The Influence of Celebrity Endorser and Brand Image on Purchase Intention of Whitelab Products in Bandar Lampung

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ABSTRACT

In the digital era, social media has become an effective promotional tool to build brand image and reach consumers widely. Celebrity endorsers are used as a marketing strategy to increase the appeal and credibility of a product, while brand image reflects consumer perceptions of a brand that can influence purchasing decisions. The purpose of this study was to analyze the influence of celebrity endorsers and brand image on the intention to purchase Whitelab products in Bandar Lampung. This study uses a quantitative method with primary data collected through a questionnaire. The sample in this study was 130 respondents collected with the help of a questionnaire. The analysis methods used in this study are validity testing, reliability testing, and using multiple linear regression, and hypothesis testing, namely the t-test, and the F-test. The results of the study indicate that both celebrity endorsers and brand image have a significant influence on consumer purchase intentions. The credibility, appeal, and expertise of celebrity endorsers, as well as a strong brand reputation, have been shown to contribute to increasing consumer purchase intentions for Whitelab products.

INTRODUCTION

Technology continues to change human relationships and business in the globalized world. The internet's ongoing growth since its founding speaks to this technical progress. These advances in information and communication technology have led to the rise of social media platforms, which have changed human communication by allowing engagement without physical presence. Social media has evolved beyond communication into a sophisticated platform for information dissemination through short-form video content, visual imagery, and descriptive captions that meet diverse individual and collective needs.

Social media's inclusion into everyday life has led companies to realize its potential for brand image and consumer reach promotion. Modern companies

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use social media for marketing and consumer interaction as well as communication. According to ResearchGate, Indonesia's active social media users have grown significantly from January 2014 to January 2024, suggesting better communication infrastructure, especially in rural regions, which has increased internet availability. Social media is an intermediate platform where people exchange textual, visual, audio, and video material with peers and companies, according to Kotler and Keller (2016). This competitive business climate has driven corporations to use social media for brand and product promotion.

Consumers copy others' behavior, and reviews and suggestions on social media affect purchase choices and produce viral consequences. According to Aral and Walker (2019), social media algorithms control what users see, which impacts engagement and brand reactions. This shows how important content tactics are in digital marketing. Influencer culture, where celebrities and social media personalities influence customer purchases via endorsements, is a clear example of social media marketing's impact (Freberg et al., 2020). Celebrity endorsement is a popular social media marketing strategy to increase customer buy intention. Celebrities' credibility and appeal impact customer buying decisions when they endorse goods or services. Social media and online platforms have allowed marketers to reach more people and boost campaign effectiveness through celebrity endorsements, improving brand credibility, appeal, image, and consumer interest.

Trustworthy celebrity endorsers may boost brand image and product identification more than traditional advertising. Celebrity endorsements boost brand exposure, trust, and product identification, increasing purchase intention. Celebrities' reputation in product promotion is crucial because trustworthy celebrities inspire customer confidence. Celebrity skill in various professions influences purchasing intention, especially when they have product-related knowledge or experience. Celebrity attractiveness dominates consumer purchase intention, as people buy things advocated by beautiful celebrities (Kotler, 2009).

Apart from celebrity support, brand image also influences buying intention. Customer impressions and attitudes about a brand are mirrored in their memory. Strong brand reputations improve consumer perception and confidence in goods, thus organizations must generate strong brand images to connect with their target market and build customer loyalty and market placement. Positive brand impressions lead customers to particular items (Kotler & Keller, 2016). Brands that communicate relevant customer values have better brand impressions (Bennett & Rundle-Thiele, 2019).

Skincare products for skin health and attractiveness have become prominent in the competitive beauty business. The beauty industry has prioritized safer and more effective products due to increased understanding of skin type and need. Whitelab, founded by Jessica Lin and Dennis Gunawan in 2020 with the tagline "Not Your Ordinary Skincare" to differentiate their products from others, is a popular local skincare brand. Compas (2024) reports that Whitelab sold 3.1 billion rupiah in 2023, making it a competitive local skincare brand.

Whitelab's competitive advantage is its product quality, which addresses Indonesian consumers' skin concerns like dullness, oiliness, and acne with 10% Niacinamide, Collagen, and Hyaluronate to brighten and improve elasticity. Vitamin B3 (niacinamide) moisturizes, smooths, and reduces inflammation in acne-prone skin. The brand's low prices make skincare products accessible for teens and adults. Whitelab sells Brightening Facial Wash, Face Toner, Face Serum, Day Cream, Night Cream, Underarm Cream, and Body Serum.

The smart choice of EXO's Oh Sehun as Whitelab's celebrity endorsement might have a big influence. Sehun's professional background and low-controversy image boost customer confidence in his product recommendations. His popularity as an idol and cheerful attitude boost the Whitelab brand, while followers' emotional connection to Sehun motivates them to try his goods. Sehun's celebrity endorsement of Whitelab caused issues that damaged the brand's reputation. A Central Park Jakarta fan meetup ended in turmoil owing to overcrowding, lasting barely 10 minutes before being canceled for safety concerns. This event caused fan boycotts, with staff calling Sehun's supporters "fanatics" and utilizing fan-gifted flowers as picture props. Twitter followers dropped from 28,000 to 25,000, and brand impression suffered.

Purchase intention is the possibility that consumers will buy particular things, impacting their actual purchases. After need identification, information search, and assessment, Kotler and Keller (2016) define purchase intention as choosing a brand among many options. Past study on celebrity endorsers and purchasing intention had conflicting outcomes. Celebrity credibility strongly influences customer purchase intention, according to Putri and Hadi (2022) and Nugroho and Iriani (2020). However, Nugrah, Latief, and Agunawan (2023) found celebrity endorsers negatively impact purchasing intention. Brand image and purchasing intention also correlate positively (Azizah, Handayani, & Syahruddin, 2024; Andryani & Salim, 2024). Despite significant study on celebrity endorser and brand image influences on purchase intention, most studies concentrate on general consumer items, not skincare, especially

Whitelab. Thus, this study examines how celebrity endorsers and brand image affect Whitelab product purchase intention in Bandar Lampung.

This research examines how celebrity endorsers and brand image affect Bandar Lampung customers' Whitelab product purchases. The study examines how celebrity endorsements and brand image affect customer attention and purchase choices. The findings are expected to help the researcher improve academic understanding and analytical skills in marketing, help Whitelab improve its brand positioning and marketing effectiveness, and serve as a reference for future scholars studying consumer behavior and branding strategies.

RESEARCH METHOD
Research Method

Surveys are used in this quantitative investigation. According to Sugiyono (2019), quantitative research is based on positivism and uses research instruments to collect data from specific populations or samples and analyze it using quantitative or statistical methods to test hypotheses. The quantitative technique may objectively assess and evaluate correlations between factors, such as celebrity endorsers and brand image on purchase intention. Online survey platforms made data gathering in this study quick and accessible for Bandar Lampung respondents. Online surveys are useful in the digital age since they are more accessible and less geographically limited. The questionnaire was carefully designed as the principal study tool to collect accurate and reliable participant data. This instrument measured each variable using verified indicators from relevant literature to ensure that the results appropriately represent the constructs being examined. The study approach facilitates experimentally testing hypotheses and reaching generalizable findings regarding Whitelab product customer behavior.

Data Sources and Data Collection Method

This research uses primary and secondary data. Sugiyono (2019) defines primary data as data acquired by the researcher for a specified study goal. This research employed questionnaires to collect primary data from Bandar Lampung residents who are acquainted with Whitelab, its products, and its celebrity endorsers and have used or are using Whitelab goods. To meet study goals, these respondents were our main source. Primary data were supplemented by secondary data. According to Sugiyono (2019), secondary data are acquired by someone other than the original data consumer and frequently appear in journals, books, articles, and other related material. These sources supported the theoretical framework and provided research

background. This study collected data via surveys and literature review. Bahri (2018) defines the questionnaire as a form of data collecting in which respondents answer written questions or remarks.

This research employed an online questionnaire with closed-ended questions on Whitelab's celebrity endorsers, brand image, and product purchase intentions. To standardize replies and simplify quantitative analysis, closed-ended questions were used. A literature review provided theoretical insights and supported hypotheses. This strategy includes gathering and evaluating research-related academic materials such books, journals, papers, and documents. This strategy aims to develop a sound theoretical framework, comprehend the issue context, and identify research needs. The research uses empirical data and theoretical perspectives to understand Whitelab product buying intention.

Population and Sample

This study defines population as the larger group relevant to the research aims. According to Sugiyono (2019), a population is a generalized area of items or individuals with characteristics set by the researcher to be examined and made conclusions from. This study includes Bandar Lampung residents who know Whitelab and its celebrity endorsement. The identification of this demographic is the first step in choosing the right sample to ensure study representativeness and reliability. Understanding demographic characteristics helps the researcher create a sampling strategy that gathers enough data to address research objectives.

Purposive sampling, a non-probability sampling method, was used to pick a subset of the population to guarantee that respondents could offer relevant information related to the study. Sugiyono (2019) stresses that quantitative research samples must match the population to facilitate generalization. Hair et al. (2014) recommend a minimum sample size of 100 for studies with fewer than five variables, and 130 for studies with 13 indicators across three variables (celebrity endorser, brand image, and purchase intention) using the formula N = 10 × number of indicators. Participants must be aware of Sehun EXO as Whitelab's celebrity spokesperson, want to buy Whitelab goods, and live in Bandar Lampung. These requirements guarantee that data are relevant and that respondents reflect the section of interest, improving study validity.

Operational Variables

According to Sugiyono (2019), operational variables in research are components or values from an item or activity that vary and are systematically specified by the researcher to be investigated and evaluated for conclusions. This study divides variables into independent and dependent. Celebrity

endorser (X1) and brand image (X2) are independent variables. The independent factors affect buying intention (Y). For validity and clarity in empirical evaluation, each variable is defined and quantified using accepted theories and indicators from the relevant literature.

Shimp (2010) defines the celebrity endorsement variable (X1) as a famous actor, artist, entertainer, or athlete who promotes a product in ads. This variable is measured using Kotler (2009) indicators including trustworthiness, expertise, attractiveness, recognized quality, and target audience similarity. According to Kotler and Keller (2016), brand image (X2) is customers' perceptions and beliefs, influenced by their experiences and preserved in memory. Rangkuti (2009) uses recognition, reputation, attractiveness, and loyalty to quantify this variable. Finally, Kotler and Keller (2016) define purchase intention (Y) as a consumer's choice to pick one brand over others based on need recognition, information search, and assessment. Transactional, referential, preferred, and exploratory dimensions are used to assess this variable from Ferdinand (2014). To reliably quantify respondents' impressions, this research uses a five-point Likert scale for all variables.

Instrument Requirements Testing

A validity test determines if the research instrument correctly captures the target construct to assure its quality. Valid instruments assess the conceptual notion being examined accurately. In this study, factor analysis is the main instrument validity test. In this research, a constructed questionnaire is issued to chosen respondents and examined using factor analysis to discover whether each item accurately reflects the theoretical notions. This guarantees that the questionnaire may extract relevant data and meaningfully address the research challenge. Hair et al. (2010) define validity as a factor loading value over 0.50, suggesting a high association between the indicator and the construct being tested. Validation is necessary to connect theoretical notions with empirical indications.

To evaluate data consistency and dependability, instrument reliability is assessed together with validity. The stability and consistency of an instrument's findings is called reliability. The quality and internal consistency of a trustworthy instrument allow it to gather data correctly. This research measures reliability using Cronbach's Alpha, a statistical measure of scale item internal consistency, especially for Likert-type answer forms. Whitelab Bandar Lampung users' data is used for reliability testing. A Cronbach's Alpha score over 0.6 implies that the instrument is reliable and may be utilized in research (Hair et al., 2010). This testing assures that the instrument measures celebrity

endorsement, brand image, and buy intention at theoretical validity and with consistent and repeatable findings.

Data Analysis Method

This research uses descriptive and multiple linear regression analysis. A systematic and accurate description of population or study area features, occurrences, or events is done via descriptive data analysis. Descriptive analysis gives a complete summary of variables or phenomena without inferring conclusions, according to Hardani (2020). This technique helps researchers summarize and evaluate data by studying its distribution, central tendency, and variability, providing insights that aid comprehension and decision-making based on trends and patterns.

The research also examines the association between numerous independent variables and a dependent variable using multiple linear regression. Multiple linear regression is used to assess how two or more independent factors affect a single dependent variable, according to Duli (2019). This approach uses least squares to assess the connection by finding the best line of fit to describe variable interactions. The regression equation in this research is $\gamma = a + \beta_1 X_1 + \beta_2 X_2 + \epsilon$, where γ represents purchase intention, X_1 is celebrity endorser, X_2 is brand image, an is the constant term, β_1 and β_2 are regression coefficients, and ϵ is the standard error. The researcher may use this model to determine how much celebrity endorsers and brand image effect Whitelab product purchases.

Hypothesis Test

This research uses partial and simultaneous analyses to investigate the effect of independent factors on the dependent variable. The t-test determines if celebrity endorser (X1) and brand image (X2) have a significant influence on purchase intention (Y) in partial hypothesis testing. This strategy is used in regression analysis to see whether each predictor contributes substantially. If the significance probability value (p-value) is less than 0.05, the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted, suggesting a statistically significant partial effect. The null hypothesis is accepted if the significance value exceeds 0.05, indicating no partial influence of the independent variable on the dependent variable.

The research also uses the F-test to assess the independent variables' effect on purchase intention. This test checks whether the model predicts the dependent variable overall. As with the t-test, the F-test utilizes 0.05 significance. If the F-test significance probability is below 0.05, celebrity endorser and brand image affect purchase intention together. The dependent variable is not substantially affected by the independent factors if the

significance value is larger than 0.05. This study's hypotheses are statistically supported by these tests.

RESULT AND DISCUSSION
Questionnaire Collection and Test

This research examines how celebrity endorsers and brand image affect Bandar Lampung customers' Whitelab product purchases. Participants were asked about the brand's endorsement, brand image, and purchase intention in a questionnaire. The questionnaire was the main research tool, and its validity and reliability were tested.

SPSS version 27 with factor analysis was used to assess the instrument's validity to verify it measured the required components. Validity is an instrument's ability to measure its intended target (Hatmawan & Riyanto, 2020). The Kaiser-Meyer-Olkin (KMO) and anti-image requirements were satisfied for each celebrity endorser, brand image, and buy intention item with factor loading values over 0.50. This confirms that the instrument is suitable for data collection since each item is legitimate and matches its theoretical construct.

A reliability test assessed questionnaire item internal consistency after the validity test. As recommended by Hair et al. (2014), Cronbach's Alpha showed that all items within each variable had reliability coefficients over 0.60, suggesting strong instrument consistency. Celebrity endorser (X1) had 0.738 Cronbach's Alpha, brand image (X2) 0.660, and buy intention (Y) 0.734. These findings demonstrate that the instrument is dependable and that responder data is consistent and reliable for statistical analysis.

Respondent Characteristics

This research collected demographic data from 130 individuals using questionnaires. Using SPSS version 27, respondents were categorized by gender, age, employment, and monthly spending. This categorization showed that respondent composition revealed Whitelab users' consumer profiles in Bandar Lampung. Gender breakdown was 56.2% female and 43.8% male responses. This suggests that Whitelab users are mostly women. Due to their greater interest in appearance and skin health, women choose beauty and skincare products. As beauty products become more gender-neutral and target a larger audience, male respondents show a rising understanding of skincare.

Most responders (67.7%) were 16–25 years old. This age group is mostly teens and young adults who care more about their looks and are more exposed to social media and skincare trends. Due to knowledge of early skin treatment and the need to look well, particularly in social and digital settings, this age group seeks skincare treatments more often. This group's significant

involvement suggests they make up a large proportion of the skincare consumer market, especially for Whitelab's affordable and trendy products.

46.9% of responders were students or university students. This relates to the dominating age group. Due to hormonal changes, lifestyle, and stress, students and young people commonly develop skin disorders. This population actively seeks skincare knowledge and products due to peer influence and internet platforms. With increased demand for skincare products and exposure to internet marketing and beauty trends, they represent a crucial market niche for cosmetic and personal care firms.

The majority of respondents, 32.3%, spent between Rp 1,000,000 and Rp 1,900,000 each month. This salary group suggests modest disposable income, enabling them to spend some of their money on skincare. Their wealth lets them try beauty items beyond basics. Also, their desire to engage in personal care shows self-image and health awareness. This demographic will likely stick to skincare brands that provide value, effectiveness, and emotional fulfillment, making them a major Whitelab customer base in Bandar Lampung.

Frequency Distribution of Respondent Answers

This section shows the frequency distribution of answers to three primary variables: celebrity endorser (X1), brand image (X2), and purchase intention (Y) from Bandar Lampung surveys. Consumer opinions on Whitelab goods and advertising techniques are shown below. Star endorser, namely Sehun EXO's appearance in Whitelab's marketing efforts, is examined first. The data shows Sehun's endorsement effectiveness answers to five assertions. The celebrity endorser variable's mean score is 4.31, suggesting significant agreement on Sehun's credibility and attraction. "I believe Sehun EXO possesses the expertise as a celebrity endorser for Whitelab products," with 55.4% strongly agreeing, had the highest mean value, 4.37. This suggests that Sehun is a talented and influential individual who can persuade people to consider the brand.

The statement "I believe Sehun EXO is trustworthy as a celebrity endorser for Whitelab products" has a mean score of 4.23. This suggests that respondents see Sehun as a trustworthy Whitelab brand representative, which influences purchasing choices. Celebrity endorsements boost emotional security and product credibility. The statement "I believe Sehun EXO has an attractive appeal as a celebrity endorser for Whitelab products" had a mean of 4.36, demonstrating that Sehun's aesthetic and persona appeal boosts customer interest. Attractiveness helps endorsers grab attention and connect emotionally. Such appeal boosts brand remember and good connotations in marketing. The view that "Sehun EXO is admirable as a celebrity endorser" had a mean of 4.36, showing that respondents value Sehun's Whitelab promotion. Admiration

boosts brand image and advertising message trust. Finally, the statement concerning Sehun's resemblance to customers, with a mean of 4.26, implies respondents relate to him. Similarity makes endorsements more convincing and brands more accessible.

We analyzes brand image, the second variable. Whitelab has a favorable brand image among respondents, as seen by its composite mean of 4.12. First statement, "I am familiar with Whitelab products," had the highest mean of 4.26. Strong brand awareness is essential for stronger consumer-brand partnerships. A high degree of familiarity suggests Whitelab's marketing has reached their target demographic. However, "I believe Whitelab has a good track record" had the lowest mean of 3.95. While still good, this suggests a little decrease in confidence in the brand's historical performance or dependability, indicating room for development in long-term customer trust and brand consistency. "I believe Whitelab products and services are attractive" had a mean score of 4.12. This shows consumer satisfaction with product quality, brand experience, and customer service. Finally, the signal "I feel loyal to the Whitelab brand" had a mean of 4.15, indicating strong emotional connection and repeat purchase intention. Brand sustainability and market growth depend on loyalty.

The third variable, purchase intention, with a mean score of 4.26. This shows respondents' strong desire to interact with the brand across consumer behavior aspects. The mean score for "I intend to purchase Whitelab products" was 4.25, indicating that many respondents will buy. Revenue and brand sustainability depend on transactional intent. The statement "I have the desire to recommend Whitelab products to others" had a somewhat higher mean of 4.29. This shows that many customers trust the company and are eager to be informal brand advocates. Word-of-mouth recommendations fuel organic brand growth more than conventional advertising.

The statement "I intend to choose Whitelab products as my primary option" averaged 4.15. This suggests that Whitelab is a category favourite for a large portion of respondents. Being first choice shows customer preference and brand strength compared to rivals. Last, the statement "I intend to seek more information about Whitelab products," had the highest mean score of 4.35. This suggests a growing customer interest and engagement, demonstrating Whitelab has effectively sparked consumer curiosity and encouraged brand exploration. Information-seeking shows curiosity, trust, and emotional and financial investment in the brand.

The results indicate that celebrity endorsement and brand image strongly influence Bandar Lampung Whitelab customers' buying intentions. Sehun

EXO's reputation, experience, and attraction as an endorser boost customer perception, while Whitelab's brand image builds trust and loyalty. These findings support previous research suggesting celebrity traits and brand identity influence customer behaviour (Kotler & Keller, 2016). Whitelab can stay competitive and retain customers by matching promotional techniques with consumer expectations and using important personalities like Sehun.

In conclusion, respondents regard Whitelab as a trustworthy and attractive brand, bolstered by a respectable celebrity ambassador. Positive purchase intentions include actual purchasing behavior, readiness to refer, and curiosity in future inquiry. This complex customer reaction emphasizes the need for integrated marketing tactics that combine emotional appeal, brand power, and endorsement efficacy to influence buying choices in a competitive market.

Multiple Linear Regression Test

This research used multiple linear regression to explore how celebrity endorser and brand image affect Whitelab product purchase intention in Bandar Lampung. The study used 130 respondents with a 95% significance level ($\alpha = 5\%$).

Table 1.
Multiple Linear Regression Test

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	
(Constant)	5.303	1.484		3.573
Celebrity Endorser (X1)	0.311	0.076	0.346	4.065
Brand Image (X2)	0.306	0.082	0.319	3.744

The regression equation $Y = 5.303 + 0.311X1 + 0.306X2 + e$ shows that celebrity endorser (X1) and brand image (X2) have positive and statistically significant coefficients. The values of 0.311 for celebrity endorser and 0.306 for brand image show that an increase in either variable will improve purchase intention (Y), providing other factors stay constant. These results indicate that both components predict consumer behavior for Whitelab goods and are backed by statistically significant t-values and p-values less than 0.05, validating the model's dependability (Duli, 2019).

Partial Test

A partial hypothesis test was conducted to assess the impact of celebrity endorser (X1) and brand image (X2) on purchase intention (Y). A t-test was used with a significance level of 0.05 ($\alpha = 5\%$) and a degree of freedom (df) based on sample size. Formulating the hypothesis: H_0 argued that X1 and X2

had no major impact on Y, whereas H_a argued that they do. At a 95% confidence level (α = 0.05), the decision rule considers the significance (p-value): H_0 is rejected and H_a is accepted if p < 0.05, indicating a significant effect; H_0 is accepted and H_a is rejected if p > 0.05, showing no significant partial impact. The threshold t-table value was 1.98.

Table 2.
Partial Test

Variable	t-statistic	t-table	Sig.	Explanation
H1: Celebrity endorser has a positive effect on purchase intention	4.065	1.98	0.001	H_a accepted
H2: Brand image has a positive effect on purchase intention	3.744	1.98	0.001	H_a accepted

In Table 2, the t-test shows that celebrity endorser and brand image positively affect purchase intention. The t-statistic for celebrity endorsement (4.065 > 1.98, p-value < 0.05) supports H_a and suggests a partial impact on purchase intention. The t-statistic for brand image (3.744 > 1.98, p-value < 0.05) supports H_a and suggests a partial impact of brand image on purchase intention. These findings show that celebrity endorsement and brand image influence Bandar Lampung customers' Whitelab product purchases.

Simultaneous Test (F-Test)

A simultaneous hypothesis test (F-test) was used to assess the impact of celebrity endorser (X1) and brand image (X2) on purchase intention (Y) with a 95% confidence level (α = 0.05). These theories were created: The null hypothesis (Ho) asserts that X1 and X2 do not affect Y simultaneously, whereas the alternative hypothesis (Ha) argues that they do. Using a significance level of 0.05 and a degree of freedom of 2 and 130 – 2 – 1 = 127, the F-table value was 3.07. If the calculated F-value is more than the F-table value and the p-value is less than 0.05, Ho is rejected and Ha accepted, according to the F-test criteria.

Table 3.
Simultaneous Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	264.126	2	132.063	32.599	0.000
Residual	514.497	127	4.051		
Total	778.623	129			

According to the table above, the estimated F-value of 32.599 surpasses the F-table value of 3.07, and the p-value (0.000) is below 0.05. Since the independent factors have a statistically significant simultaneous influence on the dependent variable, the null hypothesis is rejected. Thus, celebrity

endorsement and brand image impact Bandar Lampung people' Whitelab product purchases. These results imply that celebrity endorsements and powerful brand imaging affect customer behavior and should be part of cosmetics industry promotions.

The Influence of Celebrity Endorsers on Purchase Intention for Whitelab Products in Bandar Lampung

This research examined customer reactions to Whitelab's endorsement by EXO's Sehun in Bandar Lampung to see how celebrity endorsers affect purchase intention. Quantitative investigation showed that respondents believed celebrity endorsements increased buying intent. The poll found that Sehun has the traits of a good endorser, notably competence, which may drive people to buy the marketed product. The high mean score of 4.37 and 55.4% "strongly agree" frequency supported this. Partial testing (t-test) showed that the celebrity endorser variable (X1) had a t-count value of 4.065, higher than the t-table value of 1.98, and a significance level of 0.001, below the 0.05 threshold. We reject the null hypothesis and accept the alternative hypothesis, demonstrating that celebrity endorsement substantially and favorably influences Bandar Lampung customers' inclination to buy Whitelab goods.

These data imply that celebrity endorsements influence customer behavior, specifically purchasing intentions. The celebrity endorser variable (X1) emphasizes the need of carefully choosing endorsers who are trustworthy, knowledgeable, attractive, prestigious, and relatable to the target audience. Sehun's character matches these traits, boosting Whitelab's marketing strategy's credibility and attractiveness. This study confirms Nugroho and Iriani (2020) findings that celebrity endorsements influence buying intentions. Their results support celebrity endorsement as a strategy to engage consumers and influence purchase.

The Influence of Brand Image on Purchase Intention for Whitelab Products in Bandar Lampung

The quantitative research shows that respondents believe brand image influences customer purchasing intention. The questionnaire results on brand image showed that brand recognition encourages customers to buy. A mean score of 4.26 indicates that 50.8% of respondents strongly agree. This implies that people are more likely to buy Whitelab items when the brand is well-known and favorable. The partial test results (t-test) show that brand image (X2) has a t-value of 3.744, more than the critical value of 1.98, and a significance level of 0.001, below 0.05. Thus, the alternative hypothesis (Ha) is accepted, demonstrating a statistically significant and positive association

between brand image and Whitelab product purchase intention in Bandar Lampung.

This supports the idea that brand image strongly influences customer purchases. A good brand image may influence customers' perceptions, trust, and emotional connection, enhancing their buy intent. Whitelab's quality, distinctiveness, and emotional appeal boost customer confidence and purchase. The earlier research by Azizah, Handayani, and Syahruddin (2024) indicated that a favorable brand image increases purchase intention. Brands must strategically spend in maintaining a positive market image.

CONCLUSION

The data and discussion confirm the hypothesis that celebrity endorsers and brand image positively affect Whitelab product purchase intention in Bandar Lampung. First, celebrity endorsers, especially Sehun EXO, positively impact customers' buying inclinations. Celebrities' trustworthiness, attractiveness, and congruence with products boost customer trust and buy intention. His followers trust Whitelab because Sehun EXO's experience and reliability make his recommendations believable. This makes people curious and inclined to try and buy the items. Second, brand image positively impacts Whitelab product purchasing intention. Whitelab, a local skincare business, has attracted customers with its high-quality, cheap products. Consumer behavior is influenced by positive brand views, notably attractiveness, which increase product purchases.

These results provide numerous suggestions. First, prospective celebrity endorsers, especially Whitelab ones, should communicate honestly and authentically about their goods to build trust and customer connection. Second, Whitelab should keep building its brand via innovative marketing, product development, and excellent customer service. An honest and empathic reaction to consumer feedback builds trust. Finally, by emphasizing brand strengths, customer experience, and emotional connections, Whitelab will influence consumer consideration and become the preferred skincare brand in daily routines.

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