The Influence Of Celebrity Endorser, Perceived Quality, And Testimonials On Purchase Intention Of Hanasui Products In Surabaya

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ABSTRACT

The development of technology and information systems has led to a shift in consumption behavior. Online shopping is progressively emerging as the primary option, prompting companies to innovate continually to maintain consumer interest in their products. In this period, consumer purchasing interest is impacted by various elements, including the quality provided, the marketing methods employed, and testimonials from other buyers. The focus of this study is to analyze how celebrity endorsers, perceived quality, and testimonial variables partially and simultaneously affect the purchase intention of Hanasui's local brand products among Surabaya City consumers. The quantitative method is the approach used in this research with a questionnaire as the data collection technique. This research determines people who live in Surabaya City with a population of 2.9 million as the population. The sample consisted of 205 respondents selected through the purposive sampling method with the criteria of knowing Hanasui products, being at least 17 years old, and being domiciled in Surabaya. Data measurement is conducted using a Likert scale. The Statistical Package for the Social Sciences (SPSS) software version 26 was utilized to examine the data using a multiple linear regression analysis test. The findings of this study indicate that simultaneously celebrity endorser, perceived quality, and testimonials have a significant impact on purchase intention. Furthermore, the findings show that celebrity endorser has a partial influence on purchase intention. In addition, perceived quality exerts a partial influence on purchase intention, while testimonials also demonstrate a significant partial influence on purchase intention.

INTRODUCTION

The evolution of technology and information systems has fundamentally altered numerous aspects of human existence, particularly in relation to interpersonal interactions and consumer behavior. The most significant consequence of this transformation is the alteration in purchasing habits, with online shopping progressively emerging as the most common preference of contemporary society (Dwivedi et al., 2021). Online shopping is considered as an option that facilitates the fulfillment of both primary and secondary needs, all without the necessity of leaving their house. The phenomenon of online shopping has gained significant traction, emerging as a contemporary lifestyle choice among the Indonesian populace (Warganegara & Hendijani, 2022).

The emergence of social distancing protocols during the COVID-19 pandemic in early 2020 has significantly increased this trend, thereby enhancing the capacity of online shopping platforms to address individual needs. The limitations placed on social engagements due to the pandemic have resulted in a notable increase in online shopping activities. Amid this crisis, one can observe a significant transformation in consumer preferences, encompassing their purchasing decisions, shopping venues, and the frequency of their shopping endeavors (Roggeveen & Sethuraman, 2020). The accessibility, along with the efficiency in both time and cost, has catalyzed a transformation in consumption habits, rendering the act of buying and selling through digital platforms progressively favored among Indonesian consumers.

According to data from the Ministry of Trade since 2020, there has been an enormous increase in e-commerce users in Indonesia, culminating in a total of 58.63 million in 2023. The projection indicates a sustained increase, ultimately culminating in a total of 99.1 million users by the year 2029. A statistical survey carried out by the Ministry of Trade in January 2023 engaged 1,434 respondents aged 18 and older, revealing that 70.13% of them utilized e-commerce for the acquisition of fashion items, including clothing and footwear. Furthermore, 49.73% of respondents engaged in the purchase of beauty products via e-commerce, indicating that beauty products constitute a substantial segment of online transactions in Indonesia. This data demonstrates a significant improvement in the viability of beauty products within the domain of e-commerce platforms. The increasing consumer fascination with beauty products obtained via e-commerce is compelling stakeholders in the beauty industry to elevate their innovative capabilities and adjust their digital marketing strategies. In this competitive era, each brand diligently endeavors to engage consumers, particularly women, by offering outstanding products customized to their unique tastes.

One of the local brand that has adeptly embraced the digital marketing trend is Hanasui, which was established in 2016 by PT Eka Jaya Internasional, based in Tangerang, Banten, Indonesia. In light of the ongoing surge of skincare products that consistently appear, Hanasui encounters a significant challenge in preserving and enhancing a favorable perception among the public, particularly among women. This product has widespread popularity due to its affordable price and commendable quality, making it accessible to a diverse array of groups. Hanasui provides beauty products encompassing facial, body, and makeup treatments to enhance appearance. Hanasui adheres to the cruelty-free concept by refraining from animal experimentation during its product creation.

Hanasui has successfully secured the third position among the Top 10 Local Lipstick Brands, boasting a market share of 5.4%. This achievement underscores its significant presence within the local cosmetics industry, particularly in the lipstick category, which is instrumental in enhancing the brand's growing popularity. According to the official Hanasui.id website, an important testament to Hanasui's success is the Best Makeup award in the Best Lip Tint category at the Female Daily Best of Beauty Awards (BOBA) 2022, awarded for the Tintdorable Lip Stain in shade 05 Coral. This recognition serves as a motivation for Hanasui to persist in its innovative endeavors, ensuring the provision of quality products at accessible prices for the larger

populace. Consequently, it is imperative to devise a strategy that enhances consumer engagement with cosmetic products, ultimately increasing the number of sales.

The intention to purchase a product emerges when consumers experience a sense of fulfillment and hold the conviction that the product possesses utility for their needs. This engenders a compelling inclination to acquire and purchase the product. As articulated by Dharma and Iskandar (2017), purchase intention serves as a motivating factor for consumers to acquire a product following the reception of stimuli (Kurniawan & Susanto, 2020). Hakim (2024) argues that the feeling of interest in purchasing arises when an individual perceives a stimulation from the observation of the object. Customers will navigate many processes influenced by goods, cost, location, marketing, physical attributes, personnel, and procedures.

A feasible approach to enhance consumer purchasing behavior involves enlisting an individual to assist in the promotion of a product or service, thereby disseminating information effectively. The behaviors of individuals increasingly integrated with internet technology indicate that leveraging promotions and advertisements via digital platforms presents significant potential. The practice of employing individuals to promote a product or service to convey information is known as celebrity endorsement. McCormick (2016) states that celebrity endorsement encompasses the participation of prominent individuals in conveying promotional messages, leveraging their fame to strengthen the marketing of a product or service within the marketplace (Khaironi, 2020).

Companies can leverage the attractiveness of celebrities by aligning the endorser's persona with the essence of the brand or product. Endorsers are depicted as individuals recognized for their accomplishments rather than the specific product category they embody, prompting numerous advertisers to assert that celebrity endorsements not only enhance brand recognition but also promote a sense of reassurance in consumers regarding the brand or product (Nabil et al., 2022). The concept of celebrity refers to an individual who holds an important reputation and is broadly acknowledged by the populace, encompassing figures such as actors, musicians, singers, athletes, and politicians, among others (Blech & Blech, 2018). Thus, it can be suggested that celebrities are individuals who have attained success in their respective fields, garnering public recognition and attracting media scrutiny (Calvo-Porral et al., 2021).

Hanasui frequently employs celebrities in its business strategy to endorse its brand or products. Hanasui utilizes e-commerce and social networking platforms, including Instagram, TikTok, YouTube, and Facebook, to broaden its reach and enhance brand awareness for marketing objectives. The prominence of celebrities on social media has the capacity to significantly broaden the potential audience, facilitating the swift and effective distribution of brand information on a global scale. The reliability of a celebrity in endorsing a product undoubtedly influences the enhancement of consumer trust in the brand associated with that product. The utilization of a celebrity endorser represents a strategic approach to navigating the intensifying landscape of business competition. This method not only facilitates an expansive market reach but also strengthens consumer trust in the product's quality and excellence.

Algiffary et al., (2020) in their research discovered that the intention of consumers in purchasing products from Tokopedia e-commerce is positively and significantly impacted by the presence of celebrity endorser. The findings indicate that a compelling portrayal of a celebrity can enhance consumer appeal and foster interest in purchasing decisions. This finding coincides with the results presented by Kesturi & Rubiyanti (2020) indicating that celebrity endorser positively influences customer purchasing interest. The elevated prominence of a celebrity, along with their capacity to disseminate information, often correlates with an increased consumer interest in particular goods. Nonetheless, Putri et al. (2023) observed contrasting findings, indicating that celebrity endorser did not indicate a positive impact on purchase intention.

In addition to the influence of celebrity endorser, the formulation of business strategy is primarily determined by product quality, which acts as a crucial factor in assessing a brand's superiority. If the brand neglects the importance of quality, customer purchasing enthusiasm is

predicted to diminish. An individual's interpretation of the actions and options related to their selections could potentially influence their purchase decisions (Nuzula & Wahyudi, 2022). The concept of perceived quality pertains to the extent to which a brand fulfills the expectations of consumers. As articulated by Nilforushan & Haeri (2015) in (Lita et al., 2020), perceived quality refers to the comprehensive assessment of quality as perceived by the customer, aligned with their expectations and goals.

Hanasui, despite its affordable pricing, constantly delivers excellent products, reinforced by a variety of official certifications that guarantee product quality and safety, resulting in significant demand across diverse demographics. According to the official Hanasui.id website, all Hanasui products possess official certifications, including a production license, Good Manufacturing Practices Certificate (GMP), BPOM approval, and halal certification. This illustrates that a focus on quality is essential in competitive marketplaces, as altering quality perceptions influenced by consumer perspectives serves as an effective strategic instrument in fostering a robust connection between product quality and consumer trust. Purchases made without hesitation are rooted in a foundation of strong product quality.

Nuzula & Wahyudi (2022) found in their research that the perception of quality significantly influences the intention to purchase luxury products. The findings indicate that a brand's effective presentation of its products significantly enhances consumers' perceptions of quality, thereby increasing the probability of purchase intention. Putri et al. (2023) discovered that the quality perceived by consumers positively influences their intention to purchase The Originote skincare products. Meanwhile, Jayadi & Ariyanti (2019) disclosed that no significant influence exists between purchase intention and perceived quality, as consumers take into consideration variables beyond product quality when assessing their purchase intentions.

In the contemporary digital environment, individuals engaging in online transactions are unable to directly observe or physically engage with the tangible products presented by sellers. Consumers will seek out information pertinent to their desired product through a variety of methods, one of which includes the examination of testimonials (Hakim, 2024). Testimonials serve as a manifestation of acknowledgment and endorsement for services or products from individuals who have engaged with them. Waqhidah (2019) states that the examination of reviews from fellow users enhances consumer confidence and aligns their perceptions with product expectations, thereby amplifying their attraction to purchase (Sembada et al., 2022). The credibility established through testimonials can function as an effective marketing instrument to enhance business profitability. Potential purchasers can assess the value of the product through the testimonials shared by prior consumers.

Ruhamak et al. (2018) conducted research revealing that testimonials significantly influence purchase intention. Their findings suggest that as the quality of testimonials declines, consumer interest in buying diminishes, as individuals exhibit greater skepticism toward testimonials on the owner's social media and place more trust in the owner's direct statements. This discovery stands in opposition to the research conducted by Suciana & Maulana (2023) which concluded that testimonials do not entirely possess the capacity to influence purchase intentions and consumer purchasing decisions regarding MSI products.

The aforementioned explanations suggest that the influence of celebrity endorser, perceived quality, and testimonials is intricate and requires further comprehensive investigation. This study was conducted to investigate how much celebrity endorser, perceived quality, and testimonials affect purchase intention, both in a simultaneous and partial context.

LITERATURE REVIEW

Celebrity Endorser

According to Shimp (2016), a celebrity endorser is defined as individuals such as actors, artists, entertainers, or athletes who have gained public recognition due to their

accomplishments and are engaged in promoting a product. The careful choice of a suitable celebrity endorser can enhance consumer trust regarding the product's relevance, thus fostering a distinctive approach to advertising and positioning the product in a manner that resonates with the intended audience (Putra, 2021).

The credibility of celebrity endorser, as articulated by Wulandari and Nurcahya (2015) in the work of (Tabar & Farisi, 2023) is assessed through various indicators. Visibility pertains to the extent to which a celebrity endorser is observable and identifiable by the audience. Credibility is associated with the perceived trustworthiness and authority of celebrities in domains pertinent to the advertised product. Attractiveness encompasses the aesthetic appeal and allure inherent in the celebrity endorser, while power denotes their capacity to influence consumer perceptions and behaviors.

Perceived Quality

Perceived quality represents an individual's assessment of the caliber of a good or service, reflecting their perceptions regarding the extent to which a product fulfills their expectations or requirements. The concept of perceived quality pertains to how consumers assess the quality of a product or service (Santoso & Prasastyo, 2021). Asshidin (2019) states that the concept of perceived quality enables consumers to assess and convey factors that influence their decision-making regarding the purchase or utilization of a product while also facilitating the distinction between it and rival brands (Laraswati & Harti, 2022)

Sweeney (2001) suggest that several indicators reflecting product quality include consistent quality, superior craftsmanship, adherence to established quality standards, infrequent defects, and consistent performance (Pandinganan et al., 2021).

Testimonials

Griffith, as highlighted in (Firly et al., 2021), states that testimonials are crucial in establishing credibility, emphasizing that information disseminated on social media ought to prioritize the broader community's interests rather than individual concerns. Testimonials, according to Ammah & Sudarwanto (2022), serve as a more efficacious approach for consumers, as they are bolstered by the endorsements of others, thereby enhancing trust and confidence in the utilized products. This dynamic facilitates the decision-making process for consumers when finding products or services.

Mon Lee and Carla Johnson (2007:186) state that the evaluation of testimonials involves various criteria, including attractiveness, credibility, and spontaneity (Irnanta, 2021). The concept of attractiveness encompasses the parallels in nature, personality, and lifestyle between individuals featured in advertisements and their audiences, alongside the incorporation of familiar objects in advertisements that resonate with daily life experiences. Credibility reflects the degree to which prospective consumers can rely on the evaluations expressed by prior consumers. Spontaneity refers to testimonials that arise from genuine experiences of the individual providing them, rather than being the product of a meticulously crafted script.

Purchase Intention

The intention to purchase reflects a consumer's propensity to purchase a product or service, shaped by various influencing factors that inform their decision-making process. Bowen, J., Kotler, P., & Makens (1999) state that the intention to purchase emerges subsequent to the consumer's thorough evaluation of available alternatives. During this assessment, participants will engage in decision-making concerning the products they intend to acquire, influenced by brand or personal preference (Abdul et al., 2022). Moreover, Kotler & Keller (2016) in (Sunardi et al., 2022) identified that the concept of purchase intention elucidates the level to which a consumer tends to purchase a particular product or service, alongside the probability of their transition to an alternative offering. When the benefits of products or services surpass

anticipated outcomes, the desire to purchase increases. Indicators that reflect interest in buying outlined by Ferdinand (2006) in (Sunardi et al., 2022) include:

1. Transactional interest describes the desire of customers to purchase products or services.
2. Referential interest pertains to customer interest derived from recommendations or endorsements by others.
3. Preferential interest indicates the tendency of consumers to choose one brand in preference over another.
4. Explorative interest denotes the customer's curiosity or desire to get additional knowledge regarding the product.

Conceptual Framework

Thus, the following is a description of the conceptual framework in this research, based on the explanation given above:

Figure 1 Conceptual Framework
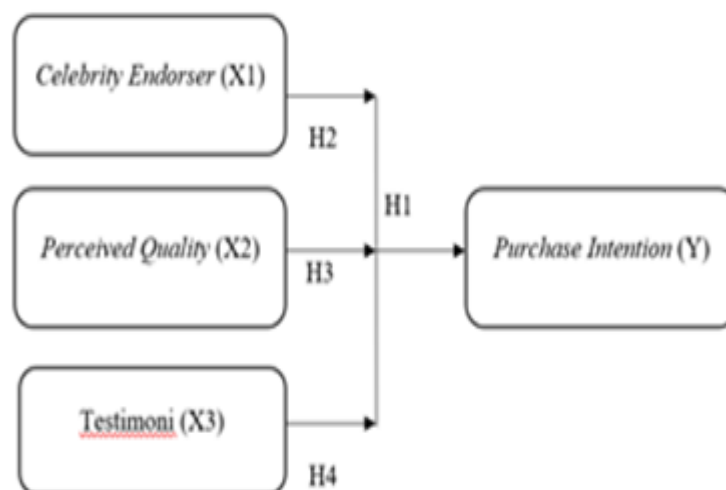
H1: Celebrity Endorser, Perceived Quality, and Testimonials simultaneously have a significant impact on Purchase Intention.
H2: Celebrity Endorser partially has a significant impact on Purchase Intention
H3: Perceived Quality partially has a significant impact on Purchase Intention
H4: Testimonials partially have a significant impact on Purchase Intention

METHODS

This research employs a quantitative methodology, characterized by the utilization of numerical data and the application of statistical analysis. Primary data, as a type of data, is derived from questionnaires disseminated via Google Forms to respondents who are evaluated using a Likert scale. This research determines the people who live in Surabaya City with a population of 2.9 million as the population (BPS, 2023). The purposive sampling technique was applied to determine the sample of this study with the criteria of knowing Hanasui products, being at least 17 years old, and being domiciled in Surabaya. The Slovin's formula was employed to ascertain the requisite number of samples for calculating the overall minimum sample size.

$$n = \frac{N}{1+N\,(e)^2} = \frac{2.900.000}{1+2,900,000\,(0,07)^2} = 204,06 = 205 \dots\dots\dots\dots\dots\dots\dots\dots\, (1)$$

Description:

n   = sample

N   = population

e^2 = sampling error

The application of the Slovin Formula generated a determination of 205 respondents as the sample size. This number was subsequently utilized to examine the reliability and validity of each question. The purchase intention variable is the dependent one, whereas the independent variables are the celebrity endorser, the perceived quality, and the testimonials. The use of multiple linear regression analysis to examine data. The SPSS version 26 programming tool facilitated the legitimacy and quality assessments of the study. The statistical tests employed include the t-test, F test, and the coefficient of determination test. The formula for the multiple linear regression equation is as follows:

$$Y = α + β0 + β1X1 + β2X2 + β3X3 + e \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\, (2)$$

Description:

Y   = Purchase Intention

α   = Constant

$β_1 – β_3$ = Independent variable regression coefficient

X_1 = Celebrity endorser

X_2 = Perceived Quality

X_3 = Testimonials

e   = Error

RESULTS

Respondent Characteristics

The findings from the survey indicate that a significant majority of Hanasui product users in Surabaya are women, comprising 68.8% of the total respondents. In contrast, the proportion of male users was a mere 31.2%. This outcome indicates that Hanasui products embrace greater popularity among women in Surabaya. The survey findings indicate that a significant majority of Hanasui product users in Surabaya fall within the age bracket of 22 to 26 years, accounting for 59% of the respondents. The demographic distribution is as follows: individuals aged 17-21 constitute 24.4%, those aged 32 and above represent 9.8%, while the 27-31 age group accounts for 6.8%. This outcome indicates a heightened interest in Hanasui products among the younger demographic, particularly those in their late adolescence to early adulthood.

The findings of the survey indicate that a significant proportion of Hanasui product users are located in the East Surabaya region, accounting for 38% of the total respondents. Subsequently, North Surabaya accounts for 18%, followed by Central Surabaya at 15.6%, South Surabaya at 13.7%, and West Surabaya at 14.6%. This outcome indicates that there are variations in the interest levels regarding the utilization of Hanasui products across different regions of Surabaya. A validity test was performed to discern variations in responses among the participants based on the outcomes of their answers.

Validity Test
Table 1. Validity Test Results

Variable	Item	r count	r table	Conclusion
Celebrity Endorser	X1.1	0.779	0,1374	Valid
	X1.2	0.746	0,1374	Valid
	X1.3	0.803	0,1374	Valid
	X1.4	0.691	0,1374	Valid
Perceived Quality	X2.1	0.789	0,1374	Valid
	X2.2	0.812	0,1374	Valid
	X2.3	0.832	0,1374	Valid
	X2.4	0.636	0,1374	Valid
	X2.5	0.534	0,1374	Valid
Testimonials	X3.1	0.867	0,1374	Valid
	X3.2	0.880	0,1374	Valid
	X3.3	0.821	0,1374	Valid
Purchase Intention	Y1.1	0.696	0,1374	Valid
	Y1.2	0.785	0,1374	Valid
	Y1.3	0.677	0,1374	Valid
	Y1.4	0.730	0,1374	Valid

Source: Researcher Data Processing, 2025

Table 1 presents the validity assessment for each item Celebrity Endorser, Perceived Quality, Testimonials, and Purchase Intention. The calculated R values for these items surpassed the R table threshold of 0.1374, thereby confirming that all items fulfill the necessary criteria for validity.

Reliability Test
Table 2. Reliability Test Result

Variable	Cronbach's Alpha Value	Terms	N Item	Conclusion
Celebrity Endorser (X1)	0,743	0.60	4	Reliable
Perceived Quality (X2)	0,778	0.60	5	Reliable
Testimonials (X3)	0,815	0.60	3	Reliable
Purchase Intention (Y)	0,686	0.60	4	Reliable

Source: Researcher Data Processing, 2025

The reliability assessment provided Cronbach's alpha values for all variables, including Celebrity Endorser, Perceived Quality, Testimonial, and Purchase Intention, surpassing 0.60, as illustrated in Table 2 indicating that the instruments are reliable.

Normality Test
Table 3. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		205
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.84465053
Most Extreme Differences	Absolute	.054
	Positive	.036
	Negative	-.054
Test Statistic		.054
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Researcher Data Processing, 2025

The Asymp. Sig value is 0.200, which exceeds the significance level of 0.05, as indicated by the normality testing results presented in Table 3. This observation suggests that the purchase intention data variable follows a normal distribution.

Multicollinearity Test
**Table 4. Multicollinearity Test Result**

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.818	1.111		1.636	.103		
	Celebrity Endorser	.224	.056	.227	3.978	.000	.772	1.295
	Perceived Quality	.306	.043	.408	7.166	.000	.778	1.285
	Testimonials	.374	.075	.275	4.986	.000	.828	1.208

a. Dependent Variable: Purchase Intention (Y)
Source: Researcher Data Processing, 2025

The tolerance values for the three independent variables (Celebrity Endorser, Perceived Quality, and Testimonials) are all greater than 0.10, and the VIF value is less than 10, as shown in Table 4. The data indicates an absence of multicollinearity.

Heteroscedasticity Test

Figure 2. Heteroscedasticity Test Result
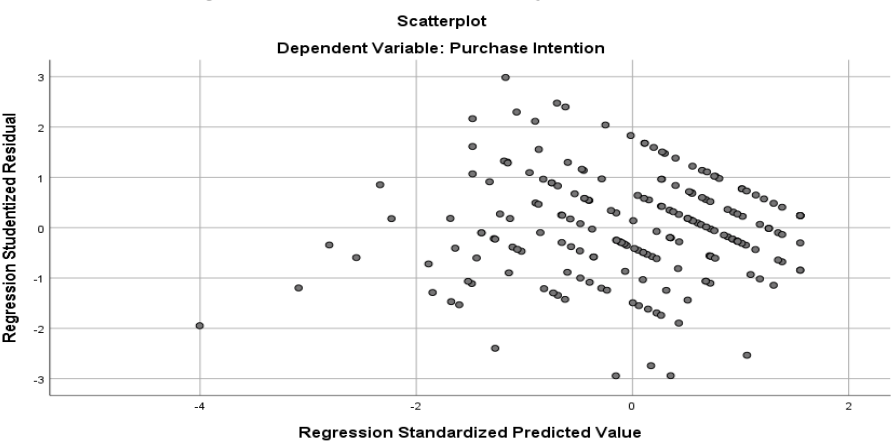
Source: Researcher Data Processing, 2025

The scatterplot illustrates that the relationship between the standardized residuals and the standardized predicted values exhibits a random distribution around the zero line on the horizontal axis. Heteroscedasticity is not indicated by any notable upward or downward expanding pattern resembling a funnel. This suggests that the variability of the residuals remains fairly uniform throughout the spectrum of predicted values. The figure indicates that the results from the regression model demonstrate no evidence of heteroscedasticity.

Multiple Linear Regression Analysis
Table 5. Multiple Linear Regression Analysis Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.818	1.111		1.636	.103
	Celebrity Endorser	.224	.056	.227	3.978	.000
	Perceived Quality	.306	.043	.408	7.166	.000
	Testimonials	.374	.075	.275	4.986	.000

a. Dependent Variable: Purchase Intention (Y)

Source: Researcher Data Processing, 2025

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 = 1{,}818 + 0{,}224X_1 + 0{,}306X_2 + 0{,}374X_3$$

The constant value indicates that when Celebrity Endorsers, Perceived Quality, and Testimonials are all at zero, the resulting constant value for Purchase Intention is 1.818. The subsequent exposition pertains to the interpretation of multiple linear regression analysis:

1. The regression coefficient for the Celebrity Endorser variable is 0.224, suggesting that with each unit increase in this variable, the Purchase Intention value will significantly rise by 0.224.
2. A significant rise of 0.306 points in the Purchase Intention value is observed for every one-unit increase in the Perceived Quality variable, as evidenced by the regression coefficient of 0.306.
3. The regression coefficient for the testimonial variable is 0.374, indicating that a one-unit increase in this variable corresponds to an increase of 0.374 in Purchase Intention.

Simultaneous Test
Table 6. Simultaneous Test Result (F-Test)

Model		ANOVA[a]				
		Sum of Square	df	Mean Square	F	Sig
1	Regression	676.086	3	225.362	65.256	.000[b]
	Residual	694.158	201	3.454		
	Total	1370.244	204			

a. Dependent Variable: Purchase Intention (Y)

b. Predictors: (Constant), Testimonial, Perceived Quality, Celebrity Endorser

Source: Researcher Data Processing, 2025

The F_{count} value stands at 65,256, accompanied by a significance value (Sig.) of 0.000. At the 5% significance level, this result holds significance as the Sig. (0.000) is less than 0.05. The F_{table} value derived is 2.56, indicating that 65.256 > 2.65. This value shows that the variables of Celebrity Endorser (X1), Perceived Quality (X2), and Testimonial (X3) have a significant influence on Purchase Intention variable for Hanasui products in Surabaya, which supports Ha and rejects H0.

Partial Test
Table 7. Partial Test Result (t-Test)

Model		Coefficients[a]				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.818	1.111		1.636	0.103
	Celebrity Endorser	0.224	0.056	0.227	3.978	0
	Perceived Quality	0.306	0.043	0.408	7.166	0
	Testimonials	0.374	0.075	0.275	4.986	0

a. Dependent Variable: Purchase Intention (Y)

Source: Researcher Data Processing, 2025

The significance of the t-test is determined by the probability value (p-value), so if the p-value is lower than the significance level of 0.05, it is found that there is a significant relationship formed by the independent variable partially so that a significant influence is found if $t_{count} > t_{table}$ with significance level < 0.05. The t_{table} value is obtained from n-k-1 = 205-3-1 = 201 with a sig of 0.025 (0.05/2) which is 1.972. This discovery suggests that the three variables of Celebrity Endorser, Perceived Quality, and Testimonials partially have a significant influence on Purchase Intention, leading to the acceptance of Ha and the rejection of H0.

Determination Coefficient Test (R2)
Table 8. Determination Coefficient Test Result (R2)

Model	Model Summary[b]			
	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.702[a]	.493	.486	1.858

a. Predictors: (Constant), Testimonials, Perceived Quality, Celebrity Endorser
b. Dependent Variable: Purchase Intention (Y)
Source: Researcher Data Processing, 2025

The coefficient of determination (R-squared) value of 0.493 reflects that 49.3% of the total variation in Purchase Intention of Hanasui products can be explained by the three independent variables analyzed, namely Celebrity Endorser, Perceived Quality, and Testimonials. Conversely, the remaining 50.7% is attributed to other factors that have not been included in the analysis.

DISCUSSION

The findings of the research indicate a significant simultaneous impact of Celebrity Endorser (X1), Perceived Quality (X2), And Testimonials (X3) on Purchase Intention (Y) which means that H1 is accepted and H0 is rejected. This discovery aligns with the research conducted by Daninzia & Samsudin (2024), which demonstrates that celebrity endorser, brand images, and testimonials simultaneously exert a significant impact on the purchase intention of Somethinc products in Surabaya. Additionally, these results support the findings of the study by Putri et al. (2023), which showed that perceived quality has a positive effect on consumer intention to purchase The Originote skincare products. Consequently, these findings confirm the hypothesis in this study that variables such as celebrity endorser perceived quality, and testimonials significantly impact consumer purchase intention.

Furthermore, the results mentioned above reveal that the Celebrity Endorser variable (X1) exerts a significant partial effect on Purchase Intention (Y). This finding indicates acceptance of H2 and rejection of H0. This suggests that employing celebrities as a promotional strategy can enhance customer purchasing intentions. The research conducted by Setyaningsih & Sugiyanto (2021) substantiates this statement, revealing that 91.9% of consumer purchase intention is influenced by celebrity endorser, with the remaining influence attributed to various other factors. The similarities in traits between celebrities and consumers, encompassing aspects such as lifestyle and values, significantly impact purchasing decisions. This dynamic fosters emotional connections that enhance purchase intentions, thereby illustrating that the involvement of celebrity endorser in product promotions can influence purchase intention. This finding is also consistent with the results found by Algiffary et al. (2020) and Kesturi & Rubiyanti *(*2020) in their research. Therefore, celebrity endorser has a significant role in increasing purchase intention for Hanasui products in Surabaya.

Furthermore, the results of the study suggest that Perceived Quality (X2) partially has a significant effect on Purchase Intention (Y) which implies that H3 is accepted and H0 is rejected. The result is also related to the findings obtained by Putri et al. (2023) that perceived quality has

a significant impact on purchase intention for The Originote skincare. Perceived quality influences purchase intention by prompting consumer reviews prior to a purchase decision. When buyers see a product as high quality, their confidence in purchasing it increases. The findings suggest that the perceived quality of a product can affect purchase intention. The finding conducted by Nuzula & Wahyudi (2022) shows that the intention to purchase luxury products is positively and strongly affected by perceived quality. An increase in purchase intention for Hanasui products in Surabaya is possible when consumers possess a positive perceived quality of the product.

Furthermore, the research findings indicate that Purchase Intention (Y) is partially affected by the Testimonial variable (X3). This finding leads to acceptance of H4 and rejection of H0. This conclusion aligns with the results of Ermawan et al. (2022), which indicate that testimonies regarding MS Glow Ciamis significantly influence purchasing intention. Ruhamak et al. (2018) similarly demonstrated in their study that purchase intention is significantly impacted by testimonials. Consumers generally exhibit increased trust and confidence in making purchases following exposure to positive experiences experienced by other users. Moreover, testimonials function as an effective marketing instrument, enhancing brand visibility. When consumers disseminate their positive experiences on social media or review platforms, it can entice other prospective purchasers. This suggests that product testimonials significantly impact purchase intention. Consequently, testimonials significantly enhance the purchase intention for Hanasui products in Surabaya.

CONCLUSION

Based on the testing and analysis conducted on the Purchase Intention of Hanasui products among 205 respondents in Surabaya, a conclusion can be derived from this research as follows:

1. Celebrity Endorser (X1), Perceived Quality (X2), and Testimonials (X3) simultaneously have a significant impact on Purchase Intention of Hanasui products in Surabaya (Y).
2. Celebrity Endorser (X1) partially has a significant influence on Purchase Intention for Hanasui products in Surabaya (Y). This implies that purchase intention for Hanasui products in Surabaya will increase when a product is promoted by a celebrity.
3. Perceived Quality (X2) partially has a significant impact on Purchase Intention of Hanasui products in Surabaya (Y). This indicates that purchase intention will increase when consumers have the perception or belief that a product is of good quality so that consumers will be more confident in purchasing a product.
4. Testimonials (X3) partially have a significant effect on Purchase Intention of Hanasui products in Surabaya (Y), indicating that positive testimonials can contribute to increasing purchase intention.

SUGGESTIONS

Users of Hanasui products are encouraged to incorporate celebrity endorsements, enhance perceived quality, and effectively manage testimonials to optimize their marketing strategies. These cohesive strategies are anticipated to increase appeal, strengthen overall brand identity, and more effectively stimulate the consumer's purchase intention. This study is expected to be a valuable reference for future researchers. The researcher hopes that future researchers will use more advanced analytical methodologies and include more specific variables. This aims to produce findings that are more comprehensive, relevant, and able to cover various additional dimensions that were not explored in this study.

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