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Exploring How Trust, Celebrity Endorser, Perceived Benefit Affect Impulse Buying Behaviour of Head and Soulders Shampoo: The Moderating Effect of Perceived Price

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Abstrak. *Penelitian ini bertujuan untuk menganalisis pengaruh variabel trust, perceived benefit, celebrity endorser, dan brand image terhadap impulse buying, dengan perceived price sebagai variabel moderasi pada konsumen shampoo merek Head & Shoulders. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 112 responden menggunakan yang dibagikan dnegan menggunakan metode accidental sampling. Analisis data dilakukan dengan menggunakan regresi liner berganda untuk menguji pengaruh variabel trust, perceived benefit, celebrity endorser, dan brand image terhadap impulse buying, dan Moderated Regression Analysis (MRA) untuk menguji kemampuan perceived price dalam memoderasi pengaruh variabel trust, perceived benefit, celebrity endorser, dan brand image terhadap impulse buying. Hasil penelitian dengan regresi linier berganda menunjukkan bahwa trust, celebrity endorser, dan brand image memiliki pengaruh positif dan signifikan terhadap impulse buying, namun perceived benefit terbukti tidak mampu memberi pengaruh yang signifikan. Hasil penelitian dengan MRA menunjukkan perceived price terbukti mampu memoderasi pengaruh perceived benefit terhadap impulse buying, namun tidak mampu meoderasi pengaruh trust, celebrity endorser, dan brand image terhadap impulse buying.*

Kata kunci: *Kepercayaan; Manfaat yang Dirasakan; Endorser Selebritas; Citra Merek; Pembelian Impulsif; Harga yang Dirasakan.*

Abstract. *This study aims to analyze the influence of trust, perceived benefit, celebrity endorser, and brand image variables on impulse buying, with perceived price as a moderating variable in consumers of Head & Shoulders brand shampoo. This study uses a quantitative approach with a survey method on 112 respondents using the accidental sampling method. Data analysis was carried out using multiple linear regression to test the influence of trust, perceived benefit, celebrity endorser, and brand image variables on impulse buying, and Moderated Regression Analysis (MRA) to test the ability of perceived price to moderate the influence of trust, perceived benefit, celebrity endorser, and brand image variables on impulse buying. The results of the study with multiple linear regression indicate that trust, celebrity endorser, and brand image have a positive and significant influence on impulse buying, but perceived benefit is proven to be unable to provide a significant influence. The results of the study with MRA show that perceived price is proven to moderate the influence of perceived benefit on impulse buying, but is unable to moderate the influence of trust, celebrity endorser, and brand image on impulse buying.*

Keywords: *Trust; Perceived Benefit; Celebrity Endorser; Brand Image; Impulse Buying; Perceived Price.*

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Introduction

Impulse buying, a rising phenomenon in the personal care sector, reflects consumer behavior characterized by spontaneous, unplanned purchases, driven by emotional impulses and marketing cues. This behavior is particularly prominent in the fiercely competitive hair care industry, where global brands are compelled to innovate continuously in their marketing strategies to maintain consumer loyalty and stimulate impulse purchases. As consumers increasingly engage in purchases without prior planning, impulse buying has garnered significant attention in the field of consumer behavior, especially in the context of modern marketing. Marketers are particularly concerned with this phenomenon as it has the potential to substantially boost sales volumes. The digital era has further fueled this behavior, with easy access to information and promotions via various social media platforms accelerating impulsive decision-making. Previous research has identified several factors, such as trust, perceived benefit, celebrity endorsement, and brand image, as key drivers of impulse buying. However, a more nuanced understanding is required regarding how these factors interact and influence impulse buying, particularly in the context of specific products like Head & Shoulders shampoo.

The role of trust is critical in shaping purchasing decisions (Amri *et al.*, 2023), as it can both reduce and, in certain cases, trigger impulse buying. On one hand, consumers who trust a brand tend to be more rational in their decision-making process, while on the other hand, a high level of trust in a brand's promotions or recommendations can stimulate impulse purchases. Perceived benefit, which refers to the consumer's evaluation of the value they derive from a product (Jayanti, 2023), generally has a positive influence on impulse buying. The greater the perceived benefits, the more likely consumers are to make impulse purchases. However, the impact of perceived benefit on impulse buying remains underexplored, and it is plausible that perceived benefits could enhance impulsive decisions when consumers perceive the product's benefits as outweighing its price. Celebrity endorsement has become a widespread marketing strategy, with celebrities playing a pivotal role in capturing consumer attention and shaping brand image (Yuwono, 2024). Their appeal increases brand awareness and trust, further driving impulsive buying behavior. Similarly, brand image the perception consumers develop about a brand based on experience and communication (Prasetyo & Lestari, 2023) also significantly impacts impulse buying. A positive brand image fosters trust and attraction, increasing the likelihood of spontaneous purchases, especially when the brand is already well-regarded and familiar. Finally, perceived price consumers' subjective assessment of a product's value relative to its price also plays an essential role in impulse buying behavior (Febrianti & Firmansyah, 2023). When consumers perceive a product as reasonably priced or offering good value, they are more inclined to make spontaneous purchases, particularly when the perceived value aligns with the price. Head & Shoulders, a globally recognized shampoo brand in Indonesia known for its anti-dandruff products, faces strong competition from similar brands, resulting in fluctuating sales year on year, as shown in Figure 1.

Figure 1. Sales Data of Head & Shoulders Shampoo 2020-2024

Based on these dynamics and the identification of factors influencing impulse buying, this study is crucial to understand how trust, celebrity endorsement, and perceived benefit influence impulse buying of Head & Shoulders shampoo, as well as the extent to which perceived price moderates this relationship. The findings are expected to contribute academically to the development of consumer behavior literature and serve as a practical guide for marketers in designing more effective marketing strategies.

Literature Review

Impulse Buying
Impulse buying refers to spontaneous, unplanned purchasing behavior that is triggered by emotional impulses and external stimuli, such as attractive packaging, discounts, or advertisements (Ramadhani & Suryani, 2023; Kusuma & Wijayanti, 2022). Nugraheni & Maulana (2022) assert that impulse buying reflects consumers' inability to resist the urge to purchase items even if they are not on the shopping list. This behavior is a critical aspect of consumer decision-making, especially in the context of the personal care industry, where immediate emotional reactions play a significant role in influencing purchasing decisions.

Trust
Trust in a brand is defined as the consumer's willingness to engage with a brand based on their belief that the brand will meet their expectations (Li & Tsai, 2022). Manzoor *et al.* (2020) describe trust as a dual concept consisting of belief and intention, representing both positive expectations and the willingness to make a purchase. Wang *et al.* (2019) further elaborate that trust involves a positive expectation based on the perceived integrity and reliability of a brand, which can either reduce or trigger impulse buying behavior, depending on the consumer's confidence in the brand's recommendations.

Perceived Benefit
Perceived benefit refers to the subjective value consumers place on the functional and emotional advantages of a product (Yuliana & Handayani, 2023). Salsabila & Rohmah (2022) emphasize that perceived benefit reflects the value consumers believe they gain from using a product. Azizah *et al.* (2022) argue that perceived benefits influence consumer satisfaction and the intention to repurchase, as consumers feel they gain added value. In the context of this study, perceived benefit refers specifically to the practical and emotional advantages of using Head & Shoulders shampoo, which can contribute to impulse buying when the perceived benefits outweigh the product's price.

Celebrity Endorser
Celebrity endorsers are public figures whose popularity and credibility are leveraged by companies to promote products (Nugroho & Dewi, 2022). Septiani & Akbar (2023) highlight the role of celebrity endorsers in shaping consumer perceptions through their trustworthiness, attractiveness, and expertise. Lestari & Wulandari (2022) suggest that the involvement of relevant celebrities enhances the effectiveness of marketing communication, making celebrity endorsements an influential factor in driving impulse buying decisions.

Brand Image
Brand image is the overall perception of a brand that is shaped by consumer experiences, communications, and associations (Rizky & Kurniawan, 2023). Dewi & Hidayat (2022) further define brand image as the mental associations consumers form based on their interactions with a brand. A positive brand image can trigger impulse purchases, as consumers are more likely to trust and be attracted to brands they recognize and admire. In the case of Head & Shoulders, a strong brand image contributes to impulse buying by reinforcing consumer trust and fostering positive emotional responses to the brand.

Perceived Price
Perceived price is the subjective evaluation of a product's cost relative to the benefits it offers (Maulida & Rachmawati, 2023). Price perception plays a significant role in shaping consumer behavior, with favorable price perceptions increasing the likelihood of impulse purchases. Prasetya & Liana (2022) argue that price perception extends beyond nominal value, incorporating quality considerations. Sari & Utami (2022) suggest that overly high prices can deter purchase intentions, even when the brand image and product quality are favorable. In this study, perceived price serves as a moderating variable, potentially enhancing or reducing the impact of trust, perceived benefit, celebrity endorsement, and brand image on impulse buying.

Research Conceptual Framework
Impulse buying behavior is prevalent in the personal care sector, especially with premium

products like Head & Shoulders shampoo, which is marketed with anti-dandruff benefits. This study investigates four key factors believed to influence impulse buying behavior: trust, celebrity endorsement, brand image, and perceived benefit, with perceived price as a moderating variable. Trust is foundational in shaping consumer decisions. Consumers who trust a brand's quality, safety, and effectiveness are more likely to make spontaneous purchases. Perceived benefit is directly related to the value consumers place on the product, with stronger perceptions of tangible benefits fueling impulse buying. Celebrity endorsements, particularly from figures with high appeal and credibility, can stimulate impulse buying by creating emotional connections and enhancing brand trust.

Brand image also plays a crucial role, as a well-established, positive brand image fosters trust and drives impulsive purchasing decisions. Perceived price, the consumer's evaluation of product cost relative to its benefits, moderates the relationship between the aforementioned variables and impulse buying. A price perceived as fair or reflective of value can strengthen the influence of trust, celebrity endorsement, brand image, and perceived benefit on impulse buying, while a high price perception can diminish this influence. Therefore, perceived price is a vital moderating factor that can either amplify or weaken the relationship between these variables and impulse buying behavior. The conceptual framework for this study is illustrated in the diagram below.

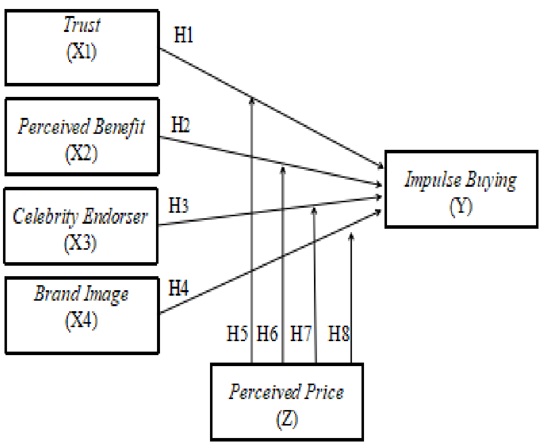

Figure 2. Research Framework

The hypotheses formulated in this study are as follows:
H1: Trust exerts a positive and significant influence on impulse buying.
H2: Perceived benefit has a positive and significant effect on impulse buying.
H3: Celebrity endorsement significantly impacts impulse buying.
H4: Brand image significantly affects impulse buying behavior.
H5: Perceived price moderates the relationship between trust and impulse buying.
H6: Perceived price moderates the relationship between perceived benefit and impulse buying.
H7: Perceived price moderates the relationship between celebrity endorsement and impulse buying.
H8: Perceived price moderates the relationship between brand image and impulse buying.

Research Methodology

This study employs a quantitative research approach with a causal-associative framework. According to Sekaran & Bougie (2020), quantitative research enables the testing of hypotheses to establish cause-and-effect relationships through measurable empirical data. In a causal-associative study, the objective is to identify and examine the relationships between two or more variables (Primasari & Mutmainah, 2011; Sugiyono, 2019). For this research, trust, perceived benefit, celebrity endorsement, and brand image are considered independent variables that potentially influence impulse buying behavior, with perceived price acting as a moderating variable. The population under study consists of consumers of Head & Shoulders shampoo, with an unspecified total number of individuals. The sample size was determined based on the formula proposed by Lemeshow *et al.* (Sugiyono, 2019), which suggests a minimum sample size of 100 respondents. In this study, a sample of 112 respondents was selected using the accidental sampling method. Primary data were collected through questionnaires distributed to the selected respondents (Mutmainah *et al.*, 2025). Respondents' answers were measured using a Likert-type scale, ranging from strongly disagree to strongly agree.

Data analysis was conducted using multiple linear regression and Moderating Regression Analysis (MRA). Multiple linear regression analysis was employed to assess the relationship between multiple independent variables and the dependent variable (Fauzi *et al.*, 2024). MRA, on the other hand, was used to examine the moderating effect of perceived price on the relationship between the independent variables and impulse buying (Manuaba & Muliartha, 2019). According to Sugiyono (2019), moderation variables influence the strength or weakness of the relationship between independent and dependent variables. The analysis process included classical assumption tests, the coefficient of determination, the F-test, t-tests, and moderation regression analysis. All data processing was carried out using SPSS 22.

Results and Discussion

Results

Demographic Characteristics of Respondents

The demographic characteristics of the respondents, as revealed by the study, include factors such as age, gender, profession, and income. The majority of the respondents were women aged between 17 and 26 years, most of whom were students. Additionally, most respondents reported an income of less than Rp 1,000,000.

Validity Test Results for Trust

The validity test for the trust variable was conducted using six indicators and a sample of 112 respondents who are consumers of Head & Shoulders shampoo. The calculated r-table value was 0.189 (df = 106, α = 0.05). The results showed that all indicators of the trust variable had an r-value greater than the critical r-table value, indicating that the trust variable is valid for use in this study.

Table 1. Validity Test Result of Trust

Variabel	Item	Corrected Item-Total Correlation	r tabel	Description
Trust	P1	0,742	0,189	Valid
	P2	0,692	0,189	Valid
	P3	0,838	0,189	Valid
	P4	0,861	0,189	Valid
	P5	0,779	0,189	Valid
	P6	0,773	0,189	Valid

The validity test for the trust variable involved six indicators and was conducted with a sample of 112 respondents who use Head & Shoulders shampoo. The calculated r-coefficients for all indicators exceeded the critical r-table value of 0.189 (df = 106, α = 0.05). Therefore, it can be concluded that all indicators of the trust variable are valid and can be used as data for this study.

Validity Test Results for Perceived Benefit

For the perceived benefit variable, the validity test was conducted using three indicators with the same sample of 112 respondents. The r-table value for this test was 0.186 (df = 109, α = 0.05). The calculated r-coefficients for all indicators were higher than the r-table value, confirming that the indicators for perceived benefit are valid and suitable for use in this research.

Table 2. Validity Test Result of Perceived Benefit

Variabel	Item	Corrected Item-Total Correlation	r tabel	Description
Perceived Benefit	P1	0,869	0,186	Valid
	P2	0,911	0,186	Valid
	P3	0,859	0,186	Valid

From the results of the validity test on the perceived benefit instrument, the calculated r-coefficient of all indicators is greater than the table r-coefficient, so it can be concluded that all trust variable indicators used in this study are valid so they can be used as research data.

Validity Test Result of Celebrity Endorser Variable

The results of the validity test of the celebrity endorser variable, with a total of 3 indicators submitted to 112 consumer respondents of Head & Souldres brand shampoo, obtained an r table of 0.186 (df 112 – 3 = 109 and α = 0.05).

Table 3. Validity Test Result of Celebrity Endorser

Variabel	Item	Corrected Item-Total Correlation	r tabel	Description
Celebrity Endorser	P1	0,848	0,186	Valid
	P2	0,742	0,186	Valid
	P3	0,818	0,186	Valid

From the results of the validity test on the celebrity endorser instrument, the calculated r-coefficient of all indicators is greater than the table r-coefficient, so it can be concluded that all trust variable indicators used in this study are valid so they can be used as research data.

Validity Test Result of Brand Image

The results of the validity test of the brand image variable, with a total of 5 indicators submitted to 112 consumer respondents of Head & Souldres brand shampoo, obtained an r table of 0.189 (df 112 – 6 = 106 and α = 0.05).

Table 4. Validity Test Result of Brand Image

Variabel	Item	Corrected Item-Total Correlation	r tabel	Description
Brand Image	P1	0,671	0,189	Valid
	P2	0,770	0,189	Valid
	P3	0,725	0,189	Valid
	P4	0,663	0,189	Valid
	P5	0,742	0,189	Valid
	P6	0,785	0,189	Valid

From the results of the validity test on the brand image instrument, the calculated r-coefficient of all indicators is greater than the table r-coefficient, so it can be concluded that all trust variable indicators used in this study are valid so they can be used as research data.

Validity Test Result of Impulse Buying Variable

The results of the validity test of the trust variable, with a total of 6 indicators submitted to 112 consumer respondents of Head & Souldres brand shampoo, obtained an r table of 0.190 (df 112 – 7 = 105 and α = 0.05).

Table 5. Validity Test Result of Impulse Buying

Variabel	Item	Corrected Item-Total Correlation	r tabel	Description
Impulse Buying	P1	0,761	0,190	Valid
	P2	0,648	0,190	Valid
	P3	0,715	0,190	Valid
	P4	0,676	0,190	Valid
	P5	0,773	0,190	Valid
	P6	0,707	0,190	Valid
	P7	0,705	0,190	Valid

From the results of the validity test on the impulse buying instrument, the calculated r-coefficient of all indicators is greater than the table r-coefficient, so it can be concluded that all trust variable indicators used in this study are valid so they can be used as research data.

Validity Test Result of Perceived Price

The results of the validity test of the perceived price variable, with a total of 6 indicators submitted to 112 consumer respondents of Head & Souldres brand shampoo, obtained an r table of 0.188 (df 112 – 5 = 107 and α = 0.05).

Table 6. Validity Test Result of Perceived Price

Variabel	Item	Corrected Item-Total Correlation	r tabel	Description
Perceived Price	P1	0,695	0,188	Valid
	P2	0,869	0,188	Valid
	P3	0,831	0,188	Valid
	P4	0,743	0,188	Valid
	P5	0,783	0,188	Valid

From the results of the validity test on the perceived price instrument, the calculated r-coefficient of all indicators is greater than the table r-coefficient, so it can be concluded that all trust variable indicators used in this study are valid so they can be used as research data.

Reliability Test

According to Ghozali (2018), an instrument is considered reliable if has the coefficient of Cronbach's alpha > 0.60. The table below shows that all the instruments tested are reliable because their alpha coefficients are greater than 0.60.

Table 7. Reability Test Result

NO	Variabel	Cronbach's Alpha	Description
1	Impulse Buying	0,833	Reliable
2	Trust	0,872	Reliable
3	Perceived Benefit	0,852	Reliable
4	Celebrity Endorser	0,721	Reliable
5	Brand Image	0,819	Reliable
6	Perceived Price	0,842	Reliable

Test Classic Assumptions

1) Normality Test

The normality test used in this study is the One-Sample Kolmogorov-Smirnov test. The hypothesis used is that if significance value exceeds 0.05, one may infer that the data originate from a normally distributed population (Mutmainah *et al* 2025). The results of the normality test show a significance value of 0.71 which is greater than 0.05, so it can be concluded that the data in this study originate from a normally distributed population

Table 8. Normality Test Result

N	112
Normal Parameters^{a,b}	
Mean	0,0000000
Std. Deviation	2,99805238
Most Extreme Differences	
Absolute	0,080
Positive	0,056
Negative	-0,080
Test Statistic	0,080
Asymp. Sig. (2-tailed)	0,071^c

2) Multicollinearity Test
   Multicollinearity indicates a strong relationship between the independent variables. The multicollinearity test in this study was conducted by identifying each independent variable's Variance Inflation Factor (VIF) and tolerance coefficient. When the tolerance coefficient exceeds 0.10 and the VIF is below 10, it indicates the absence of multicollinearity symptoms. The multicollinearity test results show that the tolerance coefficient is above 0.10 and the VIF of all independent variables is below 10, thus concluding that the research model does not exhibit multicollinearity symptoms.

Table 9. Multikolinearitas Test Result

Model	Variabel	Collinearity Statistics	
		Tolerance	VIF
1	Trust	0,344	2,905
	Perceived Benefit	0,371	2,695
	Celebrity Endorser	0,647	1,545
	Brand Image	0,422	2,368

3) Heteroskedasticity Test
   Heteroskedasticity testing is performed to assess whether the variance of residuals in a regression model is constant. If the variance is not constant, it can undermine the validity of the model's results.

In this study, the Glejser test was used to detect the presence of heteroskedasticity. This test involves regressing the absolute value of the residuals from the regression model against the independent variables. If the significance level is greater than 0.05, the model is considered free from heteroskedasticity; otherwise, it indicates the presence of heteroskedasticity (Mutmainah *et al.*, 2025). The results of the test revealed that all independent variables had significance levels greater than 0.05, indicating that the regression model does not exhibit any symptoms of heteroskedasticity.

Table 10. Glejser Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,618	1,453		3,178	0,002
Trust	-0,075	0,088	-0,137	-0,848	0,398
Perceived Benefit	0,076	0,140	0,085	0,545	0,587
Celebrity Endorser	-0,109	0,099	-0,129	-1,093	0,277
Brand Image	-0,010	0,090	-0,017	-0,113	0,910

Table 11. Autocorrelation Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0,793^a	0,629	0,615	3,05358	1,969

The autocorrelation test is a statistical method used to determine whether there is a correlation between the error term at time ttt and the error term from the previous period in a regression model (Ghozali, 2018; Rusdiana *et al.*, 2024). In this study, the Durbin-Watson (DW) test was applied, where the DW statistic is compared to the critical values from the Durbin-Watson table. The results show that the DW value falls between the lower (du) and upper (4 - du) critical values, specifically 1.766 < 1.969 < 2.234. This indicates that no positive or negative autocorrelation is present in the model. Based on the Durbin-Watson test criteria, it can be concluded that the model is free from autocorrelation issues.

Multiple Linear Regression Analysis

Multiple linear regression analysis, as described by Sugiyono (2019), is used to predict changes in the dependent variable based on changes in the independent variables. This technique helps in determining the effects of multiple independent variables on a single dependent variable. In this study, multiple linear regression was employed to assess the influence of Trust (X1), Perceived Benefit (X2), Celebrity Endorser (X3), and Brand Image (X4) on Impulse Buying (Y), both simultaneously and individually. The objective of this analysis is to understand the extent to which these independent variables affect Impulse Buying, thereby examining the relationship between the variables.

Table 12. Multiple Linear Regression Analysis

Variabel	Koefisien (B)	Sig.	Kesimpulan	Pengaruh
Trust	0,472	0,001	Signifikan ✓	Berpengaruh positif dan signifikan terhadap Impulse Buying
Perceived Benefit	0,185	0,407	Tidak Signifikan ✗	Tidak berpengaruh signifikan terhadap Impulse Buying
Celebrity Endorser	0,607	0,000	Signifikan ✓	Berpengaruh positif dan signifikan terhadap Impulse Buying (pengaruh terbesar)
Brand Image	0,367	0,012	Signifikan ✓	Berpengaruh positif dan signifikan terhadap Impulse Buying

The results of the regression equation in the table provide the following understanding:

1) $\beta 0$ = -3.579. It means that, if trust, perceived benefit, celebrity endorser, and brand image are assumed to be equal to zero or have zero influence, then the average impulse buying is 3.579.
2) $\beta 1$ = 0.472. It means that, if trust increases by 1 unit, impulse buying will increase by 0.472 units, ceteris paribus.
3) $\beta 2$ = 0.185. It means that, if perceived benefit increases by 1 unit, impulse buying will increase by 0.185 units, ceteris paribus.
4) $\beta 3$ = 0.607. It means that, if celebrity endorser increases by 1 unit, impulse buying will increase by 0.607 units, ceteris paribus.
5) $\beta 4$ = 0.367. It means that, if brand image increases by 1 unit, impulse buying will increase by 0.367units, ceteris paribus.

t-Test Result

The partial influence of trust, perceived benefit, celebrity endorser, and brand image variables on impulse buying was tested using a t-test. According to Ghozali (2018), the t-test is used to test the effect of each independent variable on the dependent variable. The test is carried out with the criteria if the influence of each variable has a significance value <0.05 then the null hypothesis is rejected and if the significance value >0.05 then the null hypothesis is accepted. As seen in Table 12, the results of the study indicate that partially the variables trust, celebrity endorser, and brand image have a significant effect on impulse buying, while the variable perceived benefit is proven to have no significant effect on impulse buying.

Moderating Regression Analysis

According to Ghozali (2018), Moderated Regression Analysis, also known as interaction testing, uses an analytical approach that maintains sample integrity and provides a basis for controlling the influence of moderating variables. Moderated regression analysis is used to determine whether a moderator variable can strengthen or weaken the relationship between the independent variable and the dependent variable. Moderating regression analysis in this study was conducted to examine whether perceived price can strengthen or weaken the influence of trust, perceived benefit, celebrity endorser, and brand image on impulse buying, the following are the results of the moderation regression analysis data processing.

Table 13. Moderating Regression Analysis Result

Model	Std. Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-1,479	14,319		-,103	,918
Trust	,387	,971	,278	,399	,691
Perceived Benefit	3,691	1,546	1,604	2,387	,019
Celebrity Endorser	-,208	1,036	-,096	-,201	,841
Brand Image	-1,071	,919	-,679	-1,165	,247
Perceived Price	,035	,730	,021	,048	,962
T_PP	,002	,049	,053	,043	,966
PB_PP	-,185	,080	-2,588	-2,310	,023
CE_PP	,036	,051	,493	,715	,476
BI_PP	,075	,047	1,853	1,583	,116

From the Tabel 13 above, it can be interpreted as follows:

a) β0 = -1.479, It means that, if trust, perceived benefit, celebrity endorser, and brand image are assumed to be equal to zero or have zero influence, then the average impulse buying is -1.479.
b) β1 = 0.387. It means that, if trust increases by 1 unit, impulse buying will increase by 0.387 units, ceteris paribus.
c) β2 = 3.691. It means that, if perceived benefit increases by 1 unit, impulse buying will increase by 3.691 units, ceteris paribus.
d) β3 = -0.208. It means that, if celebrity endorser increases by 1 unit, impulse buying will decrease by -0.208 units, ceteris paribus.
e) β4 = -1.071. It means that, if brand image increases by 1 unit, impulse buying will decrease by -1.071 units, ceteris paribus.
f) β5 = 0.35 It means that, if brand image increases by 1 unit, impulse buying will increase by 0.35 units, ceteris paribus.
g) β6 = 0.002. The existence of an iteration toward perceived price on trust by 1 unit, it causes increasing of impulse buying by 0.002 units, ceteris paribus.
h) β7 = -0.185. The existence of an iteration toward perceived price on perceived benefit by 1 unit, it causes decreasing of impulse buying by -0.185 units, ceteris paribus.
i) β8 = 0.36. The existence of an iteration toward perceived price on celebrity endorser by 1 unit, it causes increasing of impulse buying by 0.36 units, ceteris paribus.
j) β9 = 0.75. The existence of an iteration toward brand image on celebrity endorser by 1 unit, it causes increasing of impulse buying by 0.75 units, ceteris paribus.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) describes the goodness of fit of a model (Gujarati, 2018). A regression model is said to be good and appropriate if the R^2 coefficient is close to 1 and vice versa (Ghozali, 2018). Table 14 shows that the constructed regression model has an R^2 of 0.629, meaning that 62.9% of the variation in impulse buying is explained by trust, perceived benefit, celebrity endorser, and brand image, while the remaining 37.1% is explained by other variables outside the model.

Table 14. Coefficient of Determination (R2)

Model	R	R Square	Ajusted R Square	Std. Error of the Estimate
1	793a	,629	,615	3,05358

Model Feasibility Test Results (F Test)

The F-test is a statistical test conducted to examine the influence of independent variables simultaneously (Gujarati, 2018). In this study, the variables trust, perceived benefit, celebrity endorser, and brand image simultaneously influence impulse buying. Table 15 shows that variables trust, perceived benefit, celebrity endorser, and brand image simultaneously have a significant influence on impulse buying. This can be seen from the significance value, which is below 0.05.

Table 15. F Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1688,261	4	422,065	45,265	000b
	Residual	997,703	107	9,324		
	Total	2685,964	111			

a. Dependent Variable: Impulse Buying
b. Predictors: (Constant), Brand Image, Celebrity Endorser, Perceived Benefit, Trust

t-Test Result

The partial influence of trust, perceived benefit, celebrity endorser, and brand image variables on impulse buying was tested using a t-test. According to Ghozali (2018), the t-test is used to test the effect of each independent variable on the dependent variable. The test is carried out with the criteria if the influence of each variable has a significance value <0.05 then the null hypothesis is rejected and if the significance value >0.05 then the null hypothesis is accepted. As seen in Table 16, the results of the study indicate that partially the variables perceived price have no significant effect on impulse buying. The results of the study also show that the iteration of perceived price on perceived benefit have a significant effect on impulse buying, but the iteration of perceived price on trust, celebrity endorser, and brand image do not have a significant effect on impulse buying.

Table 16. Test t

Model	Std. Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-3,579	2,314		-1,547	,918
Trust	,472	,140	,338	3,371	,691
Perceived Benefit	,185	,223	,081	,833	,019
Celebrity Endorser	,607	,158	,281	3,835	,841
Brand Image	,367	,143	,233	2,566	,247
Perceived Price	,325	,147	,121	3,548	,962
T_PP	,622	,149	,253	3,318	,966
PB_PP	,235	,080	,226	,824	,023
CE_PB	,427	,159	,142	3,816	,476
BI_PB	,275	,087	1,853	2,489	,116

Discussion

This section discusses the influence of trust, perceived benefit, celebrity endorser, brand image on impulse buying and analyzes the ability of perceived price to moderate the influence of trust, perceived benefit, celebrity endorser, brand image on impulse buying.

Table 17. Multiple Regression Result

Variables	β	Sig.	Conclusion
Trust (T)	0.472	0.001	Significant
Perceived benefit (PB)	0.185	0.407	Insignificant
Celebrity endorser (CE)	0.607	0.000	Significant
Brand image (BI)	0.367	0.012	Significant

The results of the study indicate that trust has a positive and significant effect on impulse buying. This means that increased consumer trust in Head & Shoulders shampoo will increase the likelihood of consumers making impulse purchases. Trust is an important psychological factor that influences consumer purchasing behavior. When consumers have a high level of trust in a product or brand, they tend to reduce the lengthy rational consideration process and are more easily motivated to make spontaneous purchases. In the case of Head & Shoulders shampoo, trust is formed through global reputation, positive user experiences, and evidence of consistent quality. This is in line with the findings of Aldiaz *et al.* (2024) and Li *et al.* (2025) which show that trust has a positive and significant effect on impulse buying, because consumers who trust a brand make purchasing decisions more quickly without much consideration. The results of the study indicate that the celebrity endorser variable has a positive and significant effect on impulse buying. This means that marketing strategies involving celebrity endorsers have been proven effective in increasing consumer impulsive behavior. The more attractive the celebrity endorser chosen by the company, the greater the consumer's chance of making an impulse purchase. In research related to Head & Shoulders shampoo, celebrity endorsers are an external stimulus that can strengthen consumers' emotional drives. Consumers who watch their favorite celebrities use or recommend Head & Shoulders shampoo tend to feel closer emotionally and trust the brand. These positive emotions facilitate spontaneous purchasing decisions. These results are in line with Ramdani & Rufaidah. (2024), and Jannah & Rahmawati (2023), who stated that celebrity endorsers significantly increase the constellation of impulse buying behavior. The results of the study indicate that brand image has a positive and significant effect on impulse buying. This means that the better the brand image in the minds of consumers, the greater the chance of impulse buying. A strong brand image creates positive perceptions and builds trust, making it easier for consumers to make impulsive purchasing decisions without much rational consideration. In the context of Head & Shoulders shampoo, brand image is a key element that shapes consumers' perceptions of the brand's quality and symbolic value. Consumers who perceive Head & Shoulders as a trusted and quality brand will feel confident in making impulsive purchases, especially when the product is available at the point of sale or under the influence of promotions. These results in line with the findings of Maulida & Yuana (2024) that brand image significantly increases impulse buying behavior.

Table 18. MRA Result

Variables	β	Sig.	Conclusion
Perceived Price (PP)	0.325	0.962	Insignificant
T_PP	0.622	0.966	Insignificant
PB_PP	0.235	0.023	Significant
CE_PB	0.427	0.476	Insignificant
BI_PB	0.275	0.116	Insignificant

Table 17 shows that the trust variable has a positive and significant effect on impulse buying ($\beta = 0.472$, $p < 0.05$), indicating that the higher the level of trust, the greater the influence on impulse buying. However, Table 18 shows that the moderating variable (perceived price) does not have a significant effect on impulse buying ($\beta = 0.325$, $p > 0.05$). Furthermore, the test results on the interaction between trust and perceived price (T_PP) are also insignificant ($\beta = 0.622$, $p > 0.05$). These findings indicate that the moderating variable is unable to strengthen or weaken the relationship between trust and impulse buying. Thus, it can be concluded that in this study there is no moderation effect. These results are in line with the opinions of Baron and Kenny (1986) and Hayes (2018) who emphasized that an insignificant interaction indicates the absence of a moderating role. This means that the influence of trust on impulse buying is direct without being influenced by the existence of the perceived price variable, or the causal relationship between trust and impulse buying is pure without the influence of perceived price. Table 17 shows that the perceived benefit variable does not have a positive and significant effect on impulse buying ($\beta = 0.472$, $p > 0.407$), indicating that an increase in perceived benefit is unable to increase impulse buying. However, Table 18 shows that the moderating variable (perceived price) does not have a significant effect on impulse buying ($\beta = 0.325$, $p > 0.05$). Furthermore, the results of testing the interaction between perceived benefit and perceived price (PB_PP) show a significant effect ($\beta = 0.235$, $p < 0.05$). This finding indicates that perceived price can strengthen the relationship between perceived benefit and impulse buying (a larger coefficient value). Thus, it can be concluded that in this study there is pure moderation, where perceived price truly determines whether perceived benefit influences impulse buying. This result is in line with the opinions of Baron and Kenny (1986) and Hayes (2018) who emphasized that a significant interaction indicates a moderating role. This means that the influence of perceived benefit on impulse buying only appears if there is perceived price. Table 17 shows that the celebrity endorser variable has a positive and significant effect on impulse buying ($\beta = 0.607$, $p < 0.05$), indicating that the higher the level of celebrity endorser, the greater the influence on impulse buying. However, Table 18 shows that the moderating variable (perceived price) does not have a significant effect on impulse buying ($\beta = 0.325$, $p > 0.05$).

Furthermore, the test results on the interaction between the celebrity endorser and perceived price (CE_PP) are also insignificant ($\beta = 0.427$, $p > 0.05$). These findings indicate that perceived price is unable to strengthen or weaken the relationship between the celebrity endorser and impulse buying. Thus, it can be concluded that in this study there is no moderation effect. These results are in line with the opinions of Baron and Kenny (1986) and Hayes (2018) who emphasized that an insignificant interaction indicates the absence of a moderating role. This means that the influence of the celebrity endorser on impulse buying is direct without being influenced by the existence of the perceived price variable, or the causal relationship between the celebrity endorser and impulse buying is pure without the influence of perceived price. Table 17 shows that brand image variable has a positive and significant effect on impulse buying ($\beta = 0.367$, $p < 0.05$), indicating that the higher the level of brand image, the greater the influence on impulse buying. However, Table 18 shows that the moderating variable (perceived price) does not have a significant effect on impulse buying ($\beta = 0.325$, $p > 0.05$). Furthermore, the test results on the interaction between brand image and perceived price (BE_PP) are also insignificant ($\beta = 0.275$, $p > 0.05$). These findings indicate that perceived price is unable to strengthen or weaken the relationship between brand image and impulse buying. Thus, it can be concluded that in this study there is no moderation effect. These results are in line with the opinions of Baron and Kenny (1986) and Hayes (2018) who emphasized that an insignificant interaction indicates the absence of a moderating role. This means that the influence of brand image on impulse buying is direct without being influenced by the existence of the perceived price variable, or the causal relationship between brand image and impulse buying is pure without the influence of perceived price.

Conclusion

This study aims to analyze the influence of trust, perceived benefit, celebrity endorser, and brand image on impulse buying, with perceived price as a moderating variable. The results show that trust, celebrity endorser, and brand image have a positive and significant influence on impulse buying, while perceived benefit has no significant effect. The results also show that perceived price significantly strengthens the influence of perceived benefit on impulse buying, but insignificantly moderate to the influence of trust, celebrity endorser, and brand image on impulse buying. These findings yield recommendations both in the context of managerial decision-making and at the research, specifically marketing and consumer behavior research. In managerial decision-making, the management of the Head & Shoulders shampoo manufacturer needs to strengthen consumer trust by continuing educational promotions related to the functional advantages of Head & Shoulders, and ensuring consistent product quality and availability to avoid reducing consumer trust. Management needs to optimize the use of celebrity endorsers by selecting celebrity endorsers relevant to the target market, utilizing digital platforms such as Instagram, TikTok, and YouTube to increase endorsement exposure interactively, and conducting live streaming events with celebrities to create emotional effects that trigger impulse buying. Management needs to strengthen the brand image by enhancing the brand narrative as one of the global leaders in the anti-dandruff shampoo category, conducting cause-related marketing, for example, campaigns for clean hair for teenagers or CSR activities related to scalp health to increase the brand's symbolic value. Management needs to ensure that prices are perceived as fair and commensurate with quality through a value-for-money strategy. At the research level, this study recommends further research by adding other psychological variables such as hedonic motivation, shopping enjoyment, or emotional arousal, which are theoretically strongly related to impulse buying. Further research could also be conducted in different product contexts, examining other products in the fast-moving consumer goods or lifestyle categories to assess the consistency of the results.

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