



# THE INFLUENCE OF GREEN DIGITAL MARKETING, BRAND AWARENESS AND CELEBRITY ENDORSEMENT ON CONSUMER LOYALTY FOR WARDAH COSMETIC PRODUCTS

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## ABSTRACT

*The research aimed to investigate the impact of Green Digital Marketing, Brand Awareness, and Celebrity Endorsement on the loyalty of Wardah cosmetic product consumers. In an era of continuous digital development, the use of marketing technology has become increasingly important for companies to promote products while considering environmental impact. The cosmetics industry, heavily influenced by this trend, Wardah as a local Indonesian cosmetic brand, needs to understand how digital marketing can influence brand awareness and consumer commitment to Wardah products. This study employed a survey method to collect data and analyze it using statistical methods. The results showed that Green Digital Marketing, Brand Awareness, and Celebrity Endorsement have a significant impact on the loyalty of Wardah cosmetic product consumers. By understanding the influence of these factors, companies can develop effective marketing strategies to increase consumer loyalty and remain relevant in a constantly changing market.*

**Keywords :** Green Digital Marketing, Brand Awareness, Celebrity Endorsement, Customer Loyalty

## 1. Introduction

Nowadays, customer loyalty is important for a company to maintain their business and increase revenue. Loyal customers can recommend a brand or product to other potential customers, make repeat purchases, and not switch to competitors. When compared to new customers, loyal customers usually spend more money on shopping, resulting in a higher conversion rate. On the early days, advertisers gave careful consideration on value-based reward and gave less concentrate on building client loyalty. However, in this era digital marketing is used to make it easier for companies to communicate their products to consumers. (Khan & Islam, 2017). Consumer opinions are influenced by brand awareness. Apart from that, brand awareness also greatly influences income levels. Promotion or advertising in Indonesia currently tends to use the internet. (Bisnis, 2019). In spite of the fact that the cutting edge shopper is getting more and more empowered, brands are still being propagated using a celebrity's status, power and fan following. How successful these commercials are, that is what companies always struggle to understand. Therefore celebrity endorsement is a form of marketing communication used by brand managers that utilizes a well-known personality from sports, amusement, training, design, or some other industry utilizing their social status or their reputation to help support an item or a thought (Mookda et al., 2020).

In the ever-growing digital era, the use of marketing technology has become increasingly important for companies to promote products by considering environmental impacts. One of the industries that is greatly affected by this trend is the beauty industry. For example, Wardah uses green digital marketing and celebrity endorsement strategies to promote its products. By

using this strategy, companies can directly increase brand awareness and grow consumer loyalty.

Following based on research from *top brand index* published in the first quarter of 2024 , that some products from Wardah complied position in the various type level . This can be seen from Table 1 which shows *Top Brand Index* (TBI) for products cosmetics in 2024 :

Table 1 *Top Brand Product Index Cosmetics On 2024*

<i>Lipstick</i>	<b>TBI</b>	<i>Lip Gloss</i>	<b>TBI</b>	<i>Blush</i>	<b>TBI</b>
<b>Wardah</b>	<b>22.4%</b>	<i>La Tulipe</i>	16.0%	<b>Wardah</b>	<b>16.0%</b>
<i>Maybelline</i>	19.3%	<b>Wardah</b>	<b>15.2%</b>	<i>Maybelline</i>	13.9%
<i>Revlon</i>	4.2%	<i>Maybelline</i>	15.0%	Inez	9.1%
<i>Pixy</i>	4.1%	<i>Make Over</i>	14.3%	<i>L'Oreal</i>	7.8%
Viva	1.8%	<i>L'Oreal</i>	9.9%	<i>Revlon</i>	4.5%

Source : [www.topbrand-award.com](http://www.topbrand-award.com) 2024

Table 1 shows that the results from the survey show that the top *brand* product from The Wardah *brand* already has a good image product in Indonesia. This is also due to the quality of The products provided by Wardah are always the best. Although this Wardah *brand* is a local product from Indonesia, products from Wardah can compete with products cosmetics from brands overseas.

Wardah, as one of the well-known cosmetic brands in Indonesia, in facing this trend, Wardah needs to understand how the use of digital marketing can influence *brand awareness* and consumer commitment to Wardah products. This research aims to discuss the influence of digital marketing on brand awareness and consumer loyalty for Wardah cosmetic products. There are two main important factors why this research is important to carry out. First, increasing environmental awareness among consumers encourages companies to increasingly pursue environmentally friendly marketing strategies. Second, in the competitive cosmetics industry, companies like Wardah need to focus on building and maintaining consumer loyalty in order to remain competitive. By understanding the influence of green digital marketing on brand awareness and consumer loyalty, a company can develop an effective marketing strategy. This can help Wardah companies and similar companies to remain relevant in an ever-changing market and improve consumer decisions.

*Brand factor Awareness* is one of the keys to influencing consumer behavior. Wardah as a local cosmetics brand has been active in introducing sustainable marketing strategies and the use of natural ingredients. By conducting this research, it is hoped that we can find out the extent to which *green digital marketing* , *brand awareness* and *endorsements* play a role in consumer loyalty to Wardah products.

The development various of marketing strategies carried out by several cosmetic *brands* in Indonesia changes thoughts and patterns of consumer behavior. Every company naturally currently tries to gain trust and a good image in the eyes of consumers. One of them is the Wardah cosmetic *brand* which is one local *brands* from Indonesia. In this context, of course, just The Wardah *brand* uses several strategies to obtain a good image in the eyes of consumers and consumer confidence. There are several strategies and other things that are important factors in the process of obtaining loyal customers such as *green digital marketing*, *brand awareness*, and *celebrity endorsement*. Based on the background of the problem that has been described, the problem formulation is does green digital marketing influence consumer loyalty towards Wardah cosmetic products? Does celebrity endorsement

influence consumer loyalty towards Wardah cosmetic products? Does brand awareness influence consumer loyalty towards Wardah cosmetic products?

The theoretical benefits of this research are provides a new contribution to the literature on digital marketing, brand awareness, and celebrity endorsement in the context of the cosmetics industry. This research will help increase understanding of how these factors interact with each other and influence consumer loyalty and the results of this research can help in developing a theory regarding factors that influence consumer loyalty in the context of digital marketing and celebrity endorsement.

The practical benefits of this research can provide strategic guidance for cosmetic companies, including Wardah, in designing more effective marketing campaigns to increase consumer loyalty. By understanding the factors that influence consumer loyalty, companies can allocate resources more efficiently in the development and implementation of marketing strategies. By applying this research, cosmetics companies can strengthen their position in the market by building stronger relationships with consumers and increasing brand loyalty.

## 2. Theoretical Study and Development of Hypothesis

### 2.1. Green Digital Marketing

*Digital Marketing* is an activity non - existent promotions The limitation is because companies can use any device, for example mobile phones, tablets, televisions, laptops, and also through social media, email, video and SEO and many more which can be used to promote the company's products and services. (Ayesha, nd)

*Green marketing* as a strategy concept marketing of products by producers for the needs of consumers who care about the environment. It can also mean the concept of marketing strategy for producer products that care about the environment for consumers. This can also be combined between the two, producers who care about the environment market their products to consumers who care about the environment. (Manongko & Allen, 2018)

Based on the definition above, the author concludes that *Green Digital Marketing* is combination from *digital marketing* and *green marketing* strategies , namely ways to promote a product or service using digital networks and digital strategies that can reduce the digital impact and influence environmental sustainability. this strategy involves incorporating sustainable principles into various aspects of marketing, such as product design, packaging, messaging, and promotions.

### 2.2. Brand Awareness

*Brand awareness* can be interpreted as how a brand can appear in consumers' minds. Apart from that, brand awareness is also the key for a brand to be in a *brand equity position* . *Brand awareness* can be reflected by the knowledge and characteristics of a brand in consumers' minds . (Ramadayanti, 2019)

*Brand Awareness* as one of the dimensions base equity brand , often considered to be a prerequisite from consumer purchasing decisions , because this is the main factor to get into the brand considerations for consumers . (Andre Danio Hasiholan Silalahi, 2022)

Based on the definition above, the author concludes that *Brand Awareness* is the consumer's ability to recognize or remember that a brand is part of a product. The better *Brand Awareness* is remembered by consumers, the greater the opportunity to make repeat purchasing decisions.

### 2.3. Celebrity Endorsers

*Celebrity Endorser* is one option in conveying information about the products they have. Company usually using individuals starting from unknown to famous individuals among the useful community as a source in conveying messages both directly and indirectly. However,

messages conveyed by interesting or well-known sources can attract higher attention and memory in the minds of target consumers . (Anas & Sudarwanto, 2020)

*Celebrity Endorser* is a promotion that leverages an artist, entertainer, athlete and public which figures are many known by many people for their success in their respective fields supported fields .(Andrianto et al., 2016)

It can be concluded that using celebrities as endorsers is an effective strategy in marketing. The use of celebrity endorsers brings a positive image to the product or service being promoted with the aim of influencing consumer interest. This approach is considered creative because it utilizes the character's appeal to attract consumer attention. Therefore, celebrity endorsers can strengthen the brand image and increase the product's appeal in the market.

#### 2.4. Consumer Loyalty

According to Hasan in (Salsabila & Utomo, 2023) loyalty customer is related behavior with A products , incl possibility renew contract brand in the future come , what are the chances? customer change his support to brand , how much do you want customers to upgrade image positive something product .

According to Nadiri et al . (2008) in the journal (Anggraeni & Kurniawati, 2020) state that aspect behavior loyalty customers can be tagged with desire buy back , then do communication from word of mouth , and providing recommendations to organizations.

From the definition that , then writer conclude that consumer loyalty is behavior carried out by consumers when do purchase return something product in a way repeatedly and give suggestions to others to buy product the .

#### 2.5. Hypothesis Development

Based on research conducted by ( (Sawitri & Rahanatha, 2019)) concluded that *green marketing* is influential in a way positive and significant to consumer loyalty . These results show that the more tall *green marketing* done Eat consumer loyalty will increase. Then in research conducted by ( (Sawitri & Rahanatha, 2019) get results that *green marketing* influential in a way positive and significant to consumer loyalty . In research conducted by ( (Sawitri & Rahanatha, 2019) influential *digital marketing* in a way significant to consumer loyalty . From third study this can be interpreted that *green digital marketing* is influential in a way positive and significant to consumer loyalty. This is because This *green digital marketing* is merger from *green marketing* and *digital marketing* strategies, which means companies can maximize promotion products sustainable through networking social and from matter the in a way indirectly consumers will become loyal to the product.

**H<sub>1</sub> :** *Green Digital Marketing* has an effect in a way significant to consumer loyalty .

In research conducted by ( (Sri Pujiarti, 2016) state that brand awareness or Brand Awareness according to Aaker (2007) in (Sri Pujiarti, 2016) is a person's ability to recognize or recall that a brand is part of a certain product category. And from study this can be concluded that *Brand Awareness* matters directly limited consumer loyalty . Then in research conducted by ( Lengkong et al., 2021) get conclusion that with the sense of satisfaction that consumers get to *brand awareness* then with automatically consumers will become loyal and will still buy product the . From both this research can be interpreted that when consumers have awareness to something brand , automatic brand the will embedded in their and consumers ' memories it won't be right away always buy return product it and become loyal to it product the .

**H<sub>2</sub> :** *Brand Awareness* matters in a way positive and significant to consumer loyalty

On research previous ones that have been conducted by (Riani & Wijayanto, 2023) obtain results that influential *celebrity endorsements* to *brand loyalty* and *repurchase intention* towards product cosmetics *Maybelline*. Then in research conducted by ( Salsabila & Utomo,

2023) it can be concluded that the more Good image from celebrities who provide ratings to product the so consumer loyalty will the more tall . From this research it can be interpreted that at the moment a lot once consumers are influenced to do so purchase return something product due to *reviews* from *celebrity endorser*.

**H 3** : *Celebrity Endorsements* matter in a way positive and significant to consumer loyalty.

Figure 1 below depicts the research model:

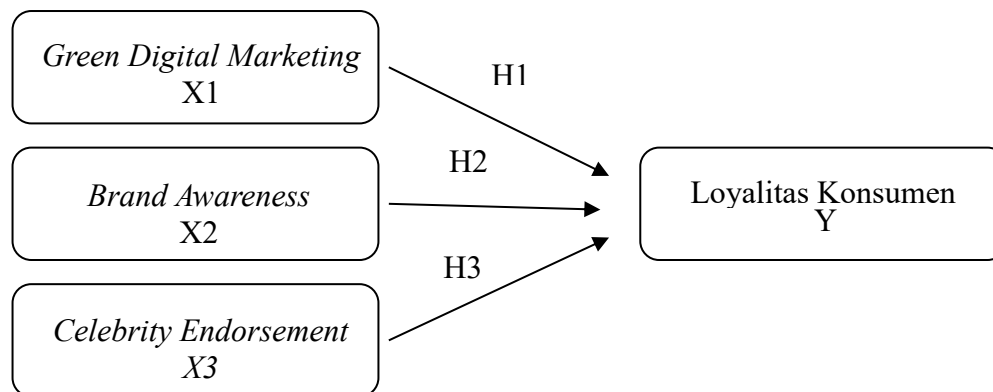


Figure 1. Research Model

### 3. Research Methods

#### 3.1. Research Design

Research method will be done this using approach Quantitative , which is based on the philosophy of positivism, is used for research a particular population or sample . Data collection via instrument study form distributed questionnaires directly to customer Wardah cosmetics and descriptive data analysis or processed statistical data using SPSS which aims to provide an initial understanding of the basic characteristics of the data, such as the average value, median, mode and distribution of the data. Apart from that, this technique can also be used to look for correlations between variables, make predictions using regression analysis models, and make comparisons between average sample data with the aim of testing established hypothesis .

#### 3.2. Population and Sample

##### 3.2.1. Population

The population in this study were Wardah cosmetics consumers who live in the Special Region of Yogyakarta.

##### 3.2.2. Sample

Samples are customer purchases product Wardah cosmetics online periodically. The data will be used in this research are results from the data obtained through questionnaire filled out by customers through gform that is distributed via social media platforms. As for several characteristics. The respondents we need in this research are:

- a. Customer Wardah domicile DIY products.
- b. Once do purchase repeated to product Wardah cosmetics.

With referring to Hair, Black, Babin, and Anderson (2014) in (Muna et al., 2021) , a reference for determining the amount The sample to achieve maximum likelihood is 100 samples . Which consist of 3 variables *independent* ( *Green Digital Marketing*, *Brand Awareness* and *Celebrity Endorsement* ) and 1 variable *dependent* ( *Consumer Loyalty* ).

### 3.3. *Data analysis technique*

Data analysis was carried out to evaluate the impact of *Green Digital Marketing, Brand Awareness, and Celebrity Endorsement* on consumer loyalty to Wardah cosmetic products. Data can be collected through surveys to obtain consumer opinions on these factors. The analysis begins with descriptive steps to understand the characteristics of the data, followed by a correlation test to determine the initial relationship between the variables. Then, a multiple linear regression test was carried out to test the simultaneous influence of *Green Digital Marketing, Brand Awareness, and Celebrity Endorsement* on consumer loyalty. The results of this analysis will provide a better understanding of how significant the influence of each factor is on consumer loyalty to Wardah cosmetic products. Additionally, mediation and moderation analyzes can be performed to explore the additional effects of other variables on the relationship between the independent and dependent variables. Thus, the results of this analysis will provide valuable insight for companies in designing more effective marketing strategies and optimizing consumer loyalty to the Wardah cosmetics brand.

### 3.4. *Variables and Definitions Operational Variable*

According to (Purwanto, 2019) variable research basically is something shaped thing What only those determined by the researcher For studied so that obtained information about matter that , then withdrawn the conclusion . on research This there is three variable freely researched includes: influence *Green Digital Marketing, Brand Awareness and Celebrity Endorsements* as well variable Loyalty Consumer Product Wardah cosmetics are used as variable bound . as for what becomes variable operational in study:

#### 3.4.1. *Loyalty Consumer*

Loyalty consumer used for measure how much big possibility consumer for Keep going buy Wardah products directly consistent. This matter covers factors like trend for recommend brand, desire For buy product again, and relationships emotional with the brand. According to (Dwi Wahyuni, 2017) proposed six indicators that can be used to measure consumer loyalty, namely: Repeat purchases, habit of consuming the brand, always liking the brand, still choosing the brand, believing that the brand is the best, recommending the brand to others.

#### 3.4.2. *Green Digital Marketing*

Variable This can be measured with gather level data participation consumer towards sustainable digital marketing programs offered by Wardah, such as: Social media campaigns that focus on reward programs supportive consumers issues and practices environment. Related with matter the application marketing green with using this digital media role For know mix marketing green that covers product green , price green , promotion green , and distribution green (Titisari Anugraheni, 2021)

#### 3.4.3. *Brand Awareness*

Brand Awareness is used For evaluate how much aware consumer to Wardah brand, level search brand online, and levels interaction they with content brand on social media. This matter can be measured with analyze indicator like awareness brand in group target.

To measure how far customers have brand awareness of a brand, there are brand awareness indicators according to Keller (2003) in the journal (Winadi, 2017) First *Recall*: How much consumers can remember when asked what brands they remember. In general, it is believed that to increase brand recall the brand name chosen must be. To increase brand recall, you need a brand name that is simple and easy to pronounce. The simplicity of a brand name can make it easier for consumers to understand the brand name . Ease of pronouncing to increase verbal repetition in order to build strong memory. Therefore, pronunciation influences

the emergence of consumers' attention and desire to mention the brand name verbally. The brand name must be clear so that it can be understood and not have an ambiguous meaning. Because an ambiguous brand name will make customers understand the meaning of the brand differently. The brand name should sound familiar and have meaning. Second, Recognition How far consumers can recognize the brand as belonging to a particular category. To increase brand recognition, the brand name must be different, special and unusual. Third Purchase How far consumers will include a brand in their alternative choices when they want to buy a product or service. And the fourth Consumption How far consumers still remember a brand when they are using competing products or services.

#### 3.4.4. *Celebrity Endorsements*

This matter covers collection of data about how much often and how much strong celebrity linked with Wardah brand on social media, advertising and activities promotion others, as well consumption placement products and support from celebrity the . This matter can be measured with evaluate reaction public.

According to (Rosita & Novitaningtyas, 2021) There are three indicators in measuring celebrity endorsers, including attractiveness, trustworthiness and expertise (Sintani, 2016). This attractiveness includes physical, intelligence, personality, and lifestyle or certain characteristics possessed by celebrity endorsers and can attract the attention of consumers. Trust is the integrity and credibility of a celebrity endorser to be able to convince other people in making decisions and taking purchasing actions. Expertise consists of knowledge, skills or experience related to the subject of the advertisement

### 3.5. *Instrument Test*

#### 3.5.1. *Validity test*

According to Ghozali in (Onata & Mukaram, 2023) Validity test used For measure legitimate or whether it is valid or not something questionnaire . Something questionnaire is said to be valid if questions on the questionnaire capable for disclose something will measured by a questionnaire the for measure level validity can done with method correlate between score item question with a total score construct or variable, if mark the significance is  $< 0.05$  then item question is valid. If value the significance is  $> 0.05$ , then item question the invalid.

#### 3.5.2. *Reliability Test*

Reliability test is tool for measure something questionnaire which is indicator from variable or construct. An questionnaire said to be reliable or reliable If answer somebody to statement is consistent or stable from time to time. Measurement reliability done with caraone shot or measurement very just with tool help SPSS with the Cronbach Alpha ( $\alpha$ ) statistical test. Something construct or variable is said to be reliable if give Cronbach Alpha value  $> 0.60$  (Onata & Mukaram, 2023)

### 3.6. *Multiple Linear Regression Analysis*

Multiple linear regression analysis is something technique statistics used For understand connection between One variable dependent ( variable bound ) and two or more variable independent ( variable free ). The goal For know how much Good variable independent explain variation variable dependent . according to (Wisudaningsi et al., 2019) Regression multiple used unique analyze connection causal a number of variable free (X) against One variable depends ( $\hat{Y}$ ). Model used For analysis regression multiple as following :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y	: Consumer Loyalty
$\alpha$	: Constant
$\beta_1$	: Coefficient regression <i>green digital marketing</i>
$\beta_2$	: Coefficient regression <i>brand awareness</i>
$\beta_3$	: Coefficient regression <i>celebrity endorsement</i>
X1	: <i>Green digital marketing</i>
X2	: <i>Brand awareness</i>
X3	: <i>Celebrity Endorsement</i>
e	: Error

3.7. Test Assumptions Classic

3.7.1. Normality test

According to (Haniah, 2013) Normality test is what empirical data were obtained ? from field in accordance with distribution theoretical certain . With objective know whether the data obtained from results A study normally distributed or No . Normality test often done before apply a number of analysis statistics parametric, such as t test, analysis regression , or analysis variance (ANOVA), because Lots from analysis This assume that the data originates from from normal distribution .

3.7.2. Multicollinearity Test

Multicollinearity Test is A analysis purposeful statistics For know is there is problem multicollinearity in a multiple linear regression model . Multicollinearity happen when there is correlation tall between two or more variable independent in that model . In analysis multiple linear regression , multicollinearity can give rise to a number of problems , like instability coefficient , lack significance statistics on actual variables importance , and uncertainty in estimate . For identify multicollinearity , some general method used including use of tolerance and variance inflation factor (VIF), as well as analysis correlation between variable independent . If multicollinearity detected , steps repair like delete redundant variables , do data transformation , or combine variable can taken For repair circumstances .

3.7.3. Heteroscedasticity Test

Heteroscedasticity test is procedure statistics used For determine is residual variance of the regression model is constant . There are two technique For identify heteroscedasticity : technique graphics and statistics according to (Firdausya & Indawati, 2023) This step involve creating regression models , calculating residue , and test it use method such as the Breusch-Pagan test and White's test, heteroscedasticity must interpreted with be careful , with consider possibility influence size sample and distribution the variable being tested .

3.8. Feasibility Test (Goodness of fit)

3.8.1. F test

The F test is tool statistics For compare significance between two or more group in analysis variance.If p value is below level established significance ( usually 0.05 ) can be reject hypothesis zero and conclude that there is significant difference between group . If the p value is more big from level established significance No can reject hypothesis zero and conclude that No There is significant difference between group .

3.8.2. Coefficient Determination Double (R2)

Coefficient determination multiple (R-squared) essentially metric important in analysis regression multiple that measures how much Good variable independent in the regression



model explain variation variable dependent . R- squared value range between 0 to 1, with more value tall show that the model can explain proportion more data variations big .

3.8.3. Testing Hypothesis (t Test)

Hypothesis testing (t-test) can be done concluded as technique statistics used For determine significance difference between the sample mean and the known population mean , or between two group sample . This step covers formation hypothesis null and hypothesis alternatively , calculating t- statistics , determines important areas based on level significance, and interest conclusion . The T-test is very important For taking decision based on statistical data analysis , so possible researcher interesting clear conclusion about significance difference.

4. Discussion

4.1. Validity test

		Correlations				
		XI1	XI2	XI3	XI4	Total X1
XI1	Pearson Correlation	1	.279**	.438**	.326**	.680**
	Sig. (2-tailed)		.005	.000	.001	.000
	N	100	100	100	100	100
XI2	Pearson Correlation	.279**	1	.505**	.478**	.737**
	Sig. (2-tailed)	.005		.000	.000	.000
	N	100	100	100	100	100
XI3	Pearson Correlation	.438**	.505**	1	.491**	.829**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
XI4	Pearson Correlation	.326**	.478**	.491**	1	.757**
	Sig. (2-tailed)	.001	.000	.000		.000
	N	100	100	100	100	100
Total X1	Pearson Correlation	.680**	.737**	.829**	.757**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 2. Validity Test Variable *Green Digital Marketing (X1)*

		Correlations					
		XII1	XII2	XII3	XII4	XII5	Total X2
XII1	Pearson Correlation	1	.163	.378**	.280**	.254*	.611**
	Sig. (2-tailed)		.106	.000	.005	.011	.000
	N	100	100	100	100	100	100
XII2	Pearson Correlation	.163	1	.163	.257**	.473**	.661**
	Sig. (2-tailed)	.106		.106	.010	.000	.000
	N	100	100	100	100	100	100
XII3	Pearson Correlation	.378**	.163	1	.280**	.405**	.658**
	Sig. (2-tailed)	.000	.106		.005	.000	.000
	N	100	100	100	100	100	100
XII4	Pearson Correlation	.280**	.257**	.280**	1	.245*	.614**
	Sig. (2-tailed)	.005	.010	.005		.014	.000
	N	100	100	100	100	100	100
XII5	Pearson Correlation	.254*	.473**	.405**	.245*	1	.737**
	Sig. (2-tailed)	.011	.000	.000	.014		.000
	N	100	100	100	100	100	100
Total X2	Pearson Correlation	.611**	.661**	.658**	.614**	.737**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Table 3. Validity Test Variable *Brand Awareness (X2)*

**Correlations**

		XIII1	XIII2	XIII3	Total X3
XIII1	Pearson Correlation	1	.512**	.528**	.853**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
XIII2	Pearson Correlation	.512**	1	.408**	.762**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
XIII3	Pearson Correlation	.528**	.408**	1	.737**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total X3	Pearson Correlation	.853**	.762**	.737**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).

Table 4. Validity Test Variable *Celebrity Endorsements* (X3)

**Correlations**

		Y1	Y2	Y3	Y4	Y5	Total Y
Y1	Pearson Correlation	1	.462**	.655**	.350**	.442**	.796**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Y2	Pearson Correlation	.462**	1	.401**	.385**	.382**	.714**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Y3	Pearson Correlation	.655**	.401**	1	.484**	.395**	.817**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Y4	Pearson Correlation	.350**	.385**	.484**	1	.301**	.678**
	Sig. (2-tailed)	.000	.000	.000		.002	.000
	N	100	100	100	100	100	100
Y5	Pearson Correlation	.442**	.382**	.395**	.301**	1	.669**
	Sig. (2-tailed)	.000	.000	.000	.002		.000
	N	100	100	100	100	100	100
Total Y	Pearson Correlation	.796**	.714**	.817**	.678**	.669**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).

Table 5. Validity Test Variable *Loyalty Customer* (Y)

Interpretation of validity test output based on mark its significance can be concluded that all over questions for each variable is valid because mark The significance is <0.05.

4.2. Reliability Test

**Reliability Statistics**

Cronbach's Alpha	N of Items
.743	4

Table 6. Reliability Test Variable *Green Digital Marketing* (X1)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.669	5

Table 7. Reliability Test Variable *Brand Awareness* (X2)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.733	3

Table 8. Reliability Test Variable *Celebrity Endorsements* (X3)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.789	5

Table 9. Reliability Test Variable *Loyalty Consumer*

Interpretation of the output of this reliability test if seen from *Cronbach's Alpha* can be concluded that variables used in this research already reliable Because mark *Cronbach's Alpha* > 0.60

4.3. Test Assumptions Classic

4.3.1. Normality test

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.33796858
Most Extreme Differences	Absolute	.150
	Positive	.066
	Negative	-.150
Test Statistic		.150
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Table 10. Normality Test

4.3.2. Multicollinearity Test

Coefficients <sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,726	1,381		1,973	,051		

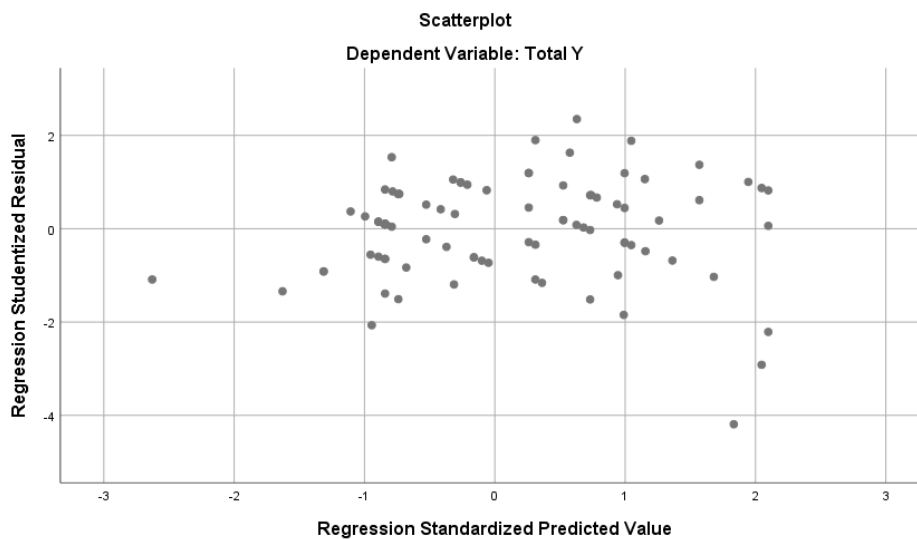
Total X1	,070	.116	,059	,603	,548	,521	1,920
Total X2	,364	.113	,327	3,228	,002	,492	2,033
Total X3	,649	,171	.408	3,796	,000	,439	2,278

a. Dependent Variable: Total Y

Table 11. Multicollinearity Test

Tolerance value for the *Green Digital Marketing* variable (X1) is 0.521 , variable *Brand Awareness* (X2) is 0.492 and the *Celebrity Endorsement* variable (X 3 ) is 0.439 . All three values are greater than 0.10, which indicates that the data in this study does not have multicollinearity. VIF value in third The variable also has a value smaller than 10. This shows that the data in this study does not have multicollinearity.

4.3.3. *Heteroscedasticity Test*



Graph 1. Heteroskedasticity Test

From *the scatter plot results* above, it shows that the data points do not form a particular pattern and the data does not gather, but spreads above and below the number 0. Therefore, this research data does not have heteroscedasticity.

4.4. *Feasibility Test (Goodness of fit)*

4.4.1. *F test*

ANOVA <sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	187,684	3	62,561	33,888	,000 <sup>b</sup>
	Residual	177,226	96	1,846		
	Total	364910	99			

a. Dependent Variable: Total Y

b. Predictors: (Constant), Total X3, Total X1, Total X2

Table 12. F test

The significant value from the ANOVA table above is 0.00 and is smaller than 0.05. This shows that all independent variables ( X1 , The calculated F value is 33.888 which is greater than the F table of 3.09. So the independent variables (X1, X2, and X3) have an effect simultaneously (together) on the dependent variable (Y).

4.4.2. *Coefficient Determination*

**Model Summary <sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,717 <sup>a</sup>	,514	,499	1.35871

a. Predictors: (Constant), Total X3, Total X1, Total X2

b. Dependent Variable: Total Y

Table 13. Coefficient Determination

The R *Square value* from the results above is 0.499 or equal to 50 percent. That is, variable katiga variable together (simultaneously) the effect on variable Y is 25%. Meanwhile, the remainder (100%- 50 %= 50 %) is influenced by other variables not studied.

4.4.3. *T test*

**Coefficients <sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,726	1,381		1,973	,051
	Total X1	,070	.116	,059	,603	,548
	Total X2	,364	.113	,327	3,228	,002
	Total X3	,649	,171	.408	3,796	,000

a. Dependent Variable: Total Y

Table 14. T test

This test is carried out to find out whether the independent variable (X) partially (individually) has an effect on the dependent variable (Y). From the results above, the following interpretation is obtained:

- a. Influence *Green Digital Marketing* (X1) to Consumer Loyalty (Y) :  
The calculated value of the *Green Digital Marketing variable* (X1) is 0.603, smaller than the t table of 1.98. So X1 has no effect on Y. The significant value of 0.548 is greater than 0.05, so X1 has no effect on Y.
- b. The influence of *Brand Awareness* (X2) on Consumer Loyalty (Y):  
The calculated value of the variable X2 is 3.228 which is greater than the t table of 1.98. So there is an influence of X2 on Y. The significant value is 0.002 which is smaller of 0.05 then variable X2 has an effect towards Y.
- c. Influence *Celebrity Endorsement* (X3) against Consumer Loyalty (Y):

Calculated value from variable X3 is 3.796 greater than the t table of 1.98. So variable X3 has an effect against Y. The significant value is 0.000 smaller of 0.05 then variable X3 has an effect towards Y.

#### 4.4.4. Multiple Linear Regression Analysis Equation

In this study, Eq Multiple linear regression was used is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

- Y : Consumer Loyalty
  - $\alpha$  : Constant
  - $\beta_1$  : Coefficient regression *green digital marketing*
  - $\beta_2$  : Coefficient regression *brand awareness*
  - $\beta_3$  : Coefficient regression *celebrity endorsement*
  - X1 : *Green digital marketing*
  - X2 : *Brand awareness*
  - X3 : *Celebrity Endorsement*
  - e : Error
- $$Y = 2.726 + 0.70X_1 + 0.364X_2 + 0.649$$

From the results of the analysis above it can be seen the constant is 2.726 . It means found influence positive to variable independent *Green Digital Marketing, Brand Awareness, and Celebrity Endorsement*.

#### 4.5. The Influence of Green Digital Marketing on Consumer Loyalty

The research results show that *Green Digital Marketing* has no has a positive and significant influence on Consumer Loyalty. This is shown with a smaller t count from t table (0.603 < 1.98)

#### 4.6. Influence Brand Awareness on Consumer Loyalty

The research results show that Brand Awareness positively and significantly influences consumer loyalty. This shows that Wardah is easily recognized and remembered by consumers. It can be interpreted that the better the Brand Awareness that consumers have, the more influence it will have on Consumer Loyalty. This can be seen from t calculated which is bigger than t table (3.228 > 1.98)

#### 4.7. Influence Celebrity Endorsements on Consumer Loyalty

The research results show that *Celebrity Endorsements* have a positive and significant effect on Consumer Loyalty. This shows that Wardah's *Celebrity Endorsement is getting higher* the higher the consumer loyalty. If a celebrity is trusted by fans to be a brand representative, consumers tend to associate this with the Wardah product they endorse. Apart from that, with *the Celebrity Endorsement* product promotion can attract consumer attention and increase awareness of the Wardah brand endorsed by idol celebrities , consumers more tend For choose product the in a way over and over again, eventually increase loyalty . This can be shown with the calculated t result is greater than the t table (3.796 > 1.98).

## 5. Conclusions

Based on the research results presented, it can be concluded that the three factors studied, namely *Green Digital Marketing, Brand Awareness, and Celebrity Endorsement*, have a

positive and significant influence on consumer loyalty to the Wardah brand. Effective implementation of *Green Digital Marketing* has been proven to be able to increase consumer loyalty by forming strong emotional bonds between brands and consumers and improving marketing performance. In addition, good *Brand Awareness allows the Wardah brand to be more easily recognized and remembered by consumers, which leads to increased loyalty*. Likewise with *Celebrity Endorsements*, where the presence of celebrities as brand representatives has been proven to attract consumer attention, increase brand awareness, and influence consumer purchasing decisions.

In this research, there are still several research limitations, namely: first, this research only uses three independent variables that can influence consumer loyalty, namely *Green Digital Marketing, Brand Awareness, and Celebrity Endorsement*. The second limitation of research using questionnaires is that it only uses 100 respondents. Maybe it would be better if you used a questionnaire with more than 100 respondents and sometimes the answers given by the sample do not show the real situation.

From the research results, the advice that can be given to Wardah management is to develop an effective *Green Digital Marketing Strategy to increase environmental awareness through social media, using a tagline that emphasizes environmental awareness*. Developing good *Brand Awareness to increase brand awareness through various strategies such as advertising, promotions and events that emphasize the uniqueness and quality of the product*. As well as the effective use of *Celebrity Endorsements* to use celebrities that suit the brand and products to increase brand awareness and consumer loyalty.

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