






# “Determinants of purchase intention during COVID-19: A case study of skincare products in East Java”

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# DETERMINANTS OF PURCHASE INTENTION DURING COVID-19: A CASE STUDY OF SKINCARE PRODUCTS IN EAST JAVA

## Abstract

During COVID-19, consumers of skincare products pay more attention to safety and comfort. In such a crisis, consumers seek skincare products with brand effectiveness, high quality, and persuasive reviews by social media influencers. This study investigates the influence of brand effectiveness, product quality, and celebrity endorsers on purchase intention of halal skincare products in the pandemic. The study employed a survey of halal skincare users in East Java, Indonesia. A purposive sampling of 180 female respondents was analyzed; they were followers of Safi-Skincare Instagram and aged 18 and over. Descriptive statistics indicated that religious background strengthened the factors influencing the purchase intention towards a skincare product. The data were then analyzed using multiple linear regression with a statistical level of confidence of 95%. The result showed that brand effectiveness, product quality, and celebrity endorsers significantly affect purchase intention in Indonesia during the pandemic. The study concludes that Muslim standards reinforce rigid standards applied to skincare products with a halal logo, supporting good quality performance and encouraging stronger purchase intention. This study contributes to understanding consumer behavior in the pandemic using a purchase intention framework that can be applied to the safety and comfort of other consumer products.

## Keywords

brand effectiveness, product quality, celebrity endorser, purchase intention, Indonesia, skincare

## JEL Classification

C83, I10, L81, M31

## INTRODUCTION

Even in the COVID-19 era, the need for skincare products still becomes a necessity for most women. This is because skin health, especially face care, is an important investment in the future (Nurhayati-Wolff, 2021). The study found a trend in the use of skincare and sun care products (Chouhan et al., 2022). Global cosmetic products are valued at USD 380.2 billion and are projected to increase 5.3% in 2027. In Indonesia, there is phenomena of a growing global brand of skincare products with the proliferation of imported beauty products. Therefore, consumers must be careful, especially Muslim consumers, regarding the haleness of a product that affects stimuli to purchase such products.

The strength of emotional response towards stimuli could be favorable or unfavorable when consumers find the halal label that meets the religious aspect (Fathoni, 2020). Response, namely affective attitude, also includes emotions such as love or anger, satisfaction or frustration, moods of boredom or relaxation in response to stimuli (Peter & Olson, 2010). The stimuli of the skincare products in the COVID-19 era focus more on the religiosity aspects of innovation and Islamic aspects reflected in a halal brand (Borzooei & Asgari, 2014).

When consumers look for a product, it is not enough to identify the brand on its packaging. Customers will find out the high-quality product as well as the halalness in the minds of Muslim consumers (Nurhayati & Hendar, 2020; Riptiono, 2020). Therefore, consumers' affective mood towards quality is vital for companies to influence consumer behavior. Consumers will be critical when choosing a product, meaning that they always want to get good quality products based on their cognitive aspects (Kartikasari & Albari, 2019; Mhlongo & Mason, 2020). From a Muslim perspective, one aspect of the quality guarantee is the halalness label present on the packaging.

As part of the consumer analysis theory, celebrity endorsers would increase the attention paid and help bring cultural meaning (Peter & Olson, 2010). The use of public figures in marketing activities of a product or service will receive public attention (Reed, 2012; Schiffman & Wisenblit, 2015). Promotional activities using celebrity endorsers are intended to attract consumers' attention; thus, consumers are expected to be interested in the marketed products (Peter & Olson, 2010). When someone has an idol, he/she will try to follow the development of this idol, follow the idol's lifestyle, and use products that this idol usually uses. Consumer purchase intention arises after getting a stimulus from the product they see. After that, consumers will feel an interest in trying the product until finally the desire to buy it arises so that consumers can have it (Kotler & Keller, 2009, p. 15). Specifically, Yousaf (2016) studied the effectiveness of celebrity endorsement in Islam perspective in Muslim countries. It was found that Islam does not prohibit advertising. Similarly, Osei-Frimpong et al. (2019) researched the effect of celebrity endorsers on purchase intention in Malaysia.

A large number of the Muslim population in Indonesia was one of the reasons why halal-brand of skincare products were launched in Indonesia in 2018. However, limited studies researched the impact of COVID-19 on beauty products, particularly in consumer purchase decisions in Indonesia.

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## 1. LITERATURE REVIEW AND HYPOTHESES

### 1.1. Brand effectiveness

The brand is defined as "a name, term, sign, symbol or design, or a combination thereof, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler & Keller, 2009, p. 258). The use of a brand reflects the identity of products or services offered by the seller to the extent of leveraging the company's equity (Sudaryanto, 2015; Grassl, 2000; Liu, 2020). The brand could create an experience of the product and the producer's image.

Brand experience and affective commitment determine brand loyalty (Iglesias et al., 2011). Iglesias et al. (2011) researched 366 Barcelona MBA students with 195 completed questionnaires. They found that affective commitment perfectly mediates brand experience and brand loyalty. Lin and Lekhawipat (2014), researching 240 Taiwanese

online shoppers, found that affective aspects and behavior can influence repurchase intention. Moreover, Espejel et al. (2008) researched 223 Spanish olive oil consumers and concluded that affective aspects as consumer satisfaction should be strengthened by emphasizing different product characteristics.

In pursuing competition, developing brand image, brand experience, and satisfaction would be crucial to creating brand loyalty (Ahmady & Kaluarachchi, 2021; Batra & Homer, 2004; Onigbinde & Odunlami, 2015; Saleem et al., 2017; Serrao & Botelho, 2008; Sudaryanto et al., 2019; Wibowo et al., 2021). Dubbing halal brands instead of hygienic food is the companies' effort to attract customers affective of Antabax healthcare products in the Malaysian market (Grassl, 2000). In this issue, the positive perception development regarding the symbol, words, or color needs to be considered. Rule of thumb shows that the number of "syllables" in the brand name must not exceed three. This is relevant with the limited memorizing cognitive aspect of the consumer when recalling the brand (Peter & Olson, 2010).

In conclusion, brand effectiveness involves brand experience, brand image, and relationship to brand knowledge. Brand allows consumers to evaluate products of the same kind differently. One brand can develop positive affective, then its expected influence buying intentions (Espejel et al., 2008). Affective behaviors include (Peter & Olson, 2010, p. 40):

- a) emotions (an uncontrollable behavior as a spontaneous response towards visual, sound, or smell in-store environment such as love or anger);
- b) specific (less intense feeling states such as satisfaction or frustration);
- c) moods (a lower level of felt intensity such as like or dislike);
- d) evaluation (a weak affective response accompanied by a low level of arousals such as boredom or relaxation).

Referring to the use of a halal identity for a product or the use of names related to Islam, a company must pay attention to the feasibility of its brand. It can stimulate customers when they see, smell, or hear about a specific brand. This means that the brand is mainly related to the product's quality, the halalness of the content or ingredients used, and the production process. Although according to Abdul et al. (2009), Hussain et al. (2016), Pappas et al. (2014), and Rezai et al. (2012), Muslim consumers in Australia and Malaysia sometimes do not immediately believe in the provision of a halal logo, they will re-examine the ingredients used to ensure halalness.

## 1.2. Product quality

The overall features and characteristics of a product or service depend on its ability to satisfy stated or implied needs (Kotler & Keller, 2012, p. 143). In addition, the quality of a product will be a consideration for consumers when making their choice. Therefore, companies are competing to develop products with better quality than the quality of competing products to increase consumer purchase interest.

The quality of products is the basis of strategy in a business that provides goods or services to satisfy consumers, eventually creating purchase intention in consumers (Hoe & Mansori, 2018). Researching the Malaysian engineering industry, it was found that product quality influences loyalty and customer satisfaction (Kartikasari & Albari, 2019; Hoe & Mansori, 2018). Consumers are looking for a product that is reliable and can adequately function according to its specifications (Nuraini et al., 2019). Product quality is also an ever-changing condition (e.g., quality today may be considered less qualified in the future). Mirabi (2015) stated that the independent variable of product quality affected consumer purchase intentions.

Juran (1951) primarily focused on product quality. He developed the Quality Control Handbook and asked a curious question about "how much quality is enough?" Furthermore, Feigenbaum (1956) proposed Total Quality Control (TQC) on answering Juran's question (Garvin, 1987). Finally, the most referable concept defines eight dimensions of product quality (Hoe & Mansori, 2018):

- 1) performance refers to the main operating characteristics of the product;
- 2) feature is the secondary aspect of performance as the additional characteristics that able to attract customers;
- 3) reliability is the probability of malfunction or failure of the product when it is being used within specific periods;
- 4) conformance is the rigidity of the product, and operating characteristics that meet the existing standard;
- 5) durability reflects the durability of the products both in technical and economic dimensions;
- 6) serviceability reflects the easiness of having serviceable and handling of the products in relation to speed and cost;
- 7) aesthetic is how products look, feel, sound, taste, and smell following individual judgments and preferences;

- 8) perceived quality is reputation in regard to comparing quality among them that not constantly perfects.

Research conducted towards 180 adult respondents mentioned that products quality represented in halal product both exclusion and inclusion of brand becomes the focus of concern for Muslim consumers (Mukhtar & Butt, 2012). A similar study was conducted on Malaysian market analyzing the quality of engineering industry performance. It was shown that features and conformance have no relationship with satisfaction that potentially creates repurchase intention (Hoe & Mansori, 2018). While durability and features have a significant influence on satisfaction.

As the aesthetics, perceived quality, and serviceability dimensions are affective, this paper will only employ the rest five indicators: performance, reliability, feature, durability, and conformance.

### 1.3. Celebrity endorsement

Celebrity endorsers are supporters of an advertisement that helps a product being advertised and become more attractive (Chi et al., 2009; Gajjar, 2013; Jansen et al., 2011; Kang et al., 2021; Karadagli et al., 2021; Knott & Hemmonsby, 2017; Onigbinde & Odunlami, 2015; Peter & Olson, 2010; Reed, 2012; Rezai et al., 2012). Calvo-Porrall et al. (2021) analyzed 316 valid questionnaires and found that celebrity endorser influences purchase intention in Spain. Specifically, celebrity trustworthiness is significant at 0.01%; on the contrary, celebrity expertise and attractiveness have no significant influence. Companies have widely used celebrity endorsers to communicate their products to consumers. This is a strategy to promote products through the popularity of celebrity endorsement. Celebrities enjoy public recognition and have attributes such as attractiveness and expertise (Batra & Homer, 2004).

These people are public figures, namely artists, athletes, or other famous people who, of course, have fans. Fans will pay attention to their idols, from appearance to products used by their idols. Companies will take advantage of this to attract consumers' attention. Endorsers are often referred to as direct sources or speakers who deliver a message and/or

demonstrate a product or service (Schimmelpfennig, 2018). Celebrity endorsers can influence food consumer behavior (Calvo-Porrall et al., 2021).

Celebrities are revered as role models, and as such, it is natural for them to evoke a set of feelings or represent a set of values (Chan et al., 2021). The selection of the celebrity endorser of a company is a complex issue; a company must also pay attention to celebrity suitability. Celebrity compatibility, also called match-up, is a match between the endorser and the product supported. Calvo-Porrall et al. (2021) studied the suitability of a celebrity or product. It can be estimated to function as a key determining the effectiveness of support depending on the credibility of the message sender. Consumers will consider a celebrity endorser a picture or image of a product. Celebrity is conceptualized as a human brand (Schimmelpfennig, 2018). For example, Chan et al. (2021) expressed human brands, including celebrities' brands of Siti Nur Haliza as Vivo brand ambassador in Malaysia.

Simmers et al. (2009) and Osei-Frimpong et al. (2019) state that celebrity endorsers have some attributes such as:

- 1) attractiveness, which is the first impression or judgment about the individual;
- 2) trustworthiness, which is the level of confidence authorized to the speaker on delivering the messages (Ohanian, 1990);
- 3) familiarity, which perceived that consumers have high expertise about the product (Amos et al., 2008).

Similarly, Faizal et al. (2019) has mentioned that expertise, attractiveness, and trustworthiness between celebrity endorsers have a significant relationship with customer purchase intention. A celebrity endorser is a public figure from both artists and social media celebrities who can help companies achieve their purchase intentions.

### 1.4. Purchase intention

Purchase intention arises after receiving a stimulus from the product a customer sees, from there arises interest in trying the product until finally

the desire to buy it arises (Kotler & Keller, 2016). Purchase intention is defined as part of consumer behavior in terms of consumption. The tendency of consumers to act before making the purchase decision process includes:

- 1) transaction interest;
- 2) referential interest;
- 3) preferential interest; and
- 4) exploratory interest.

Consumer purchase intention is the stage where consumers form their choices among several different brands joined in the chosen set. According to Espejel et al. (2008), Wandebori and Wijaya (2017), Aziz and Chok (2013), Ling et al. (2010), Mirabi (2015), Nurhayati and Hendar (2020), Riptiono (2020), Shah et al. (2012), and Wee et al. (2014), purchase intention reflects the consumer's short-term behavior towards future purchase decisions.

According to Peter and Olson (2010, p. 336), purchase intention is the action before deciding to purchase that is potentially influenced by advertising with women have a more powerful effect. Similarly, intention is a motivation of the urge within the individual to do something (Schiffman & Wisenblit, 2015).

The urge arises because of pressure due to unmet needs, so individuals will try to do something to reduce the pressure through behavior that is expected to meet their needs. If an individual has a high motivation for a product, there will be an urge to control the products and vice versa. Thus, purchase intention arises because of the urge to meet individual needs.

This study aims to identify the influence of brand effectiveness, product quality, and celebrity endorsers on the dependent variable, namely purchase intention.

Based on the abovementioned, this study proposes the following hypotheses:

- H1:* Brand effectiveness has a significant effect on purchase intention.
- H2:* Product quality has a significant effect on purchase intention.

*H3:* Celebrity endorser has a significant effect on purchase intention.

## 2. METHODS

This study is explanatory research designed to confirm or refuse existing research hypotheses (Malhotra & Birks, 2007). This paper is fundamental research by which the data used will remain original and primary. The study uses a quantitative research approach employing SPSS statistical tools.

The population in this study is the followers of the Safi-skincare Instagram account in Indonesia, with a total of 287,000 followers as of November 2020. The study employed a purposive sampling technique, with the respondent criteria being female respondents who are at least 18 years old and have individual Instagram accounts. The number of samples in this study was 180 respondents with the affordable number of sampling for multivariate data analysis, i.e., ten times to indicators (Hair et al., 2014). The questionnaire is distributed online using a Google Form link, provided via the Direct Message (DM) feature on Instagram. Furthermore, the respondents were encouraged to complete the task individually.

The data sources in this study are primary data obtained from the questionnaire's responses. Data were collected by giving several statements in the questionnaire regarding their demographic factors for descriptive statistical analysis and the perceptual responses using psychometric scales for the hypotheses testing (Kyriazos & Stalikas, 2018).

Three independent variables employed in this study consist of brand effectiveness, product quality, and celebrity endorsers. In addition, the study uses one dependent variable, namely purchase intention. Finally, a semantic differential scale is used in assessing respondents' answers with a score interval of 1 (Strongly Disagree) to 10 (Strongly Agree). Osgood (2009) developed the measurement scale in the form of differentia semantics from 1 (very weak) to 10 (very strong) (DeVellis, 2016).

A validity and reliability test was conducted towards a pilot project of 20 responses before dis-

tributing questionnaires. The results showed that the variables of brand effectiveness (X1), product quality (X2), celebrity endorser (X3), and purchase intention (Y) have r-arithmetic r-table with a significance value of 5% (0.05). Thus, it is concluded that the statement can be used as a data collection tool because it has been proven valid.

The questionnaire was also reliable if Cronbach's alpha is greater than 0.60. All instruments in this study were reliable, with Cronbach's alpha > 0.6. As part of the requirements for multivariate data analysis, responses were tested for normality using the Kolmogorov-Smirnov test method with a degree of confidence (α) of 5%. Brand effectiveness (X1), product quality (X2), celebrity endorser (X3), and purchase intention (Y) are included in the data that is normally distributed because it has a value of 0.995, meaning that the result is greater than the significance level of 0.05. After testing the instrument, the hypotheses are tested. The t-test is used to determine how far each independent variable ex-

plains the dependent variable; in this case, whether each independent variable influences the dependent variable with a significant level ≤ α (0.05).

### 2.1. Operational variables

The variables and indicators used in this study are presented in Table 1.

## 3. RESULTS

### 3.1. Descriptive statistical analysis

The demographic characteristics of respondents are presented in Table 2.

Table 2 shows that based on age, the respondents were mostly between 18-25 years (75%), whereas 20.5% were 26-35 years old. Following the employment data, 66.6% were students. The rest work as private employees (9.4%), entrepreneurs (10.5%),

**Table 1.** Variables and indicators

Variables		Indicators
<b>Brand effectiveness</b>		
1	Emotions Brand by compliance; brand must show and have a solid appeal to consumers by being obedient to sharia (A-Qader et al., 2017)	Halal-skincare products uphold sharia values (X1.1)
2	Specific Brand creates a strong effect on satisfaction (Iglesias et al., 2011)	Skincare products are guaranteed to be halal (X1.2)
3	Moods Brand effectiveness by origin, namely the product reflects an Islamic organization because it comes from Moslem country (Iglesias et al., 2011; Espejel et al., 2008; Lin & Lekhawipat, 2014; A-Qader et al., 2017)	I am interested in buying Halal care products that have a halal logo on the packaging (X1.5) Halal-skincare products are produced with modern technology (X1.3)
4	Evaluation Brand effectiveness by a customer, that is, consumers are interested in buying products that have a halal logo on the packaging (Espejel et al., 2008; Visconti et al., 2011)	Halal-skincare products reflect an Islamic organization because they come from a Muslim country (X1.4)
<b>Product quality</b>		
1	Performance The product can work optimally, which brings changes for the better (Garvin, 1987; Hoe & Mansori, 2018; Sudaryanto et al., 2020)	Halal-skincare product can work optimally, which brings changes for the better (X2.1)
2	Reliability The product has the same quality from time to time (Garvin, 1987; Kartikasari & Albari, 2019; Hoe & Mansori, 2018; Nuraini et al., 2019)	Halal-skincare products have the same quality from time to time (X2.2)
3	Feature The product contains natural ingredients (Garvin, 1987; Hoe & Mansori, 2018; Kartikasari & Albari, 2019)	Halal-skincare products contain natural ingredients (X2.3)
4	Durability The product can last according to the expiration date on the packaging (Garvin, 1987; Chi et al., 2009; Hoe & Mansori, 2018)	Halal-skincare products can last according to the expiration date on the packaging (X2.4)
5	Conformance The use of the product can make a face bright according to the promise offered (Garvin, 1987; Mukhtar & Butt, 2012; Wandebori & Wijaya, 2017; Hoe & Mansori, 2018)	The use of halal-skincare products can make your face bright as promised (X2.5)
<b>Celebrity endorser</b>		
1	Visibility Celebrity endorser is a celebrity who can give influence (Amos et al., 2008; Calvo-Porrall et al., 2021; Chan et al., 2021; Faizal et al., 2019; Knoll & Matthes, 2017; Osei-Frimpong et al., 2019; Schimmelpfennig, 2018)	Halal-skincare product's endorser is a celebrity who can have an influence (X3.1)

**Table 1 (cont.).** Variables and indicators

Variables		Indicators
2	Credibility Celebrity endorsers can convey information on the product being promoted (Calvo-Porrall et al., 2021; Simmers et al., 2009; Schimmelpfennig & Hunt, 2020)	Celebrity endorsers can convey information on the product being promoted (X3.2)
3	Attraction Attraction of a celebrity can be in the form of beauty, style, and way of speaking (Calvo-Porrall et al., 2021; Simmers et al., 2009; Schimmelpfennig & Hunt, 2020)	Celebrity endorsers have charm in terms of beauty, style, and way of speaking (X3.3)
4	Power Celebrity endorsers can influence purchase decisions (Calvo-Porrall et al., 2021; Chan et al., 2021; Simmers et al., 2009; Knoll & Matthes, 2017; Peter & Olson, 2010; Schimmelpfennig, 2018)	Celebrity endorsers can influence purchase intention towards Halal-skincare product (X3.4)
Purchase intention		
1	Transactional interest Consumers have a willingness to buy products (Hellier et al., 2003; Lin & Lekhawipat, 2014; Mirabi, 2015; Pappas et al., 2014; Warsito, 2019; Zhou et al., 2009)	I have the will to buy halal-skincare products (Y1)
2	Referential interest Consumers will advise the closest people to purchase the same product (Dekhil et al., 2017; Lestari & Ellyawati, 2019; Lin & Lekhawipat, 2014; Nasse et al., 2019; Sudaryanto et al., 2020)	I will advise the people closest to me to purchase the same product (Y2)
3	Preferential interest The product becomes the consumer's first choice when buying (Knoll & Matthes, 2017)	Halal-skincare products are my main choice (Y3)
4	Exploratory interest Consumers will collect information about the product before making a purchase (Bulut, 2015; Dekhil et al., 2017; Espejel et al., 2008; Pappas et al., 2014; Sudaryanto et al., 2020; Yulisetiari et al., 2017)	I will collect information about halal-skincare products before making a purchase (Y4)

**Table 2.** Characteristics of respondents

Items	Characteristics	Percentage	
Age	18-25 years old	135	75 %
	26-35 years old	37	20.6 %
	36-45 years old	8	4.4%
	> 45 years old	–	–
	Total	180	100%
Educational background	Elementary School/Equivalent	–	–
	Middle School/Equivalent	–	–
	High School/Equivalent	123	68.3
	Bachelor	57	31.7
	Total	180	100
Occupation	Student	120	66.7
	Private employees	17	9.4
	Entrepreneur	19	10.6
	Housewife	15	8.3
	State Civil Apparatus/PNS/SOE employees	9	5
	Total	180	100
Income	< Rp 1,500,000	121	67.2
	Rp 1,500,000-Rp 2,499,999	37	20.6
	Rp 2,500,000-Rp 3,499,999	11	6.1
	> Rp 3,500,000	11	6.1
	Total	180	100
Religion	Islam	173	96.1
	Christian Protestant	2	1.1
	Catholic Christian	3	1.6
	Hindu	1	0.6
	Buddha	1	0.6
	Confucius	0	–
	Total	180	100



housewives (8.3%), and State Civil Apparatus/PNS/BUMN employees (5%). Based on religion, the data show the Muslims as a majority (96.1%); the rest were Protestant Christians, Hindus, and Buddhists.

Most respondents have an income of less than Rp. 1,500,000 (67.2%), while 20.6% of respondents have an income of Rp. 1,500,000-Rp 2,499,999. 6.1% of respondents have an income of Rp 2,500,000-Rp 3,499,999, and 6.1% of respondents earn more than Rp 3,500,000.

### 3.2. Multiple linear regression

This study uses multiple linear regression analysis. This analysis is used to determine the effect of predictors on the predicted variable. For example, the predictors in this study are brand effectiveness, product quality, and celebrity endorsers, while the predicted variable is purchase intention. The data were then coded and proceeded using SPSS, presenting the results in Table 3.

**Table 3.** Multiple linear regression analysis

Variable	Regression coefficient	p-value	Beta value	Result
Constant	6,442	-	-	-
Brand effectiveness	0.265	0.000***	0.302	Not to accept $H_0$
Product quality	0.208	0.000***	0.281	Not to accept $H_0$
Celebrity endorser	0.196	0.002***	0.220	Not to accept $H_0$
$R^2 = 0.45$				
Adj. $R^2 = 0.44$				

Note: \*\*\* –  $\alpha = 0.01$ .

Table 3 present the summary of multiple linear regression. Adjusted  $R^2$  represents the strength of the predictors brand effectiveness ( $X_1$ ), product quality ( $X_2$ ), and celebrity endorser ( $X_3$ ) on predicting the purchase intention ( $Y$ ) with the power of 44%, while the remaining 66% depend on the research model. These results can be obtained by the following multiple linear regression equation

$$Y = 6.442 + 0.265 X_1 + 0.208 X_2 + 0.196 X_3 + e, \quad (1)$$

where  $X_1$  – brand effectiveness;  $X_2$  – product quality;  $X_3$  – celebrity endorser;  $Y$  – purchase intention.

Equation 1 obtained a constant value of 6.442, which means that if the value of the independent variables of brand effectiveness ( $X_1$ ), product quality ( $X_2$ ), celebrity endorser ( $X_3$ ), is equal to zero. The purchase intention ( $Y$ ) value is 6.442, assuming the other variables that can affect purchase intention are considered constant. Besides, the variable coefficient of brand effectiveness is positive at 0.265, which means that any increase of one unit in the brand effectiveness variable will result in a 0.265 increase the interest buying.

The coefficient value of the brand effectiveness variable has a positive value of 0.265 and a significant value of 0.000, where the value is below 0.05. Thus, it can be seen that brand effectiveness has a positive and significant effect on halal-skincare products' purchase intentions.

The coefficient value of the product quality variable has a positive value of 0.208 and a significant value of 0.000, where the value is below 0.05. Thus, it can be seen that product quality has a positive and significant effect on halal-skincare products' purchase intentions.

The coefficient value of the celebrity endorser variable has a positive value of 0.196 and a significant value of 0.002, where the value is below 0.05. Thus, it can be seen that celebrity endorsers have a positive and significant effect on halal-skincare products' purchase intentions.

## 4. DISCUSSION

### 4.1. The influence of brand effectiveness on purchase intention

The first hypothesis ( $H_1$ ) indicates that brand effectiveness has a significant effect with adjusted  $R^2 = 44%$ ,  $p\text{-value} = 0.000 < \alpha/2 = 0.005$ . It can be obtained that  $H_1$ , which states that “brand effectiveness has a significant effect on purchase intention,” is accepted. The relationship shown by the regression coefficient is positive, meaning that the concept of brand effectiveness used by a skincare product will generate purchase intention in the minds of consumers. This study shows that brand effectiveness has a significant effect on purchase

intention. These findings support Peter and Olson (2010), Abdul et al. (2009), Hussain et al. (2016), Pappas et al. (2014), and Rezai et al. (2012).

Data regarding the characteristics of respondents based on religion or belief stated that most respondents were Muslims with a percentage of 96.1%. Indonesia is a country where most of the population is Muslim, which means consumers in Indonesia will choose products with a clear halal certification. The paper states that Muslim consumers will be attracted to brands that describe conformity with their religious values. Then, the consumer population in Indonesia can be seen to have high religiosity, meaning that they will avoid what their religion prohibits, so they choose to consume halal products. This is in line with Abdul et al. (2009), Arifin et al. (2019), Aziz and Chok (2013), Bonne et al. (2007, 2008), Borzooei and Asgari (2014), Imammudin (2017), Mukhtar and Butt (2012), Rahim (2016), and Yasid et al. (2016).

Products that are safe in the COVID-19 pandemic are consumer priority products because they pay more attention to health. For example, the customers consume products that have guaranteed hygiene (Donthu & Gustafsson, 2020). Therefore, the concept of brand effectiveness in skincare products prioritizes halal certification. In addition, the feasibility of raw materials to the production process can affect consumer purchase intention, which is in line with the research findings of Iglesias et al. (2011) and A-Qader et al. (2017).

#### 4.2. The influence of product quality on purchase intention

The second hypothesis (*H2*) indicates that product quality has a significant effect with adjusted  $R^2 = .44\%$ ,  $p\text{-value} = 0.000 < \alpha/2 = 0.005$ . The results of the t-test concluded that *H2*, which states that “product quality has a significant effect on purchase intention,” is accepted. The relationship shown by the regression coefficient is positive, meaning that the quality of skincare products will generate purchase intention in the minds of consumers. Therefore, a skincare product as a skincare brand with the tagline “Halal, Natural, Tested” is expected to maintain and improve product quality. The results of this study are in line with Kartikasari and Albari (2019), Hoe and Mansori (2018), and

Mirabi (2015), who stated that product quality has a significant effect on purchase intention.

The quality of skincare products that contain natural ingredients can generate purchase intention in consumers. The content of natural ingredients in skincare products is also reflected in a tagline, namely “Halal, Natural, Tested.” Across demographic characteristics, the majority are students who behave critically in choosing products; thus, they will choose products of good quality. This is in line with Awan et al. (2015), Nurhayati and Hendar (2020), Yasid et al. (2016), and Yener (2015). Product quality is an essential aspect of the marketing strategy, with the COVID-19 pandemic condition prioritizes hygiene and product benefits for health.

#### 4.3. The influence of celebrity endorsers on purchase intention

The results of multiple linear regression analysis against the third hypothesis (*H3*) indicate that celebrity endorser has a significant effect with adjusted  $R^2 = 44\%$ ,  $p\text{-value} = 0.002 < \alpha/2 = 0.005$ . Therefore, based on the results of the t-test, it can be concluded that *H3* stating “celebrity endorser has a significant effect on purchase intention” is accepted. Furthermore, the relationship shown by the regression coefficient is positive, meaning that celebrity endorsers who convey information about skincare products in promotional activities can generate purchase intention in consumers. The results of this study are in line with Yeo et al. (2015), Calvo-Porrall et al. (2021), Faizal et al. (2019), and Osei-Frimpong et al. (2019), who state that celebrity endorsers have a significant effect on purchase intention.

Respondents in this study were dominated by respondents aged 18 to 25 years, with a percentage of 75% being Generation Z, which is in line with Peter and Olson (2015, p. 336).

In promoting products using celebrity endorsers, the skincare industry also uses social media, especially Instagram. The use of social media (e.g., Instagram) in the COVID-19 pandemic tends to increase. Thus, many consumers will pay attention to Instagram posts containing information about products delivered by celebrity endorsers. Celebrity endorsers of skincare products are a stimulus for followers of Instagram accounts to buy specific products.

## CONCLUSION

This study found that based on the demographic data, most consumers of skincare products with the halal label in East Java, Indonesia, are students, women, Muslims, with an income < IDR 1,500,000 who have critical thinking of heal-care awareness.

The brand effectiveness has a positive and significant effect on purchase intentions. The emotion and specific responses towards halalness of products embrace an affective behavior of liking or disliking a specific brand. This response creates a cognitive process of memorizing the experience of buying a skin-care product in the COVID-19 era.

Product quality is also vital. Performance and conformance trigger the higher intention to purchase in the era of the COVID-19 pandemic. Another indicator would be the second opinion. The rigidity of the standards applied the products with good quality performance with halal logo meets the Muslim standard.

The use of religious celebrity endorsers in skincare marketing conveys that the celebrity endorsers will attract consumers from their religious backgrounds. The era of the COVID-19 pandemic drives the number of people accessing social media, especially Instagram. This can be used for promotional activities using celebrity endorsers through Instagram depending on the religiosity of a celebrity who does truth messages.

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