara can beautify the look of their eyes, respondents did not recognize Maybelline mascara even though they had seen the shape of the mascara and respondents also did not have confidence in Maybelline mascara that the mascara was of good quality. So the equity of the Maybelline brand could not be directly increase the purchase intention of potential customers. In line with research conducted by Legendre and Coderre (2018) they stated that brand equity had no significant effect on buying interest variables. In the study it was stated that it was important to consider three dimensions of consumer-based brand equity scales, namely brand awareness, brand quality and brand loyalty.

The role of brand equity in mediating the effect of endorser credibility on purchase intention

Brand equity is not able to mediate the effect of endorser credibility on purchase intention on Maybelline (H7) products. This study found that endorser credibility had a positive and significant influence on the purchase intention of Maybelline products, supporting previous research conducted by Setiawan (2018) which stated that endorser's credibility had a positive and significant influence on the purchase intention of Maybelline products, supporting a previous study conducted by Setiawan (2018) which stated that endorser's credibility affected purchase intention. Munggaran and Asiz (2015) show that endorsers have a good appeal to attract consumers to better see a product. This study also found that endorser credibility had a positive and significant effect on brand equity in Maybelline products supporting research conducted by Sari and Dewi (2019) which also stated that endorser credibility had a positive effect on brand equity. There is a positive influence between endorser credibility on brand equity in the 'Shopee For Men' program at PT Shopee Internasional Indonesia. Endorser credibility in the 'Shopee for Men' in the study is included in the category of good or high. Legendre and Coderre (2018) state that brand equity has an indirect effect on purchase intentions. In this research, it is explained that it is important to consider three dimensions of consumer-based brand equity scale, namely brand awareness, brand quality and brand loyalty. This study also states that brand equity variables do not significantly influence the purchase intention variables on Maybelline products. This is because respondents did not have confidence that Maybelline mascara can beautify the appearance of their eyes, respondents did not recognize Maybelline mascara even though they had seen the shape of the mascara and respondents also did not have confidence in Maybelline mascara that the mascara was of good quality. So, the equity of the Maybelline brand could not be directly increase the purchase intention of potential customers. Then it can be concluded that the brand equity variable is not able to mediate the effect of the credibility of the agency on the purchase intention on Maybelline products.

V. CONCLUSSION AND SUGGESTION

Based on the results of the study, the following conclusions are obtained, namely the credibility of the endorser has a positive and significant effect on the purchase intention variables for Maybelline products, the endorsers from Maybelline have a positive impact on the prospective consumer's purchase intentions. Endorser credibility has a positive and significant effect on self-brand connection variables on Maybelline products, endorsers from Maybelline have a positive impact on self-brand connections on prospective customers. Self-brand connection has a positive and significant effect on the variety of purchase intentions of Maybelline products, there is a connection with the Myabelline brand that is felt by potential customers which has an impact on buying grout. The role of self-brand connection can significantly mediate the effect of endorser's credibility on purchase intention on Maybelline products. Endorser credibility has a strong influence on increasing self-brand connection and purchase intention on Maybelline products. Endorser credibility has a positive and significant influence on the variable brand equity in Maybelline products, endorsers from Maybelline have a positive impact on Maybelline brand equity. Brand equity does not significantly influence the purchase intention of Maybelline products, brand equity from Maybelline must be increased in order to influence the prospective consumer's purchase intentions. Brand equity is not able to mediate the effect of endorser credibility on purchase intention on Maybelline products. Endorser credibility has a positive effect on increasing brand equity but brand equity has no significant effect on purchase intentions.

Based on daitas research conclusions, the authors recommend that in making a marketing strategy, marketers must pay attention to the compatibility between endorsers and Maybeline mascara products. Able to hire an endorser who has a sharp eye so that when potential customers see Maybelline mascara advertisements, they will feel amazed by the appearance of the endorser whose use is none other than to increase the purchase intention factors of potential consumers. Marketers should also pay attention to factors that influencing purchase intentions, one example is increasing brand

presence by creating ads that are as attractive as possible in order to raise awareness of Maybelline mascara products so consumers are interested in buying Maybelline mascara. For further researchers can improve the limitations that exist in this study and increase the number of samples and ways of taking data to get comprehensive results. The method of collecting data using a questionnaire, researchers can anticipate by assisting and supervising respondents in choosing answers and it is better if the interview method is added so that the research results obtained are more complete. Future studies are expected to develop research by including other variables such as brand image, brand awareness and brand loyalty.

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