



Brand Image and Celebrity Endorser on Customer Satisfaction and Customer Loyalty of Scarlett Whitening Body Serum

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ABSTRACT

This study aims to analyze the influence of Brand Image and Celebrity endorser on Customer Satisfaction and Customer Loyalty of Scarlett Whitening Body Serum in Pekanbaru City. The population in this study was all users of Scarlett Whitening Body Serum in Pekanbaru City, whose number could not be known with certainty, so by using the Roscoe formula, the sample was set at 120 respondents with a purposive sampling method, which is part of nonprobability sampling. Based on the Structural Equation Modeling (SEM) Analysis with Partial Least Square (PLS), the results showed that brand image had a positive and significant effect on customer satisfaction, celebrity endorser had a positive and insignificant effect on customer satisfaction, brand image had a positive and insignificant effect on customer loyalty, customer satisfaction had a positive and significant effect on customer loyalty.

Keywords: Brand Image; Celebrity Endorser; Customer Satisfaction; Customer Loyalty

Field: Marketing Management; Consumer Behavior; Business Administration

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SDGs: Decent Work and Economic Growth (8); Responsible Consumption and Production (12); Industry, Innovation and Infrastructure (9)

INTRODUCTION

The cosmetics industry is a national priority in the 2015-2035 National Industrial Development Master Plan (RIPIN), with skincare and personal care segments constituting the largest market. This industry's growth is driven by trends in self-care, the use of natural products, and e-commerce. Local brands like Scarlett are able to compete with international brands through product quality and effective marketing strategies. Scarlett Whitening Body Serum is one of the most sought-after flagship products, as evidenced by its achievement of first place in the 2024 Top Brand Index in the body serum category.

The emergence of many new brands has intensified competition in the cosmetics industry, especially in the body serum category. Finally, after seven years of success, the brand, under the auspices of PT. Opto Lumbung Sejahtera, has won an award for the most prestigious brand in Indonesia.

Scarlett is a local Indonesian brand that was founded in 2017. Felicya Angelista is the brand's founder. Since its inception, Scarlett has focused on body care products, including body lotions, liquid soaps, and scrubs. Scarlett has been innovative and continues to introduce new products that differentiate it from its competitors (Fransisca et al., 2025). One of Scarlett's products is Scarlett Whitening Body Serum. This body serum comes in various variants: Scarlett Whitening Loving, Scarlett Whitening Charming, Scarlett Whitening Jolly, and Scarlett Whitening Happy.

Customer satisfaction is the feeling of pleasure or disappointment that arises after comparing the perceived performance (result) of a product to the expected performance (result). Research by Azhari & Tjahjaningsih (2023) concluded that celebrity endorsers have a positive and significant impact on customer satisfaction. Pre-survey results indicated that approximately 28 out of 30 respondents were satisfied with using Scarlett Whitening Body Serum, but only approximately 10 respondents continued to use Scarlett Whitening Body Serum. The purpose of this study was to analyze the influence of brand image and celebrity endorsers on customer satisfaction and loyalty.

LITERATURE REVIEW

Customer Satisfaction

According to Kotler & Keller (2021), customer satisfaction is a feeling of pleasure or disappointment that arises after comparing a product's perceived performance (result) with its expected performance (result). This feeling arises naturally, without coercion. Customers are satisfied when their expectations are met and delighted or happy when their expectations are exceeded. Customer satisfaction results from comparing customer expectations with their actual experience with the product or service provided (Junaedi et al., 2024).

Customer Loyalty

According to Kotler & Keller (2016), loyalty is a deeply held commitment to repurchase or support a preferred product or service in the future, despite situational influences and marketing efforts that could potentially cause customer switching. Customer loyalty is a customer's adherence to a product or service. When customers are satisfied with the quality, service, or value they receive, they will continue to purchase the same product and recommend it. Research by Pramesti & Chasanah (2021) found that customer satisfaction has a positive effect on customer loyalty, in contrast to research by Bintari et al. (2022) stated that consumer satisfaction has a negative and insignificant effect on consumer loyalty.

Brand Image

According to Firmansyah (2019), brand image is what consumers think and feel when they hear or see a brand. A positive consumer image of a brand is more likely to make a purchase. Brand image is a perception or impression that arises in consumers' minds about a brand. It is formed from experiences, promotions (Purba et al., 2023), and brand reputation, and influences how consumers perceive and remember the brand. A good brand image can increase trust and brand recognition. If consumers are satisfied with the service provided by a company, they will certainly want to repurchase the product. Research by Lubis & Suwitho (2017) states that brand image has a significant effect on customer loyalty, in contrast to research by Dasril & Sumandi (2023), which states that brand image has a negative and insignificant effect on customer loyalty.

Celebrity Endorser

According to Shimp (2014), celebrity endorsement involves using celebrities as advertising stars in media, including print, social media, and television. Celebrity endorsement is a way for companies to leverage the popularity of celebrities to promote products or brands. This can help increase consumer interest and brand awareness, thus making the product more memorable. Research conducted by Azhari & Tjahjaningsih (2023) found that celebrity endorsements have a significant positive impact on consumer satisfaction levels, while research by Maha Resti (2021) found that celebrity endorsements have no significant impact on customer satisfaction. Consumers tend to be more loyal to brands advertised by admired celebrities. Research conducted by Salsabila & Utomo (2023) found that celebrity endorsements have a positive and significant impact on customer loyalty, in contrast to research by Harwati et al. (2023) which found that celebrity endorsements have no significant impact on customer loyalty.

The Influence of Brand Image on Customer Satisfaction

Brand image is the impression or view consumers have of a brand based on their experience with the product or service. According to Firmansyah (2019), brand image is what consumers think and feel when they hear or see a brand. The more positive the image, the more likely consumers are to trust and be satisfied with the brand. Brand image plays a crucial role in shaping perceptions that can influence consumer satisfaction. Consumers tend to have certain expectations based on the brand image they have formed. If the brand image conveys a high sense of value, customers tend to have higher expectations for the product or service.

Research conducted by Herliza & Saputri (2016) states that brand image has a significant influence on customer satisfaction. This finding is supported by research conducted by Ni Putu Diah Sintya Dewi et al. (2023), which found that brand image has a positive and significant influence on customer satisfaction. Based on this description, the following hypothesis is concluded:

H1: Brand image has a positive influence on customer satisfaction with Scarlett Whitening Body Serum in Pekanbaru City.

The Influence of Celebrity Endorsers on Customer Satisfaction

Celebrity endorsement is the use of popular public figures or celebrities to promote a product or service. According to Kotler & Keller (2016), celebrity endorsement involves the use of an attractive or popular source in

advertising, thereby strengthening a brand's image in the minds of customers. Celebrity endorsements play a role in building consumer expectations, trust, and emotional connections with a product or brand. The use of attractive and relevant celebrities can create positive perceptions that influence purchasing decisions and ultimately increase customer satisfaction.

Research conducted by Azhari & Tjahjaningsih (2023) states that celebrity endorsers have a significant positive impact on consumer satisfaction. This finding is supported by research conducted by Fais & Farida (2017), which states that celebrity endorsers have a positive influence on customer satisfaction. Based on this description, the following hypothesis is concluded:

H2: Celebrity endorsers have a positive influence on customer satisfaction with Scarlett Whitening Body Serum in Pekanbaru City.

The Influence of Brand Image on Customer Loyalty

A positive brand image increases consumer trust, creates satisfaction, and builds an emotional attachment to the brand. According to Kotler & Keller (2015), if consumers are satisfied with the service provided by a company, they will certainly want to repurchase the product. When a brand image meets or exceeds expectations, customers tend to maintain their preference for that brand long-term. Brands with a strong image will create an emotional attachment with consumers. This attachment plays a crucial role in shaping loyalty, as consumers feel a personal connection with the brand they choose.

Research conducted by Lubis & Suwitho (2017) states that brand image has a significant influence on customer loyalty. This finding is supported by research conducted by Marlius & Anwar (2023), which states that brand image significantly influences customer loyalty. Based on this description, the following hypothesis is concluded:

H3: Brand image has a positive influence on customer loyalty for Scarlett Whitening Body Serum in Pekanbaru City.

The Influence of Celebrity Endorsements on Customer Loyalty

Celebrity endorsements involve the use of celebrities as advertising stars in various media, including print, social media, and television. Celebrities with good reputations and high credibility will increase consumer trust in a brand. This contributes to the creation of long-term loyalty, as consumers tend to be more loyal to brands advertised by admired celebrities.

Research conducted by Salsabila & Utomo (2023) states that celebrity endorsers have a positive and significant influence on customer loyalty. This finding is supported by research conducted by Nurvita & Budiarti (2019), which states that celebrity endorsers have a positive and significant influence on customer loyalty. Based on this description, the following hypothesis is concluded:

H4: Celebrity endorsers have a positive influence on customer loyalty for Scarlett Whitening Body Serum in Pekanbaru City.

Theoretical Framework

Based on theory and literature review, the conceptual framework for this research is as follows:

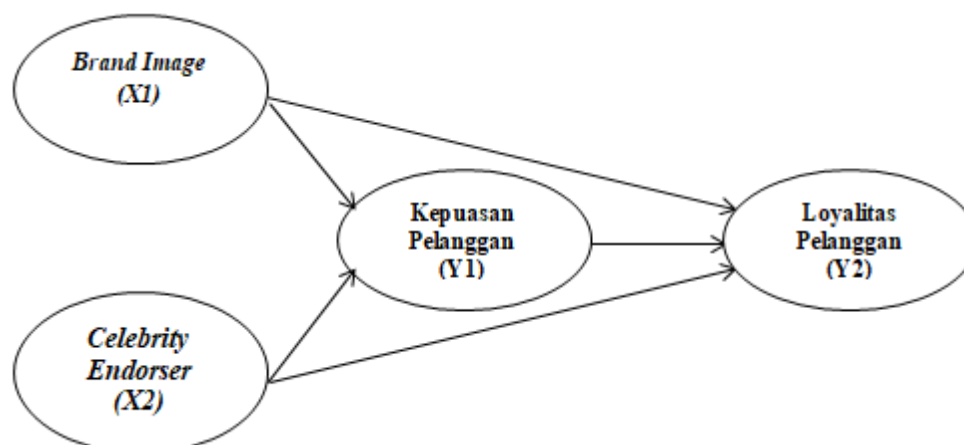


Figure 1. Framework of Thought

METHODOLOGY

Population and Sample

The population used in this study was Scarlett Whitening Body Serum users in the city, whose exact number is unknown. The sample size was 120 respondents using the Roscoe formula. The sampling technique used was purposive sampling, a form of non-probability sampling.

Data Analysis Technique

The data analysis technique used in this study was Structural Equation Modeling (SEM) (PLS). Structural Equation Modeling (SEM) is a statistical technique used to construct and test statistical models, usually in the form of cause-and-effect models.

RESULTS AND DISCUSSION

Descriptive Analysis

Respondents in this study were Scarlett Whitening Body Serum users in Pekanbaru City. Respondent characteristics were categorized based on gender, age, district of residence, occupation, income, and frequency of Scarlett Whitening Body Serum use.

Table 1. Respondent Characteristics

Demographics	Category	Percentage
Gender	Male	22%
	Female	78%
Age	≤ 20 years	9%
	21 - 30 years	76%
	31 - 40 years	13%
	41 - 50 years	1%
	≥ 50 years	1%
Residential District	Binawidya	17%
	Bukit Raya	2%
	Kulim	2%
	Lima Puluh	3%
	Marpoyan Damai	11%
	Payung Sekaki	33%
	Pekanbaru City	6%
	West Rumbai	1%
	Rumbai	12%
	East Rumbai	0%
	Sail	0%
	Senapelan	2%
	Sukajadi	7%
	Tuah Madani	4%
	Tenayan Raya	0%
Work	Student	55%
	Civil Servant	4%
	Private Employee	30%
	Entrepreneur	5%
	Housewife	6%
Income	< Rp 2,500,000	40%
	Rp 2,500,000 - Rp 3,500,000	39%
	Rp 3,500,000 - Rp 4,500,000	15%
	> Rp 4,500,000	6%
Intensity of Use	Occasionally	40%
	Often	41%
	Every Day	19%

Table 1 shows that the characteristics of the 120 respondents studied, based on gender, were predominantly female (78%), with an average age range of 21–30 years. Based on the district where the respondents resided, the most dominant respondents were from the Payung Sekaki district (33%). Respondents based on occupation were predominantly students (55%). Respondents based on income were predominantly those with incomes below Rp 2,500,000 (40%). Respondents based on intensity of use were predominantly those with frequent use (41%).

Structural Equation Modeling (SEM) Analysis

Convergent Validity

Convergent validity is a measurement model with reflective indicators based on the correlation between item scores and component scores using PLS. Factor loading values only examine the relationship between indicators and exogenous constructs. Factor loading values <0.5 must be removed from the model and re-estimated.

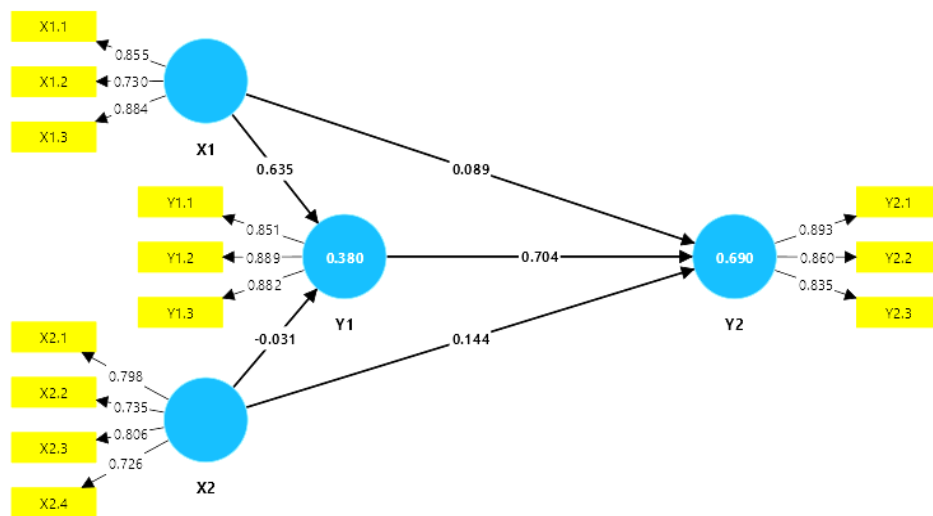


Figure 2. SEM PLS Model Calculation Results

The results demonstrate convergent validity, with values greater than 0.5, thus concluding that the indicators for each variable are valid. Furthermore, convergent validity can be evaluated by examining the Average Variance Extracted (AVE) value for each construct or latent variable. A model is considered good if the AVE for each construct is greater than 0.5. The results show that the AVE value for each construct or latent variable is greater than 0.5, with the smallest value being 0.589 for the celebrity endorser variable. This value meets the requirements within the specified standard limits, thus concluding that each research construct is valid and meets convergent validity.

The outer model is measured, in addition to assessing convergent validity and discriminant validity, by examining the reliability of the constructs or latent variables, as measured by composite reliability and Cronbach's alpha. A construct is considered reliable if the composite reliability and Cronbach's alpha values are at least 0.60 or greater than 0.70. The results of this study show that the composite reliability and Cronbach's alpha values for all research variables are greater than 0.70. It can be concluded that all variables used in this study are reliable.

Multicollinearity Test

The multicollinearity test aims to determine whether a regression model contains a correlation between independent (exogenous) variables. The criteria for testing multicollinearity are that the regression requirements are met if the Variance Inflation Factor (VIF) is <10, thus assuming no multicollinearity symptoms.

Table 2. Multicollinearity Results

Variable	Indicator	VIF	Information
X1	X1.1	1,742	No Multicollinearity
	X1.2	1,473	No Multicollinearity
	X1.3	1,636	No Multicollinearity
X2	X2.1	1,392	No Multicollinearity
	X2.2	1,445	No Multicollinearity
	X2.3	2,009	No Multicollinearity

Variable	Indicator	VIF	Information
Y1	X2.4	1,657	No Multicollinearity
	Y1.1	1,880	No Multicollinearity
	Y1.2	2,207	No Multicollinearity
	Y1.3	2,077	No Multicollinearity
Y2	Y2.1	2,226	No Multicollinearity
	Y2.2	2,085	No Multicollinearity
	Y2.3	1,646	No Multicollinearity

Based on Table 2, the variance inflation factor (VIF) value is less than 10, indicating that there is no multicollinearity among the research variables used.

Coefficient of Determination (R²)

The R-Square value indicates the degree of determination of the exogenous variables on the endogenous variables. After data processing, the R-Square (R²) value can be seen in the following table:

Table 3. Results of the Coefficient of Determination (R²) Test

Variables	R-Square	R-Square Adjusted
Customer Satisfaction (Y1)	0,380	0,370
Customer Loyalty (Y2)	0,690	0,682

The results of the study show that the customer satisfaction variable (Y1) has an adjusted R-square of 0.370, or 37%. This means that customer satisfaction is influenced by 37% of the Brand Image and Celebrity Endorser variables, while the remaining 63% is influenced by other factors not disclosed in this study. Therefore, the model can be considered moderate. The customer loyalty variable (Y2) has an adjusted R-square of 0.682, or 68.2%. This means that customer loyalty is influenced by 68.2% of the Brand Image and Celebrity Endorser variables. The remaining 31.8% is influenced by other factors not disclosed in this study, therefore, the model can be considered moderate.

Hypothesis Testing

Hypothesis testing is conducted to determine whether all variables are statistically related or influential, as previously hypothesized. If the calculated t-value is greater than the tabulated t-value, H_a is accepted and H₀ is rejected, meaning the hypothesis is accepted. Meanwhile, if the calculated $t < t_{table}$, then H₀ is accepted and H_a is rejected, meaning the hypothesis is rejected. The hypothesis in this study can be determined from the model calculations using smartPLS with the bootstrapping technique.

After data processing using the bootstrapping method, the calculation results can be seen in the following table:

Table 4. Hypothesis Testing Results

Hypothesis	T Statistics (O/STDEV)	P Values	Conclusion
X1 → Y1	6,052	0,000	Positive and significant impact
X2 → Y1	1,144	0,126	Positive and insignificant impact
X1 → Y2	0,311	0,378	Positive and insignificant impact
X2 → Y2	2,086	0,018	Positive and significant impact
Y1 → Y2	13,676	0,000	Positive and significant impact

Discussion

The Influence of Brand Image on Customer Satisfaction and Loyalty

Brand image is what consumers think and feel when they hear or see a brand. The more positive a consumer's perception of a brand image, the greater the likelihood of making a purchase. Meanwhile, customer satisfaction is the feeling of pleasure or disappointment that arises after comparing the perceived performance (result) of a product to the expected performance (result). If consumers are satisfied with the service provided by a company, they will certainly want to repurchase that product.

Research by Ni Putu Diah Sintya Dewi et al. (2023) found that brand image has a positive and significant effect on customer satisfaction, in contrast to research by Amin & Johansen (2022), which found a negative and

insignificant effect on customer satisfaction. Furthermore, research by Lubis & Suwitho (2017) found that brand image has a significant effect on customer loyalty, in contrast to research by Dasril & Sumadi (2023), which found a negative and insignificant effect on customer loyalty.

Based on the descriptive analysis, the average score for the brand image variable was rated as good by respondents. This indicates that brand image plays a crucial role in influencing customer satisfaction. This aligns with the results of the hypothesis test, which stated that brand image has a positive and significant effect on customer satisfaction with Scarlett Whitening Body Serum in Pekanbaru City. Effective brand image management is a key element in marketing strategy. Scarlett Whitening's efforts to provide a consistent customer experience, build strong brand communication, and maintain product quality are ways to ensure that the brand image remains relevant and supports optimal customer satisfaction. Furthermore, the results of the hypothesis test, which stated that brand image has a positive but insignificant effect on customer loyalty with Scarlett Whitening Body Serum in Pekanbaru City, indicate that although brand image has a positive influence on customer loyalty, this influence is not strong enough to be the primary determinant of customer loyalty. A good brand image can create a positive impression and help attract consumers, but it is not always sufficient to ensure customer loyalty.

The Influence of Celebrity Endorsers on Customer Satisfaction and Loyalty

Celebrity endorsements are a way for companies to leverage celebrity popularity to promote products or brands. Meanwhile, customer satisfaction is the result that buyers perceive from a company's performance that meets their expectations. If their expectations are met, it will positively impact overall customer satisfaction. This contributes to the creation of long-term loyalty. Loyalty is a deeply held commitment to repurchase or support a preferred product or service in the future, despite situational influences and marketing efforts that could potentially cause customer switching.

Research conducted by Azhari & Tjahjaningsih (2023) found that celebrity endorsers have a significant positive impact on customer satisfaction, in contrast to research by Maha Resti (2021), which found that celebrity endorsers had no significant impact on customer satisfaction. Furthermore, research conducted by Salsabila & Utomo (2023) found that celebrity endorsers had a positive and significant impact on customer loyalty, in contrast to research by Harwati et al. (2024), which found that celebrity endorsers had no significant impact on customer loyalty.

Based on the descriptive analysis, the average score for the celebrity endorser variable was rated favorably by respondents. This indicates that the effective use of celebrity endorsers can increase brand appeal while building stronger relationships with consumers. Furthermore, the results of the hypothesis test, which stated that the celebrity endorser variable had a positive but insignificant effect on customer satisfaction for Scarlett Whitening Body Serum in Pekanbaru City, indicate that the use of celebrity endorsers is more effective as a strategy to attract initial attention and strengthen the brand, but is not a primary determinant of customer satisfaction. Therefore, Scarlett Whitening needs to focus on managing other elements that more significantly influence customer satisfaction, such as ensuring the product meets consumer expectations, providing good service, and maintaining relationships with customers after purchase. Furthermore, the results of the hypothesis test, which stated that the celebrity endorser variable had a positive and significant effect on customer loyalty for Scarlett Whitening Body Serum in Pekanbaru City, indicate that celebrity endorsers play a crucial role in building customer loyalty. Celebrity endorsers not only attract consumers' attention but also create a strong emotional connection between the brand and the customer. This occurs because consumers tend to trust recommendations from admired public figures, thus influencing their decision to remain loyal to the product.

The Influence of Customer Satisfaction on Customer Loyalty

Customer satisfaction is the perceived impact of a company's performance on meeting their expectations. Customers who are satisfied with this experience are more likely to be loyal and encourage brand recommendations. Consumer loyalty is defined as repeat purchases.

Research by Pramesti & Chasanah (2021) found that customer satisfaction positively influences customer loyalty, in contrast to research by Bintari et al. (2022), which found that customer satisfaction had a negative and insignificant effect on customer loyalty.

Based on the descriptive analysis, the average score for the customer satisfaction variable was highly rated by respondents. This indicates that achieved customer satisfaction can serve as a strong foundation for building long-term relationships between brands and consumers. Furthermore, the results of the hypothesis test, which stated that customer satisfaction has a positive and significant effect on customer loyalty for Scarlett Whitening Body Serum in Pekanbaru City, indicate that the more satisfied customers are with Scarlett Whitening Body Serum, the more likely they are to remain loyal to the product in the long term. This means that customer satisfaction is a key factor that drives customers to make repeat purchases and remain loyal to the brand. Therefore,

Scarlett Whitening must continue to focus on improving quality and service to meet or even exceed customer expectations, as this has the potential to strengthen loyalty. Customer satisfaction will form a solid foundation for a long-term, mutually beneficial relationship between the brand and its consumers.

CONCLUSION

Conclusion

This study aims to determine the influence of brand image and celebrity endorsers on customer satisfaction and customer loyalty of Scarlett Whitening Body Serum in Pekanbaru City. The conclusions that can be drawn from the results of the research that has been conducted are: (1) Brand image has a positive and significant influence on customer satisfaction, but is not significant on customer loyalty of Scarlett Whitening Body Serum in Pekanbaru City. (2) Celebrity endorsers have a positive and insignificant influence on customer satisfaction, but are significant on customer loyalty of Scarlett Whitening Body Serum in Pekanbaru City (3) Customer satisfaction has a positive and significant influence on customer loyalty of Scarlett Whitening Body Serum in Pekanbaru City.

Recommendations

Based on the conclusions above, the suggestions that are expected to be useful for academics and companies are as follows: (1) For Academics: it is hoped that this research can be developed by adding other variables that can provide broader insights into customer satisfaction and customer loyalty. (2) For the Company: The results of this study can be used as input for Scarlett Whitening to focus on improving product quality, optimizing digital marketing strategies, and using relevant celebrity endorsers to increase customer satisfaction and loyalty of Scarlett Whitening customers.

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