The Effect of Celebrity Endorsement and Brand Image on Purchase Decisions on Elzatta Hijab for Students in Jakarta

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Abstract

The purpose of this study was to determine the influence of celebrity endorsement and brand image on purchasing decisions for Hijab Elzatta among students in Jakarta. The data were obtained from distributing questionnaires to 34 respondents as a sample using the Likert scale. The data were processed and analyzed using multiple linear regression. The results of the R2 test are 0.459 or 46%, meaning that the purchasing decision variable is explained by the trust and quality variables by 46%. The results of the F test show that f count 13,127> f tabel 3,30, thus simultaneously the celebrity endorsement variable and brand image have a positive and significant influence on the purchasing decision of Elzatta Hijab in students in Jakarta. While the t test results show a significant effect of price on purchasing decisions as evidenced by t count 2.445> ttable 1.690, a significant effect of brand image on purchasing decisions on Elzatta Hijab buyers is evidenced from tcount4.037> t table 1.690. Then the regression equation is obtained Y = 5.742 + 0.236 + 0.422. This means a constant value of 5.742, this shows that if celebrity endorsement and brand image are ignored, then the purchase decision of Elzatta Hijab buyers is 5.742. The regression coefficient of the price variable is 0.236, meaning that each increase in celebrity endorsement is 1 unit, it will be followed by an increase in purchasing decisions for Hijab Elzatta buyers by 0.236. The regression coefficient for brand image variables is 0.422, meaning that each increase in brand image is 1 unit, it will be followed by an increase in purchasing decisions for buyers. Elzatta's Hijab is 0.422. The results of this study are that celebrity endorsement and brand image have a significant effect on the purchasing decisions of Hijab Ellzata buyers among students in Jakarta.

Keywords: Celebrity Endorsement, Brand Image, Hijab Elzatta.

1.   Introduction

Companies in the present era are required to be able to compete fairly and competently to continue to exist and develop and not be left behind by other companies. Companies are required to always think positive and forward and must take the initiative to make self-improvement and carry out company development. That way the company will develop into a thriving, growing, and successful company. As a successful company, the company has been recognized by all levels of society. It is not only known by the public, but the public can give positive opinions about the company for the sake of the existence of a company to survive amid increasingly fierce competition today. One of the functions of a growing company that can be used as the spearhead of the success of achieving profit is the marketing function.

Currently, consumers are faced with various types of product choices offered by each company to meet the needs and desires of consumers. The purchase decision is an important thing to pay attention to because this will certainly be a consideration of how a marketing strategy will be carried out by the company in the next period. One of the ways companies improve purchasing decisions is through advertising. The existence of advertising has become a demand that cannot be avoided from a product being offered to get attention from the public One of the efforts made by the company is through advertising. Advertising as a form of mass communication that functions to inform messages to the public and influence it to take certain actions requires special handling in its creation. Celebrity endorsement can generate more attention to advertising, better recognition of a brand name, and the ability to create an image for the product.

Celebrity endorsements can increase sales of advertised products and increase sales of advertised products and increase company profits. Meanwhile, advertisements using noncelebrity endorsers are used to gain the trust of the audience. This type of endorser can be more familiar to consumers because they feel they have the same actual self-concept, values, personality, lifestyle, demographic characteristics, and so on. Celebrities become a huge consideration to become communicators in an advertisement, which is commonly referred to as a celebrity endorser. Celebrities who are on the rise or popularity are believed to be able to more influence someone to take certain actions by the original goal Advertising is also a part of the promotion carried out by the company. Attractive ads are ads that can attract market attention. The Luwak White Koffie product is booming because it uses advertising, where the advertisement used by the company is an advertisement that uses a Celebrity Endorsement to communicate the product to create an image of the product. The company uses celebrities originating from Korea with high popularity in the world. By using Celebrity Endorsement, the company aims to encourage consumers to buy these products.

2. Literature Review

Celebrity Endorser

The use of commercials in an advertisement on television is an appropriate alternative strategy for introducing products to consumers. Celebrities are individuals (movie stars, entertainers, or athletes) who are known by the public for their abilities in certain fields that can support the products being advertised. Celebrities have stopping power. Endorsers can also be defined as people who are chosen to represent the image of a product (product image). Usually, community leaders have prominent characters and strong appeal (Hardiman, 2006). So the expertise possessed by celebrities with the advertised product brand must be relevant

The advertising strategy with the use of celebrity endorsers must go through several stages of consideration, including the level of celebrity popularity itself with the problem of whether the chosen celebrity can represent the character of the product being advertised. The use of endorsers is expected to provide a positive association between the product and the endorser. These associations can simply appear in the form of certain thoughts or images associated with a brand (Ristiarini, 2012). Celebrities are expected to represent an ideal lifestyle where some people or at least their fans and followers want to emulate that lifestyle. Seeing the market behavior that wants to imitate the lifestyle of celebrities, marketers are willing to spend a large amount of money to use celebrities to promote their products or brands. Marketers hope that the target market will see, hear, or read and then react positively by associating the product or brand with celebrities who promote it (Mahestu, 2006).

To rejuvenate a weary product or brand, companies are often lured into wearing celebrities. This strategy is used considering that celebrity prestige has the potential to elevate brand and product image. According to Hardiman in (Nurmala, 2008) the advertising model is a figure chosen to represent the image of a product (image product), from community leaders who have prominent characters and strong appeal. According to Royan in Nurmala (2008) celebrities can be used as a fast tool to represent

the targeted market segments. The use of celebrities in advertisements can help achieve company goals by boosting sales because celebrities are believed to be more attractive and inspire interest and interest than the use of ordinary people in influencing potential customers. Thus celebrities can help companies to increase the effectiveness of their advertisements since they can create consumer awareness which in turn increases consumer buying interest.

Many factors should be considered by companies that will use celebrity services in their product advertisements. The use of these celebrities is sometimes able to increase sales, but there are times when it fails to promote the product The main task of these endorsers is to create a good association between the endorser and the advertised product so that a positive attitude arises in consumers so that advertisements can also create a good image in the eyes of consumers. Advertising is an important and mutually influential element in instilling a brand image to consumers, along with the physical characteristics and product quality that follow a particular brand (Temporal & Lee, 2001)..

Brand Image

Before explaining the meaning of the brand image, we will first explain the meaning of the brand (brand). Every product sold in the market certainly has a brand, where the brand differentiates one product from another. According to Aaker and Biel (2009) brand image is the consumer's assessment of the brand in a market. This creation can be created based on personal experience or hearing about its reputation from other people or the media. According to Schiffman and Kanuk (2007) "A brand image is a set of associations about a brand that is stored in the mind or memory of consumers". Several factors influence brand image Schiffman and Kanuk (2007) mention the factors forming a brand image, namely:

1. Quality or quality, related to the quality of the goods offered by manufacturers with certain brands.
2. trustworthy or dependable. related to the opinion or agreement formed by the community about a product that is consumed.
3. Uses or benefits associated with the function of a product that can be utilized by consumers.
4. Price, which in this case is related to the high and low or the amount of money spent by consumers to influence a product, can also affect the long-term image.
5. The image that is owned by the brand itself, namely in the form of views, agreements and information relating to a particular brand of a product

According to Keller (2016), brand image is the consumer's perception of the brand image of the product to be consumed or used. According to Keller (2000), measuring brand image can be done based on the aspects of a brand, namely:

1. Brand is easy to remember: This means that the elements of the brand chosen should be easy to remember and say or say. Symbols, logos, names used should be attractive, unique so that they attract people's attention to be remembered and consumed.
2. The brand is easily recognized: Apart from the logo, a brand is known through the message and how the product is packaged and presented to consumers which is called a trade dress. Through intensive communication, a particular form of product can attract attention and be easily recognized by consumers. So that the trade dress is often the same as a trademark, namely the differentiation of products and services in the market that can be requested for legal protection, and
3. Good brand reputation: For the company, image means the public's perception of the company's identity. This perception is based on what the public knows or thinks about the company in

question. The same company does not necessarily have the same image in front of people. The company image becomes one of the guidelines for consumers to take

According to Keller (2016) brand image consists of two main factors, namely:

1. Physical factors, which are the physical characteristics of a brand, namely: design, packaging, logo, brand name, function and use of products from that brand, and
2. Psychological factors, formed by emotions, beliefs, values and personality that are considered by consumers can describe the products of the brand. Brand image is closely related to what people think, feel about a particular brand. So that the brand image psychological factors have more role than the physical factors of a particular brand.

Image according to Kotler and Keller (2016) is several beliefs, ideas, and impressions that a person holds about an object. Meanwhile, brand image is the perception and belief held by consumers, as reflected in the associations embedded in consumers' memories (Kotler and Keller, 2016). Surachman (2008) defines brand image as part of a brand that can be recognized but cannot be pronounced, such as a symbol, design letters or special colors, or customer perceptions of a product or service represented by the brand. It can also be said that brand image is a concept created by consumers for subjective reasons and personal emotions (Ferrinadewei, 2008).

In conclusion, the brand image is an image or impression that is generated by a brand in the minds of customers. Placement of the brand image in the minds of consumers must be done continuously so that the created brand image remains strong and can be received positively. When a brand has a strong and positive image in the minds of consumers, the brand will always be remembered and the possibility of consumers buying the brand in question is very large

The Brand Image that will be created by the selected Celebrity Endorser will certainly affect the Purchase Intention of hijab products, so the selection of Celebrity Endorser must be exactly by the Brand Image you want to create.

Purchase Decision

Purchase Decision can be viewed as problem-solving activities, and there are three kinds of situations. These types of situations are: Routine responsive behavior, Limited problem solving and Extensive problem solving The consumer's process for making purchasing decisions must be understood by corporate marketers to make the right strategy. (Revita,Frimayasa,kurniawan:2018) Before explaining the meaning of the brand image, we will first explain the meaning of the brand (brand). Every product sold in the market certainly has a brand, where the brand differentiates one product from another. Purchasing decisions are thoughts where individuals evaluate various options and make choices on a product from the many choices. According to Kotler & Armstrong (2012), purchasing decisions are the stage in the buyer's decision-making process where consumers buy.

According to Schiffman and Kanuk (2007), a purchasing decision is defined as a choice of two more alternative choices. According to Tjiptono (2012) purchasing decision is a process in which consumers recognize the problem, seek information about a particular product or brand, and evaluate properly each of these alternatives can solve the problem, which then leads to a purchase decision. According to Tjiptono (2012), the factors that influence customer purchasing decisions are the emotional bonds that exist between customers and producers after customers use products and services from the company and find that these products or services provide added value. The value dimensions consist of 4, namely:

1. Emotional value, the utility that comes from feelings or affective or positive emotions arising from consuming a product. If consumers experience positive feelings when buying or using a

brand, then the brand provides emotional value. In essence, emotional value is related to feelings, namely what positive feelings consumers will experience when buying a product.

2. Social value, the utility obtained from the product's ability to improve the consumer's social self-concept. Social values are values held by a consumer, regarding what is considered good and what is considered bad by consumers.
3. Value quality, utility obtained from the product due to the reduction of short-term costs and long-term costs
4. Functional value is the value obtained from product attributes that provide functional utilities to consumers. This value is directly related to the functions provided by the product or service to consumers.

(Kotler 2016) , " A brand is name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or service of one seller or groupof sellers and to differentiate them from those of competitor." The purchasing decision is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Peter and Olson, 2014). In general, consumer purchasing decisions are buying the most preferred brand (Kotler and Amstrsong, 2012). Actual consumer purchasing decisions is a collection of many decisions purchase. Any such purchasing decisions have a different component structure, including (Oentoro, 2012: 107):

a. Decisions about the type of product. Consumers can decide to buy certain types of products such as food products or electronic products.
b. Decisions about product form. This purchasing decision is in the form of choosing the product's shape, size, quality, product design, and so on.
c. Decisions about brands. Each brand has its differences and advantages. Consumers will decide which brand to buy best suits their wants and needs.
d. Decisions about sellers. In making purchasing decisions, consumers will determine where or from whom they will buy the product.
e. Decisions about the number of products. Consumers can make decisions about how many products to buy.
f. Decisions about the time of purchase. Consumers can make decisions about when they will buy a product.
g. Decisions about the method of payment. When deciding to buy a product, consumers will determine how to pay for the purchased product, whether in cash or installments

3. Methods

The research variable is a thing whatever form the researcher determines to be studied so information is obtained about it, then draw conclusions (Sugiono, 2017).

Population and Sample Research

The population is all data that concerns researchers in the scope and time specified. So, the population is related to data, not the human factor. If every human being provides some data, then the number or size of the population will be the same as the number of humans While the sample is part of the population that is expected to be able to represent the population in the study. To find out the number of samples that are in taking the researcher using the Slovin formula with a critical value (e = 25%):

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

Where :

n = sample size

N = population size

e = the desired critical value (accuracy limit) (percent slack

inaccuracy due to sampling error)

$$n = \frac{212}{1 + 212(0,25)^2}$$

$$n = \frac{212}{1 + 212(0,025)}$$

$$n = \frac{212}{6,3}$$

n=33,65rounded to 34 samples

So, 34 samples will be taken in this study

Data collection technique

Data collection techniques are used to obtain internal data This study uses a questionnaire, which is making a list of questions that are distributed to the community who are sampled in

this research.

Data Analysis Techniques

The data analysis technique used in this research is an analysis Multiple linear regression and processed using SPSS version 26.0

The analysis is carried out in several stages, including:

1. Descriptive Statistics

Descriptive testing is generally used for exploration and clarificationconcerning something phoneme or social reality, byway describe some variables relating to the problem and the unit understudy

2. Validity and Reliability Test

a. Validity test

The validity test is useful to find out whether there are questions on the questionnaire that must be discarded or replaced because of considered irrelevant. The test is done statistically,

which can be done manually or with computer support, for example through the help of the SPSS computer package.

b. Reliability Test

Reliability test is useful for determining what is deep It is this questionnaire that can be used more than once, at most not by the same respondent. In the reliability test using Cronbach's Alpha which is a test for alternative answers more than two

3. Classic Assumption Test

a. Normality test

Normality test is used to determine whether the variable dependent, independent, or both normally distributed, close to normal or not. Data normality testing in This research was conducted by looking at the graph of the data histogram declared normal, if the shape of the curve has a slope tend to be balanced, both from the right side and the left side, and curve almost an almost perfect bell shape. Whereas in the normal P-Plot image, the data is normal if a distributed image with data points in the direction of the line diagonal. 8

b. Multicolonierity Test

Multicollinearity test aims to test whether it is deep the regression model found a correlation between the independent variables. A good regression model should not correlate with the independent variable. Multicollinearity can be measured from a tolerance value and variant inflation (VIF). If the tolerance value> 0.1 and VIF <10, it can be concluded that there is no multicollinearity between independent variables in the regression model. However, if the tolerance value is <0.1 and VIF> 10, it can be concluded that there is multicollinearity between independent variables in the regression model

c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether it is deepregression models occur inequality of variance from one observation to another observation. How to predict whether there is or not heteroscedasticity in a model can be seen from the image pattern scatterplot, namely:
  a. If there is a certain pattern, such as existing dots forming a pattern certain regular (wavy, melts then narrows), it indicates heteroscedasticity has occurred.

  b. If there is no clear pattern, the dots spread over and below the 0 on the Y axis, there is no hetero spasticity.

4.   Results and Discussion

Validity and Reliability Test

The validity test tests each of the variables used in this study, which in all research variables contains 12 statements that must be answered by 34 respondents, to test each indicator of trust, product quality, and purchase decision is valid or not. then the r table value can be obtained by the formula df (degree of freedom) = n - 2 (34 - 2 = 32) with a confidence level of 95% (α = 0.05), so that the r- table of all variables equal to 0.339 Furthermore, the statement items in this study, it is said to be valid if the value of r count> r table

Table 1. Celebrity Endorsement Validity Test Results

Statement	r- count (Person Correlation)	r table value n=34, α=5%	status
1	0,726	0,339	Valid
2	0,547	0,339	Valid
3	0,603	0,339	Valid
4	0,566	0,339	Valid

processed data sources SPSS 26
Based on the table above, all items are declared valid, because of the value rcount> r table (0.339).

Table 2. Brand Image Validity Test Results

Statement	r- count (Person Correlation)	r table value n=34, α=5%	status
1	0,512	0,339	Valid
2	0,448	0,339	Valid
3	0,643	0,339	Valid
4	0,463	0,339	Valid

processed data sources SPSS 26

Based on the table above all items are declared valid, because the value rcount> r table (0.339)

Table 3. Purchase Decision Validity Test

Statement	r- count (Person Correlation)	r table value n=34, α=5%	status
1	0,438	0,339	Valid
2	0,480	0,339	Valid
3	0,411	0,339	Valid
4	0,566	0,339	Valid

processed data sources spss 26

Based on the table above all items are declared valid, because the value of r count> r table (0.339).

Testing was carried out using the SPSS version of the program 26.0. Reliability test (reliability) is a measure of stability and consistency of respondents in answering matters related to question constructs which are the dimensions of a variable and arranged in a questionnaire form. The results of this test will reflect can or not be trusted a research instrument, based on the level of permanence and stability of a measuring instrument. Standard ones used in determining the reliability or failure of an instrumented research one of them. By looking at the comparison between the value of r count to the r-table at the price level of 95% (significant 5%). Item declared valid in the validity test the reliability is determined by criteria as follows:

a. If r-count (positive) or r-count> r table then the statement reliable.

 b. If r-count (negative) or r-count <rtable then the statement is not reliable

Table 4. Celebrity Endorsement reliability test
Reliability Statistics

Cronbach's Alpha	N of Items
.730	5

processed data sources SPSS 26

In the table above the reliability statistics above are obtained values Cronbach alpha equal to the number of statements of 4 items. r table value at a significant level of 95% with the number of respondents n = 34, and df = n - 2 (34– 2 = 32) is 0.339, thus the Cronbach alpha value 0.730> 0.339 table. So that from these results it can be concluded that the questionnaire tested for variable X1 proved reliable because the Cronbach Alpha value = 0.730 is between 0.60-0.80.

Table 5. Brand Image Reliability Test
Reliability Statistics

Cronbach's Alpha	N of Items
.644	5

processed data sources SPSS 26

In the table above the reliability statistics above are obtained values Cronbach's alpha of 0.644 with the number of statements of 4 items. Score 74 r table at a significant level of 95% with the number of respondents n = 34, and df = n - 2 (34 - 2 = 32) is 0.339, thus the Cronbach value alpha 0.644> 0.339 r table. So that the results can be It is concluded that the tested questionnaire for variable X2 is proven reliable, because the Cronbach Alpha value = 0.644 is between 0.60-0.80.

Table 6. Purchasing Decision Reliability Test
Reliability Statistics

Cronbach's Alpha	N of Items
.583	5

processed data sources SPSS 26

In the table above the reliability statistics above are obtained values Cronbach's alpha of 0.583 with some statements of 4 items. Score r table at a significant level of 95% with the number of respondents n = 34, and df = n - 2 (34– 2 = 32) is 0.339, thus the Cronbach value alpha 0.583> 0.339 r table. So that the results can be It is concluded that the questionnaire tested for variable Y is proven reliable, because the Cronbach Alpha value = 0.583 is between 0.60- 0.80.

Classic assumption test

Normality test

The data normality test is aimed at testing whether the dependent variable, independent or both normally distributed, close to normal or not. Testing data normality in research this is done by looking at the graph histogram of the data stated normal, if the shape of the curve has an inclined slope draw, both from the right side and the left side and curves almost resembling an almost perfect bell shape. While on normal P-Plot image, data is declared normal when the image is distributed with data points in the direction of the diagonal line.
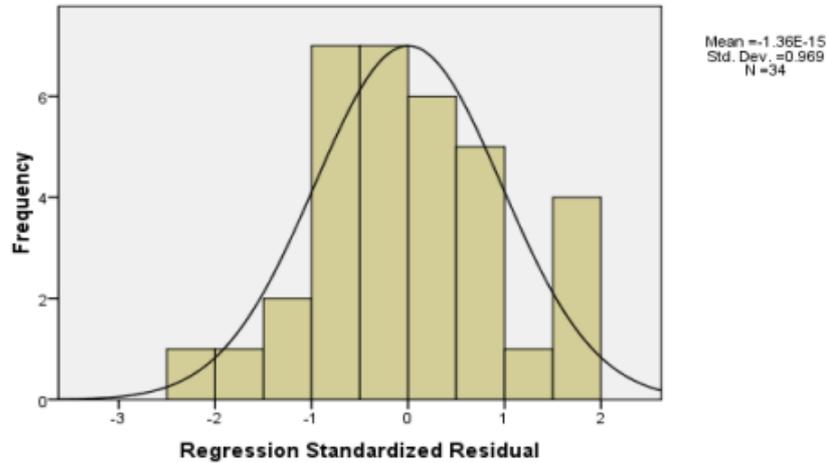
Figure 1. Normal Histogram

Based on the image above the graph above can be seen that the distribution of data on the histogram line display can be concluded that the histogram graph gives a normal distribution
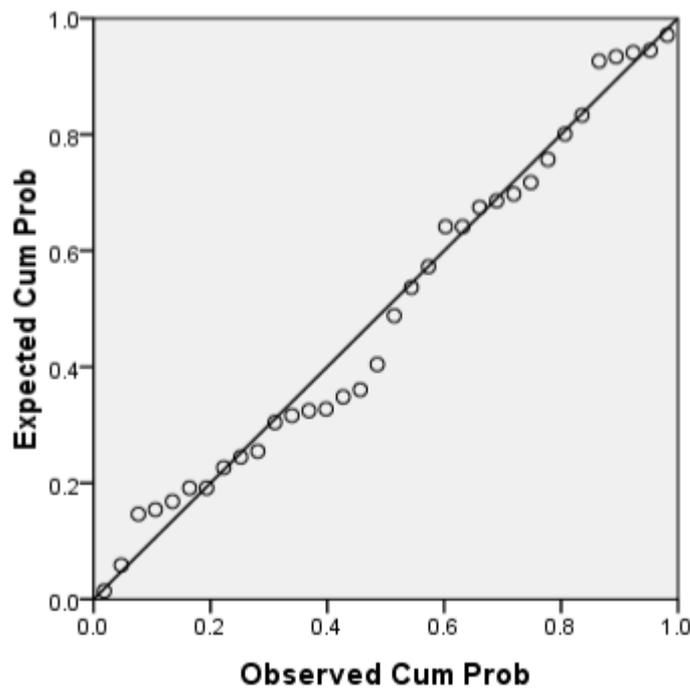

Figure 2. Scatter Plot

Based on the picture above shows the distribution with dots data spread around the diagonal line and the distribution of the data points along the diagonal line, thus it can be concluded that the regression has met normality.

Multicollinearity Test

Multicollinearity test is useful for knowing whether at The regression model proposed has found a strong correlation between the independent variable. If the value of variance inflation factor (VIF) <10 and tolerance value> 0.10 can be concluded that there is no multicollinearity between

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independent variables in the regression model tolerance value> 0.10 can be concluded that there is no multicollinearity between independent variables in the regression model.

Table 7. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Celebrity Endorsment	,973	1.028
	Brand Image	,973	1.028

From the table above, it can be seen that the price variable has a VIF value of 1.028 and a tolerance value of 0.973. Meanwhile, the quality variable has a VIF value of 1.028 and a tolerance value of 0.0973. From all these variables, it can be seen that the tolerance value is> 0.10 and the VIF value <10. Therefore, it can be concluded that this regression model is free from multicollinearity and is feasible to use.

Heteroscedasticy Test

Test the difference in residual variance from one observation period to another or describe the relationship between the predicted value and the studentized deleted residual value. How to predict the presence or absence of heteroscedasticity in a model can be seen from the scatterplot image pattern. In the regression model There is no heteroscedasticity, if the dots spread above and below or around the number 0 then the regression model does not occur Heteroscedasticity.
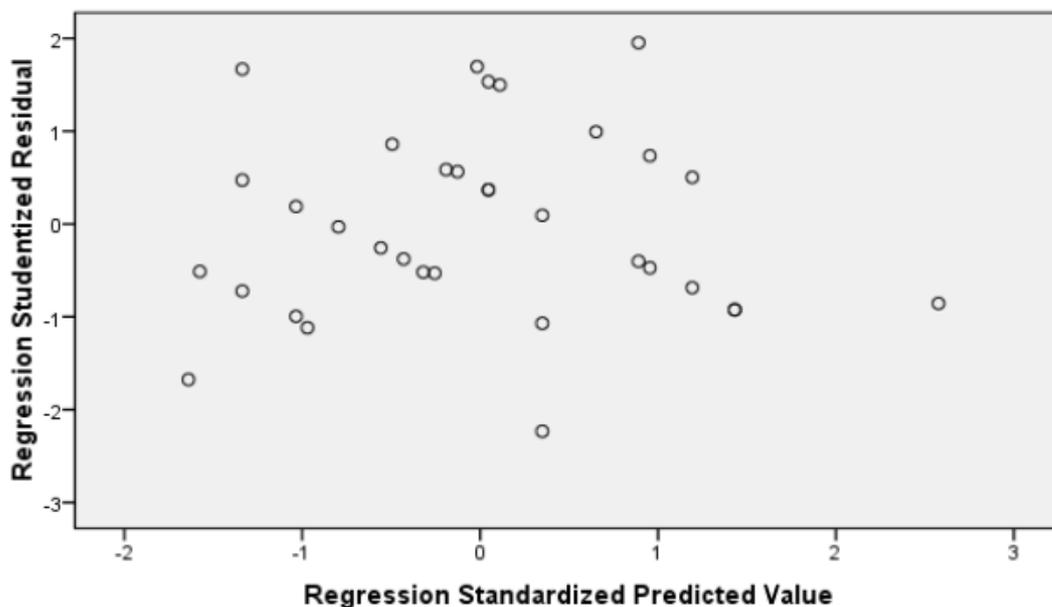

Figure 3. Heteroscedasticy Test

From the picture above, it can be seen that the dots on the scatterplot are spread randomly and are spread above or below the number 0. So it can be concluded that there is no heteroscedasticity in the regression model, so the questionnaire model is suitable to be used to improve Elzatta Hijab purchasing decisions for students in Jakarta. based on the independent variable (celebrity endorsement and brand image).

Hypothesis Test
T-test (partial)

The t-test is used to test the effect partially, how is the effect of each independent variable (X1 and X2) on the dependent variable (Y). This test uses the criteria if tcount> t-table, then Ha is accepted, and H0 is rejected or the independent variable has a significant effect on the dependent variable. And if <ttable, then Ha is rejected, and H0 is accepted, or the independent variable does not have a significant effect on the dependent variable. The price level used is 95%, then the value of $\alpha = 0.05$, and the amount of t table, is sought based on the formula df = n-k, where n = number of respondents while = a number of variables (free + bound). So, df = 34 -2 = 32, t table is 1.690

Table 8. T Test Results

Coefficientsª

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,742	2,159	-	2,659	,012
Celebrity endorsement	,236	,096	,328	2,445	,020
Brand Image	,422	,104	,541	4,037	,000

a. Dependent Variable: buying decision

a. The price variable has a probability value of 0.020 <0.05, which means it is significant. While the t - count value of the price variable is 2.445> 1.690 t table, so it can be concluded that the hypothesis Ha is accepted and H0 is rejected, meaning that the celebrity endorsement variable has a partial effect on the decision to purchase Elzatta hijab for students in Jakarta.

b. The quality variable has a probability value of 0.000 <0.05, which means it is significant. While the t- count value of the product quality variable is 4.037> 1.690 t table, so it can be concluded that the hypothesis Ha is accepted and H0 is rejected, meaning that the brand image variable has a partial effect on the decision to purchase Elzatta hijab for students in Jakarta.

F test (Simultaneous)

The simultaneous test aims to determine whether the independent variables (price and quality) have a joint influence on the dependent variable (purchase decision). This test uses the criteria if the p-value <of the determined level of significance is determined, then the independent variables simultaneously affect the dependent variable or can see the value of F. If the value of Fcount> Ftable then simultaneously the independent variable affects the dependent variable. F- Table can be calculated by means of df1 = k-1 and df2 = n-k, where k is the number of dependent and independent variables. Then df1 = 3-1 = 2 and df2 = 34-3 = 31, so we get F-table is 3.30.

Table 9. F Test Result

ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	20,068	2	10,034	13,127	,000^a
Residual	23,696	31	,764		
Total	43,765	33			

a. Preictors: (Constant), celebrity endorsement and brand image
b. Dependent Variabel : Purchase decisions

From the results of the table above, it can be seen that the results are:
1. The value of F count = 13,127 and Ftable = 3,30, so F count> F table, meaning that the price and quality variables both influence the purchasing decisions of palm sugar buyers in Simpang Empat Village.
2. A significant value of 0.000 <0.05, meaning that it has a significant effect on purchasing decisions for buyers of palm sugar in Simpang Empat Village.

Coefficient Determination Test

The coefficient of determination (R2) measures the amount of the model's willingness to explain the dependent variable. If R² is greater (close to one), it can be said that the effect of the independent variable is equal to the dependent variable. This means that the model used is getting stronger to explain the effect of the independent variables on the dependent variable. Meanwhile, R² (close to zero) can This means that the effect of the independent variables (X1 and X2) on the dependent variable (Y) is getting smaller, meaning that the model used is not strong enough to explain the effect of the independent variables on the dependent variable. From the results of data analysis, the value of R = 0.677 or R² (R Square) = 0.459. This means that the regression model obtained can explain that celebrity endorsement (X1) and brand image (X2) can influence purchasing decisions of Hijan Elzatta buyers in students by 45.9%. While the rest is influenced by other variables.

Model Test

Table 10. Regression

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,742	2,159		2,654	,012
Harga	,236	,096	,328	2,445	,020
Kualitas Produk	,422	,104	,541	4,037	,000

a. Dependent Variabel : Purchase decisions

Based on the results of the data in the table above, the regression equation is obtained as follows:

$$Y= 5,742+ 0,236\ X1+ 0,422\ X2+ e$$

1. The regression coefficient value of the celebrity endorsement variable (X1) is 0.236, this means that the celebrity endorsement variable (X1) has a positive effect on purchasing decisions or in other words every time there is an increase in the celebrity endorsement (X1) variable by one-unit, then the purchase decision on Hijab Elzatta for students in Jakarta will increase by 0.236, assuming the other variables are fixed or constant.
2. The regression coefficient value of the celebrity endorsement variable (X1) is 0.236, this means that the celebrity endorsement variable (X1) has a positive effect on the purchase decision of Hijab Elzatta for students in Jakarta or in other words every time it occurs. an increase in the variable celebrity endorsement ((X1) of one unit, the purchase decision of Elzatta Hijab buyers for students in Jakarta will increase by 0.236, assuming the other variables are constant or constant.

The regression coefficient value of the product quality variable (X2) is 0.422, this means that the product quality variable (X2) has a positive effect on purchasing decisions or in other words every time there is an increase in the product quality variable (X2) by one unit, the purchase decision on palm sugar buyers in Simpang Empat Village it will increase by 0.422, assuming the other variables are fixed or constant, meaning that basic needs become positive.

5. Conclusion

The celebrity endorsement variable has a significant effect on purchasing decisions on Elzatta Hijab buyers among students in Jakarta. This can be seen with the t-count value of 2.445 with a significant value of 0.020 less than 0.05 (0.020 <0.05), so it can be concluded that the celebrity endorsement variable has a positive and significant effect on purchasing decisions of Elzatta Hijab buyers on students in Jakarta. The variable brand image has a significant effect on the purchasing decision of Elzatta Hijab among students in Jakarta. This can be seen with the t value of 4.037 with a significant value of 0.000 smaller than 0.05 (0.000 <0.05), so it can be concluded that the brand image variable has a positive and significant effect on the purchasing decision of Hijab Elzatta for students in Jakarta. Variable celebrity endorsement and brand image variables have a significant effect on the purchasing decisions of Elzatta Hijab among students in Jakarta. This can be seen by the F test

(simultaneous) with a value of 13.127 and F table of 3.30 so that fcount> f table with a significant value of 0.000. Therefore, the significant value is smaller than 0.05 (0.000 <0.05), so it can be concluded that the celebrity endorsement variable and brand image variable together have a positive and significant effect on the purchasing decision of Elzatta Hijab for students in Jakarta.

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