Effect of Celebrity Brand Ambassador's Credibility on Brand Passion on Wardah Cosmetic Users in Semarang City

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Abstract

An influencer's credibility is the attractiveness, trust, and expertise for commercial purposes. The credibility of gender equality is also a unique variable to be tested to determine whether there is an influence on the brand displayed by the celebrity brand ambassador. This research was conducted in a big city in Indonesia with time-consuming in 3 months. This study uses a quantitative approach with a non-probability sampling method with a purposive sampling technique. The data obtained were analyzed carefully, and the results showed that H1 was accepted, meaning that Celebrity Attractiveness had a positive influence on the Relatedness need satisfaction of cosmetic users in the city of Semarang. H2 is accepted, meaning that Celebrity Trustworthiness positively influences the Relatedness to need satisfaction of cosmetic users in the city of Semarang. Based on statistical tests, the results showed an effect of the Celebrity Expertise variable. H3 is accepted, meaning that Celebrity Expertise positively influences the Relatedness to need satisfaction of cosmetic users in the city of Semarang. H4 is accepted, meaning that Relatedness needs satisfaction positively influence brand passion for Semarang cosmetic users.

Keywords
Source Credibility Celebrity, Relatedness Need Satisfaction, Brand Passion.

1. Introduction
In overcoming this, companies must create product characteristics while giving a positive impression to customers (Purba and Panday 2012); (Radnan and Purba 2018). The use of a character to become an influencer in product marketing is the choice of a company (Weismueller et al. 2020). One strategy to increase sales is advertising with the use of celebrity endorsers. There are several stages of consideration, including the level of popularity of the celebrity itself with the problem of whether the chosen celebrity can represent the character of the product being advertised. The use of the endorser is expected to provide a positive associative between the product and the endorser (Darlius and Keni, 2021, Liu et al. 2020). These associatives can simply appear in the form of certain thoughts or images that are associated with a brand. Influencer figures are interested and well known by the certain community of the product. At present, Indonesia is still the most extensive and very potential consumer. Moreover, buying and selling activities have shifted from conventional to digital in this all-digital era (Purba 2015, Purba et al. 2020). It gives rise to the phenomenon of competition in the beauty business world, which is becoming very competitive (Hamadamin and Atan 2019). After all, they can make customers have a good memory of the product because the Indonesian people currently like new things and are thirsty for new products introduced by the company (Sopiah and Etta 2013). The company's innovations and customer loyalty are also important in the long term because they can make customers keep buying the product (Weismueller et al., 2020); (Adirinekso et al., n.d.). Because if the company already has loyal customers with their products, it will become a crucial asset for the company. Here can be a good start for the company to maintain attractiveness for consumers to maintain the target market and develop it so that it can control sales (Widjaja et al. 2019).

This one is in line with Wardah, who developed his company in Indonesia. Wardah is one of the brands under the auspices of P.T. Paragon Technology and Innovation, founded by Subakat et al. in 1985. It currently focuses on the cosmetic sector, with approximately 26 distribution centers in Indonesia and Malaysia (Simanjuntak and Ep 2020). As a company engaged in a woman's needs, Wardah is a brand that is synonymous with beauty and beauty in various circumstances. One of the reasons Indonesian women like cosmetic products is that they like to beautify themselves. Because cosmetic needs have shifted to become the main priority product used by the community, especially women, Wardah is one of the cosmetic manufacturers in Indonesia with a good brand image (Simanjuntak and Ep 2020), as figure 1 below:

Figure 1. Celebrity endoser and Cosmetic products | sources: Wardah Official web

Based on this explanation, this study wanted to find out whether there was a relationship between Celebrity Brand Ambassador and Brand passion for Wardah cosmetic customers in Semarang City, which moderated by the similarity of the sexes of a celebrity and makeup user based on the research article of Gilal et al. (2020) in Pakistan entitled Celebrity endorsement and brand passion among air travelers: Theory and evidence. The results of the analysis of the moderating variable revealed that gender had no effect if a celebrity and a brand user had the same gender. This reveals the results that celebrity credibility such as attractiveness, expertise, and trustworthiness will affect relatedness need satisfaction

2. Literature Review
2.1. Celebrity Brand Ambassador
According to Klaus and Bailey (2008), Celebrity Brand Ambassadors have long been used as a source of marketing messages to promote various products and services. It is considered effective in getting consumers interested in using the product because companies usually place someone who is considered to have trust in the public or certain community groups (Febriati and Respati, n.d. , Putri et al. 2021). The use of celebrity services is expected to represent an ideal lifestyle where some people or at least their fans and followers want to emulate that lifestyle. Seeing the market behavior that wants to imitate the lifestyle of celebrities, marketers are willing to spend a large amount of money to use celebrities in promoting their products or brands (Liu et al. 2020).

2.2. Celebrity trustworthiness
Celebrities are well-known individuals directly related to the product category, both famous people whose achievements are recognized in the related product field (Sugiharto and Ramadhana, 2018). According to Aziz, et al. (2013), and Widyanto and Agusti,(2020), the popularity of celebrity advertisements is that advertisers believe that the message conveyed is from a famous and trustworthy figure.

2.3. Celebrity Expertise

Celebrity expertise in understanding product knowledge of the product being promoted is very necessary. The ability to bring potential consumers to participate in the utilization of the company's products and create sales of these products (Singh and Banerjee 2018, MS 2020). Expertise are individuals or groups who are believed to have professional knowledge about products that are ascribed to their experience, learning, or educational training (Nurlaela et al. 2019). According to Sugiharto and Ramadhana (2018), the experience, expertise and knowledge possessed by an influencer related to the brand that is collaborating is called expertise.

2.4. Celebrity Attractiveness

Individual personal qualities, physical appearance, and overall attractiveness can influence how others judge their character Ohanian (, 1990, in (Djafarova and Rushworth, 2017). It shows that if someone has an attractive appearance and an attractive lifestyle, they are judged as someone better; it can be interpreted that physicality also affects a character's attractiveness (Saima and Khan, 2020).

2.5. Gender Congruity

This study seeks to determine whether the gender of consumers exposed to celebrity endorsements will impact how consumers perceive responding to male or female celebrity endorsers. Men and women will differ in response to celebrity endorsers in advertisements (Klaus and Bailey, 2008). The expected difference in responding to celebrity endorsers will affect a brand's image.

2.6. Relatedness Need Satisfaction

Self-conformance refers to the correlation between the consumer's personality with anything that is felt towards a product or service. R.N.S. is the suitability of information affecting information processing through existing consumer schemas or prior knowledge. The hypothesis proves the importance of matching spokespersons with brand or product attributes to generate positive attitudes and increase advertising effectiveness (Chou, and Chang, 2012).

2.7. Brand passion

According to the opinion of Mikulincer and Shaver (2007, in (Shaw and Sullivan, 2013), brand passion means that the brand has the power of attachment that connects the brand with each individual. A study (Z. Zhu et al., 2016) examined the role of consumer involvement in brand passion by examining the relationship of three components of source credibility as expertise, trustworthiness, and attractiveness.

2.8. Relationship Between Variables

2.8.1 Celebrity Attractiveness and Relatedness need satisfaction

Advertising using celebrities is a commonly used type of advertising that involves presenting a personal review or utilizing an individual's personality as a recommender (Luoh and Lo, 2012). According to the research results by Kahle and Homer (1985, in Wang and Scheinbaum, 2018), Celebrities who have a high level of interest have a positive effect on brand attitudes and purchase intentions, resulting in satisfaction. This study uses the following hypotheses: the nature or character of an influencer must be under the brand they carry. If the audience feels they have the same characteristics and are interested in the influencer, it will generate interest from the influencer (Sugiharto and Ramadhana 2018).

H1. Celebrity trustworthiness has a positive effect on makeup users Wardah Relatedness need satisfaction

2.9. Celebrity Expertise and Relatedness need satisfaction

Based on research conducted by (YQ Zhu and Chen, 2015), celebrities use social media as a channel to influence their followers, while followers use social media to get the latest information about a product endorsed by celebrities, for example, what foods the celebrity eats, how their daily life is, and what clothes they wear. This study has findings that show that respondents do not consider an influencer as an expert in specific ways that can affect a person's purchase intention (Chaovalit 2014). If they want to learn more about cosmetic products from real beauticians, they can follow real makeup artists and beauty influencers on social media (Widyanto and Agusti 2020). Based on this, this study uses the following hypotheses:

H2. Celebrity Expertise has a positive effect on Wardah makeup users. Relatedness needs satisfaction

2.10. Celebrity trustworthiness and Relatedness need satisfaction

Research by Wang and Scheinbaum (2018) examines the influence of celebrity endorser source characteristics, such as trust in consumer brand attitudes, brand credibility, and purchase intention for the endorsed brand. Based on the research of Djafarova and Rushworth (2017) that the source of credibility optimizes the processing of information needed by consumers so that consumers will feel satisfied. A trusted influencer can influence the audience if the source concerned has credibility, such as honesty, integrity, and trustworthiness (Sugiharto and Ramadhana, 2018). However, credibility sources do not always contribute to a positive brand message or outcome. Based on this, this study uses the following hypothesis:

H3. Celebrity Attractiveness has a positive effect on makeup users, Wardah. Relatedness needs satisfaction

2.11. Relatedness needs satisfaction and brand passion

Consumers tend to buy products that reflect their personality or identity, associated with brand passion. This self-conformity has influenced consumer attitudes, loyalty, and behavioral intentions (Mazodier and Merunka, 2012). However, the association of satisfaction with or against advertising provides a new fact that if customers remember the advertisement, it does not automatically mean they receive the core message about the product or brand (Kuvita and Karlíček 2014).

H4. Relatedness need satisfaction has a significant and positive effect on the Brand passion for Wardah makeup users

3. Methods
3.1. Research paradigm

The philosophical research paradigm on research methods is divided into two types, namely positivistic and post-positivistic. This study uses a positivistic type of research, which refers more to objective data collection and interpretation, while the role of the researcher is limited. In this type of research, research findings are usually observable and measurable, leading to statistical analysis (Goso, 2019) using SPSS software.

4. Data Collection

Method of Data Measurement uses an ordinal scale to assess data from primary data in the questionnaire. The scale used in the measurement is ordinal, namely, the Likert Scale, which ranges from 5 (Strongly Agree) to 1 (Strongly Disagree). This study used data collection instruments, namely primary data. This primary data was collected by a survey method using an online questionnaire conducted on the respondents by asking several questions about the research. This method is considered very suitable for measuring the relationship of variables as primary data because it provides much space for respondents and provides freedom for respondents to choose the answers that have been provided. The online survey conducted in this study was through the Google Form application due to the limitations of researchers regarding time and energy and the ongoing pandemic period. As for secondary data, researchers obtain data from literature or books related to research.

5. Results and Findings
5.1. Celebrity Attractiveness

The table 1 will describe the results of the average answers from a total of 268 valid respondents who have met the criteria. This is used to find out the answers that most respondents answered on what scale in each question (Hair et al. 2019).

Table 1. Descriptive Statistics Test Results Celebrity Attractiveness

Variable	Min	Max	Mean
AT1	1,00	5,00	3,728
AT2	1,00	5,00	3,772
AT3	1,00	5,00	3,399
AT4	1,00	5,00	3,664
AT5	1,00	5,00	3,657
Mean			3,644

Source: SPSS data processed (2021)

The table above shows that the average score of respondents on the Celebrity Attractiveness variable is 3.664, which means that the average respondent agrees on the indicators on the Celebrity Attractiveness variable. The highest average score was in the statement "In my opinion, attractiveness is an important characteristic for celebrity endorsers," with an average value of 3,772. In contrast, the lowest statement was "I feel that physically attractive endorsers affect my purchase intention towards a brand that is attractive. supported by celebrities," with an average value of 3,399 or included in the neutral classification of the statement indicators.

5.2 Celebrity Trustworthiness
The table 2 will describe the results of the average answers from a total of 268 valid respondents who have met the criteria. It is used to find out the results of the answers that most respondents answered on what scale in each question (Hair et al. 2019)

Table 2. Results of the descriptive statistical test of Celebrity Trustworthiness

Variable	Min	Max	Mean
TW1	1,000	5,000	3,765
TW2	1,000	5,000	3,731
TW3	1,000	5,000	3,675
TW4	1,000	5,000	3,724
TW5	1,000	5,000	3,478
Mean			3,675

Source: SPSS data processed (2021)

The table above shows that the average score of respondents on the Celebrity Trustworthiness variable is 3.675, which means that the average respondent agrees on Celebrity Trustworthiness. The highest average value for this variable is found in the statement "I think advertisements with endorsers who are trustworthy, honest, sincere, reliable receive more positive memories," with an average value of 3.765. In contrast, the lowest statement is "I feel useful. products delivered by celebrities are honest," with an average value of 3,478, which almost touches the neutral classification.

Celebrity Expertise
The table 3 will describe the results of the average answers from a total of 268 valid respondents who have met the criteria. This is used to find out the results of the answers that most respondents answered on what scale in each question (Hair et al. 2019)

Table 3. Results of Celebrity Expertise Descriptive Statistics Test

Variable	Min	Max	Mean
EXP1	1,00	5,00	3,776
EXP2	1,00	5,00	3,582
EXP3	1,00	5,00	3,660
EXP4	1,00	5,00	3,847
EXP5	1,00	5,00	3,660
Mean			3,705

Source: SPSS data processed (2021)

In the table above, it can be seen that the average score of respondents on the Celebrity Expertise variable is 3.705 if it is concluded that the average respondent agrees on the Celebrity Expertise variable. The highest average value for this variable is found in the statement "I think brands endorsed by celebrities with expertise are more trustworthy," with an average value of 3.847. In contrast, the lowest statement is in the statement "I pay more attention to advertisements that use celebrities with expertise," with an average value of 3.582, which almost touches the neutral classification.

5.3 Relatedness Need Satisfaction
The table 4 will describe the results of the average answers from a total of 268 valid respondents who have met the criteria. This is used to find out the results of the answers that most respondents answered on what scale in each question (Hair et al. 2019)

Table 4. Descriptive Statistical Test Results Relatedness Need Satisfaction

Variable	Min	Max	Mean
RNS1	1,000	5,000	3,422
RNS2	1,000	5,000	3,522
RNS3	1,000	5,000	3,608
RNS4	1,000	5,000	3,530
RNS5	1,000	5,000	3,660
TOTAL			3,548

Source: SPSS data processed (2021)

In the table above, it can be seen that the average score of respondents on the Relatedness Need Satisfaction variable is 3.548 if it is concluded that the average respondent agrees on the Relatedness Need Satisfaction variable. The highest average value for this variable is in the statement "I feel I have an attachment to this makeup brand" with an average value of 3.660, while the lowest statement is in the statement "Using Wardah cosmetic brand consistently is the way I see myself" with the average value is 3,442 which almost touches the neutral classification.

5.4 Brand Passion
The table 5 will describe the results of the average answers from a total of 268 valid respondents who have met the criteria. This case uses to find out the results of the answers that most respondents answered on what scale in each question

Table 5. Descriptive Statistics Test Results of Brand Passion

Variable	Min	Max	Mean
BP1	1,00	5,00	3,754
BP2	1,00	5,00	3,634
BP3	1,00	5,00	3,604
BP4	1,00	5,00	3,507
BP5	1,00	5,00	3,612
Mean			3,622

Source: SPSS data processed (2021)

In the table above, it can be seen that the average score of respondents on the Brand Passion variable is 3,622 if it is concluded that the average respondent agrees on the Brand Passion variable. The highest average value for this variable is in the statement "This makeup brand allows me to carry out my daily activities" with an average value of 3,660, while the lowest statement is in the statement "I like Wardah as a brand that I like more than all makeup brands. others" with an average value of 3,507.

5.5 Actual Test Analysis Results
5.5.1 Validity test
 The following are the results of the validity test on the Celebrity Attractiveness variable (Table 6):

Table 6. Test Results R count and R table Celebrity Attractiveness

Indicator	R Count	R table	Information
AT1	0.702	0.138	Valid
AT2	0.677	0.138	Valid
AT3	0.739	0.138	Valid
AT4	0.730	0.138	Valid
AT5	0.700	0.138	Valid

Source: SPSS data processed (2021)

The validity test results on each Celebrity Attractiveness question instrument all have an r-count > 0.138, so all Celebrity Attractiveness question instruments are valid (Table 7).

Table 7. Test results R count and R table Celebrity trustworthiness

Indicator	R Count	R table	Information
TW1	0.676	0.138	Valid
TW2	0.703	0.138	Valid
TW3	0.692	0.138	Valid
TW4	0.719	0.138	Valid
TW5	0.731	0.138	Valid

Source: SPSS data processed (2021)

The validity test results on each Celebrity trustworthiness question instrument all have an r-count > 0.138, so all Celebrity trustworthiness question instruments are valid (Table 8).

Table 8. Test Results Table R count and R table Celebrity Expertise

Indicator	R Count	R table	Information
EXP1	0.695	0.138	Valid
EXP2	0.748	0.138	Valid
EXP3	0.719	0.138	Valid
EXP4	0.743	0.138	Valid
EXP5	0.722	0.138	Valid

Source: SPSS data processed (2021)

The validity test results on each Celebrity Expertise question instrument all have an r-value of > 0.138, so all Celebrity Expertise question instruments are valid (Table 9).

Table 9. Test Results Table R arithmetic and R table Relatedness need satisfaction

Indicator	R Count	R table	Information
RNS1	0.659	0.138	Valid
RNS2	0.710	0.138	Valid
RNS3	0.754	0.138	Valid
RNS4	0.730	0.138	Valid
RNS5	0.715	0.138	Valid

The validity test results on each Relatedness need satisfaction question instrument all to have an r-value of > 0.138, so all of these question instruments are valid.

Table 10. Test Results Table R count and R table Brand Passion

Indicator	R Count	R table	Information
BP1	0.705	0.138	Valid
BP2	0.754	0.138	Valid
BP3	0.702	0.138	Valid
BP4	0.785	0.138	Valid
BP5	0.626	0.138	Valid

Source: SPSS data processed (2021)

The validity test results on each Brand Passion question instrument all have an r-value of > 0.138 (Table 10), so all of these question instruments are valid.

5.5.2 Reliability Test
The reliability test aims to see the consistency of the construct variables in this study. The variable is said to be reliable if the Construct Reliability has a value of more than 0.6. The following table 11 are the results of the reliability test in this study.

Table 11. Reliability Test Results

Variable	Cronbach Alpha	Information
Celebrity Attractiveness	0,878	Reliable
Celebrity expertise	0,875	Reliable
Celebrity trustworthiness	0,886	Reliable
Relatedness need satisfaction	0,880	Reliable
Brand Passion	0,880	Reliable

Source: SPSS data processed (2021)

Based on the table above, the value of Construct Reliability in this study is more than 0.6, meaning that the variables in this study are reliable and can be used in research.

5.5.3 Classic assumption test
The classical assumption test is used to see whether the variables used in the study do not have problems that will cause the research results to be biased (Sugiyono, 2013). Therefore, a classical assumption test will be carried out based on the following three things, namely:

5.5.4 Normality test
The normality test was conducted to see whether the regression model, an independent and dependent variable, was normal or not normally distributed. So, the following tests were carried out using SPSS (Figure 1).
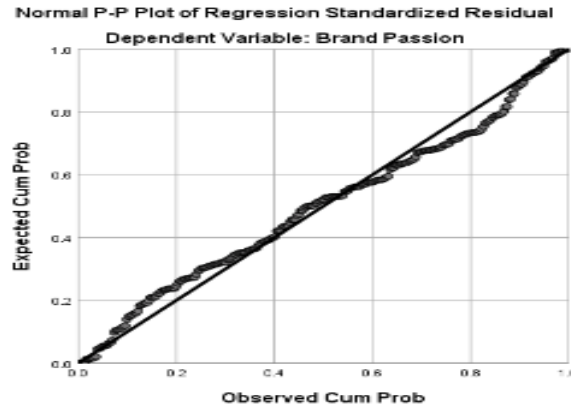
Figure 1. Normality Test
Source: SPSS data processed (2021)

It is known that there are points that are close to the line and are normal (diagonal). If the distribution is normal, the values in the data distribution will lie normally. Then it can be said that the requirements of Normality can be met.

5.5.5 Multicollinearity Test
The multicollinearity test aims to determine whether the regression model found a correlation between independent or independent variables. The effect of this multicollinearity is to cause a high variable in the sample (Table 12). This requirement can be seen from the V.I.F. value which is less than 10.

Table 12. V.I.F. Test Results

Coefficients			
		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Attractiveness	0,309	3,232
	Trustworthiness	0,209	4,773
	Expertise	0,171	5,857
	Relatedness Need Satisfaction	0,317	3,153
a. Dependent Variable: Brand Passion			

Source: SPSS data processed (2021)

Based on the table above, it can be seen that all variables do not have multicollinearity problems because the V.I.F. value is below 10.

5.5.6 Heteroscedasticity Test
Heteroscedasticity in a multiple linear regression model can be seen from the scatterplot graph or from the predicted value of the dependent variable, namely SRESID with a residual error, namely ZPRED on SPSS. The condition for a good test is that there is no heteroscedasticity if there is no certain pattern and it does not spread above or below zero on the y-axis (Ghozali 2016).
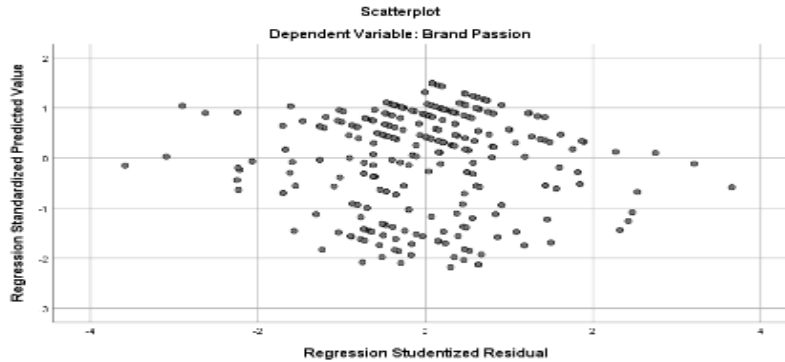
Figure 2. Scatterplot Test
Source: SPSS data processed (2021)

The test results show that the model from the regression is feasible to use (Figure 2). The points do not form a certain pattern, which can be said that thus a regression does not experience heteroscedasticity disorders.

5.5.7 Goodness of Fit Test (Model Fit)
Goodness of fit is used to test whether a model is good or not. In SPSS, the goodness of fit model test is the F test (Table 13, table 14):

Table 13. Goodness of Fit Test Results 1

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5035.276	3	1678.425	227.684	.000b
	Residual	1946.139	264	7.372		
	Total	6981.414	267			
a. Dependent Variable: Relatedness need satisfaction						
b. Predictors: (Constant), Expertise, Attractiveness, Trustworthiness						

Sumber: Data Processed (2021)

Table 14. Goodness of Fit 2 . Test Results

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5800.365	4	1450.091	292.765	.000b
	Residual	1302.662	263	4.953		
	Total	7103.026	267			
a. Dependent Variable: Brand Passion						
b. Predictors: (Constant), Relatedness need satisfaction						

Source: SPSS data processed (2021)

Based on the table above, it is known that the significance value of F is 0.000 < 0.05, meaning the model is fit, so the independent variable can be used to influence the dependent variable.

5.5.8 Regression Analysis
The following are the results of regression analysis with SPSS (table 15 and table 16):

Table 15. Regression Analysis Test Results Model 1

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model	B	Std. Error	Beta		
1 (Constant)	1.441	.644		2.238	.026
Attractiveness	.234	.073	.233	3.190	.002
Trustworthiness	.253	.075	.249	3.377	.001
Expertise	.401	.078	.404	5.121	.000
a. Dependent Variable: Relatedness need satisfaction					

Source: SPSS data processed (2021)

Model 1 . regression equation:

RNS = 1.441 + 0.234 AT + 0.253 TRU + 0.401 EX

Table 16. Regression Analysis Test Results Model 2

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model	B	Std. Error	Beta		
1 (Constant)	.519	.533		.974	.331
Relatedness need satisfaction	.484	.050	.480	9.594	.000
a. Dependent Variable: Brand Passion					

Source: SPSS data processed (2021)

Model 2 regression equation:
BP= 0.519 + 0.484 RNS

5.5.9 Hypothesis testing

Hypothesis testing was carried out on regression analysis by looking at the calculated t value compared to the t-table. The following are the results of hypothesis testing in this study.

Table 17. Hypothesis Testing Table Results (t test)

Hypothesis	Relationship between Variables			Beta	t-count	Result
H1	R.N.S.	<-	AT	0.234	3.190	Received
H2	RNS	<-	EXP	0.253	3.337	Received
H3	RNS	<-	TW	0.401	5.121	Received
H4	BP	<-	RNS	0.484	9.594	Received

Data Processing (2021)

5. Discussions

Hypothesis 1
Based on the table 17, the first thing to discuss is the effect of the Celebrity Trustworthiness variable on the Relatedness need satisfaction, which in t-count of 3,190 > t table (1,645) and a p-value (significance) of 0.002 < 0.05. This means that H1 in this study is accepted or concludes that Celebrity Trustworthiness positively influences Relatedness need satisfaction.

Hypothesis 2
Next is the influence of the Celebrity Expertise variable on the Relatedness need satisfaction which has a t-count value of 3,337. This value is greater than t table (1.645) and the p-value (significance) is 0.001 < 0.05. This means that H2 in this study is accepted or has a conclusion that Celebrity Expertise has a positive influence on Relatedness need satisfaction." The beta coefficient value of 0.253 means that every 1 point increase of celebrity expertise will increase relatedness need satisfaction by 0.253.

Hypothesis 3
Furthermore, the relationship between the Celebrity Attractiveness variable and the Relatedness need satisfaction has a t-count value of 5,121. This value is greater than t table (1.645) and the p-value (significance) 0.000 < 0.05. This means that H3 in this study is accepted or has a conclusion that Celebrity Attractiveness has a positive influence on Relatedness need satisfaction." The beta coefficient value of 0.401 means that every 1 point increase of celebrity attractiveness will increase relatedness need satisfaction by 0.401.

Hypothesis 4
The fourth is the relationship of the Relatedness need satisfaction variable to Brand Passion which has a t-count value of 9.594. This value is greater than the t-table (1.645) and the p-value (significance) 0.000 < 0.05. This means that H4 in this study is accepted or has a conclusion. Relatedness need satisfaction has a positive influence on Brand Passion." The beta coefficient value of 0.484 means that every 1 point increase in Relatedness need satisfaction will increase brand passion by 0.484.

6. Conclusion

Based on the analysis and discussion described in the previous discussion. The following are the conclusions of this study.

1) H1 is accepted, meaning that Celebrity Attractiveness positively influences the Relatedness to need satisfaction of cosmetic users in the Semarang city.
2) Wardah's celebrity attractiveness as a brand ambassador variable is suitable and significantly affects satisfaction. The test results use the correlation coefficient, coefficient of determination, regression analysis, and t-test showed that the celebrity brand attractiveness variable had a significant effect.
3) H2 is accepted, meaning that Celebrity Trustworthiness positively influences the Relatedness to need satisfaction of cosmetic users in the city of Semarang.
4) Celebrity Trustwthines variable is included in the outstanding category and significantly affects purchasing decisions. The test results use the correlation coefficient,
5) coefficient of determination, regression analysis, and t-test showed that the Celebrity Trustworthiness variable had a significant, strong, and positive effect on the satisfaction of cosmetic users. Even though there are still consumers who think that Wardah is not diversifying its products, some consumers are still doubtful about the quality of Wardah's products and think that innovation and development of Wardah products tend to be slow.
6) H4 is accepted, meaning that Relatedness need satisfaction has a positive influence on the brand passion for cosmetic users in the city of Semarang
7) The decision to Relatedness need satisfaction in the city of Semarang is in the excellent category, which is influenced by the satisfaction and brand passion variables. The test results use the regression coefficient, the coefficient of determination, regression analysis, and F test, thus indicating that the celebrity brand ambassador and brand image variables have a strong and positive effect on purchasing decisions.

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