Do Celebrity Endorsers Influence the Purchase Decision at the NV Glow Clinic in Semarang?

Agnes Puspa Ningrum[1,a)], R.A Marlien[2,b)]

1.2Faculty of Economics and Business, STIKUBANK University, Semarang

a)Corresponding author: agnespuspaningrum@mhs.unisbank.ac.id,
b)marlien@edu.unisbank.ac.id

Abstract. A beauty clinic is a place that provides services in the form of treatment and of-fers a variety of skin care products. The rapid development of skin care and the establishment of many beauty clinics The purpose of this research is to analyze the effect of brand image in social media marketing and celebrity endorsements on purchasing decisions at the NV Glow Semarang Clinic. Quantitative method is used in this research. In this study, the number of samples was 105 respondents selected by purposive sampling. The data in this study were collected using mul-tiple linear regression analysis. The research results show social media market-ing, brand image, celebrity endorser had significants and a positive influence purchasing decisions.

Keywords: social media marketing, brand image, celebrity endorser

INTRODUCTION

Social media marketing provides many opportunities for business people, because the state of trends that are currently viral on social media makes it easy for business people to reach them and it can be easier to imitate what products are currently popular in the community. Social media marketing is a type of online marketing that aims to increase people's understanding of brands, products, companies, individuals or other entities, such as through blogs and social networking tools such as microblogging or social media to networks and properties [1]. Relations with research conducted by [2]; [3] also of the same opinion that purchasing decisions are influenced by social media. The consumer's prior knowledge and experience with the brand determines the brand image. According to [4] Brand image is a person's thoughts or perceptions of a company or its products. futhermore, research conducted by [5]; [6] said that brand image has a significant and positive effect on purchasing decisions.

Celebrity endorser create an effective brand image, giving customers confidence that a high quality product can be trusted because of the posts made by the endorser. According to [7], celebrity endorsers are actors or artists, entertainers, or athletes who are known or known to the public and have succeeded in supporting publicity in their respective fields. Most consumers are more likely to make purchases with celebrities with a better reputation. This explanation is supported by research conducted [8]; [9] that celebrity endorsers influence purchasing decisions by 60%.

Buying decision

According to [10] Consumers make purchasing decisions by identifying problems, seeking information about certain goods or brands, and conducting evaluations its quality. each option is in solving a problem, which then leads to purchasing decisions. opinion based [11] defines Purchasing decisions are consumer behavior, how they choose and finally decide to buy using these goods. Based on theory [11] explains that purchasing decisions have the following dimensions and indicators:

1. Product choice, indicators of product choice dimensions are as follows:
    a. Selection of products according to quality

      b.   Selection of products according to needs
2.   Brand choice, indicators of brand choice dimensions are as follows:
      a.   Selection of products according to the popularity of the brand
      b.   Trust in a brand
3.   The choice of dealers, indicators of the dimensions of the choice of dealers are as follows:
      a.   Ease of getting a product
      b.   The availability of a product
4.   Purchase time, indicator for purchase dimension are as follows:
      a.   Purchase products when needed
      b.   Make frequent purchases
5.   Number of purchases, indicators of the dimensions of the number of purchases are as follows:
      a.   Buy products according to needs
      b.   Buy products in bulk
6.   Payment methods, indicators of the dimensions of payment methods are as follows:
      a.   Diversity of payment methods
      b.   Ease of payment methods

Social Media Marketing

Based on explanation [12] think that social media marketing is an organization that makes marketers to work together, communicate, and leverage the knowledge of people involved in marketing. Social media marketing is part of online marketing method used to promote goods, brands, or individuals through social web platforms such as microblogging [1]. Other researchers [13]argue that social media marketing is one category of interactive communication in marketing occurs between a business and its consumers, with the aim of increasing sales of a company's goods and services. According to [14] suggests social media marketing has the following dimensions and indicators:

1.   On line communities , the indicators of online communities are as follows:
      a.   Social media as a media promotion
      b.   Social media is used to expand the target market
2.   Interaction, indicators of the dimension of interaction are as follows:
      a.   The social media brand is used to exchange information with consumers online
      b.   The social media brand is used to provide educative information
3.   Sharing of content . Indicators of the sharing of content dimension are as follows:
      a.   social media brands often make insta stories
      b.   The social media brand creates a question box to discuss with other users
4.   Accessbilty , indicators of the dimensions of accessbilty are as follows:
      a.   The brand's social media is easily accessible
      b.   The social media brand facilitates service

Brand Image

According to [15] Because brands are usually associated with certain images, which can shape consumer thinking, brands are considered to play an important role in maintaining competitiveness against the offerings offered. [16] explained that brand image is a situation where consumers think and feel an attribute of a brand so that it can adequately promote consumer purchase intentions and increase brand equity. The tendency of a consumer is that they really like a brand, in a product a brand can make a consumer tempted and have a feeling of wanting to have more of that brand [17]. Brands can not only function optimally and deliver the promised embodiments, but they must also respond to the individual needs of consumers who interact with the brand [18].

According to [11]suggests brand image has the following dimensions and indicators:

1.   The advantages of brand associations, indicators of the dimensions of excellence of brand associations are as follows:
      a.   The brand has benefits that customers need
      b.   The brand can compete with other brands
2.   The strength of brand associations, indicators of the dimensions of the strength of brand associations are as follows:
      a.   The brand is able to enter into the memory of consumers
      b.   The brand has sophisticated innovation
3.   The uniqueness of brand associations, indicators of the dimensions of the uniqueness of brand associations are as follows:
      a.   The brand has a unique product

    b. The brand has a stable price

Celebrity Endorser

According to [19] celebrity endorser has the role of giving testimony about a product in advertising, providing reinforcement or encouragement for using a product, acting as an actor in advertising in introducing a product. Instead, research by [20] shows that endorsers play an important role in purchasing decisions because they effectively convey a positive image to the audience and have the power to influence consumers. good reputation of a celebrity endorser used in product advertisements, the better the consumer's choice to buy the product. When consumers are interested in buying a product sold by a company, potential consumers buy the product for various reasons, namely celebrity endorsements and product image. [21].

According to [7] using the acronym TEARS to represent the dimensions and indicators of a celebrity endorser are as follows:

1. Trustworthiness , indicators of the trustworthiness dimension are as follows:
   a. The message conveyed by celebrity is in accordance with reality
   b. Celebrity messages can be trusted
2. Expertise, indicators of the dimension of expertise are as follows:
   a. Celebrity is able to convince the public
   b. Celebrity is able to make customers interested in products
3. Attractiviens , indicators of the attractiviens dimension are as follows:
   a. Celebrity endorser appearance
   b. Celebrity endorser personality
4. Respect , indicators of the dimension of respect are as follows:
   a. Celebrity endorsers have a good image
   b. Celebrity endorsers have high popularity
5. Similarity , indicators of similarity dimensions are as follows:
   a. Characteristics of celebrity endorsers
   b. Celebrity endorser similarities with the audience

METHODS

One type of quantitative research that uses primary data. The data used comes from the results of the questionnaire distributed to customers of NV Glow Semarang. Purposive sampling method used in this study. The samples taken amounted to 105 samples with the respondent's criteria including name, gender, age, education, occupation, income affected by social media marketing, brand image, and celebrity endorser on purchasing decisions. This study tested the validity and reliability of each sample. Due to time constraints, the total sample that could be used in this study was only 105 respondent's addition, the tests in this study used regression analysis tests, and model tests consisting of the coefficient of determination test, f test and t test. Questionnaires were distributed online through WhatsApp and Instagram applications. To measure the respondents' answers, a Likert scale of 1-5 was used with the categories "strongly disagree" to "strongly agree".

RESULTS AND DISCUSSION

All independent and dependent variable indicators are considered valid based on the following validity test result that presented on Table 1.

The total value of KMO in the study has a value of >0.50, which indicates that the sample as a whole meets the sample adequacy criteria and can be used. Further analysis. Then the results of the analysis also show a loading factor value of > 0.40, which means that each statement of each indicator is stated to be valid, so that all indicators are feasible to use in this study.

TABLE 1 Validity Test Results

PIVariable	Indicator	Kaiser-Meyer-Olkin (KMO) >0.50	Information	Loading Factor (>0.40)	Information
Social Media Marketing (X_1)	X 1.1	0.923	Fulfil	0,894	Valid
	X_1.2			0,869	Valid
	X_1.3			0,801	Valid
	X_1.4			0,870	Valid
	X_1.5			0,792	Valid
	X_1.6			0,863	Valid
	X_1.7			0,860	Valid
	X_1.8			0,869	Valid
Brand Image (X_2)	X_2.1	0,896	Fulfil	0,856	Valid
	X_2.2			0,897	Valid
	X_2.3			0,896	Valid
	X_2.4			0,906	Valid
	X_2.5			0,910	Valid
	X_2.6			0,856	Valid
Celebrity Endorser (X_3)	X_3.1	0,944	Fulfil	0,831	Valid
	X_3.2			0,924	Valid
	X_3.3			0,936	Valid
	X_3.4			0,915	Valid
	X_3.5			0,905	Valid
	X_3.6			0,900	Valid
	X_3.7			0,921	Valid
	X_3.8			0,933	Valid
	X_3.9			0,906	Valid
	X_3.10			0,892	Valid
Keputusan Pembelian (Y)	Y_1.1	0,926	Fulfil	0,869	Valid
	Y_1.2			0,847	Valid
	Y_1.3			0,806	Valid
	Y_1.4			0,864	Valid
	Y_1.5			0,812	Valid
	Y_1.6			0,883	Valid
	Y_1.7			0,657	Valid
	Y_1.8			0,830	Valid
	Y_1.9			0,810	Valid
	Y_1.10			0,798	Valid
	$Y1_{.11}$			0.855	Valid
	Y_{1}.12			0.847	Valid

Source: Processed primary data, 2023

TABLE 2. Reliability Test Results

Variable	Cronbach's Alpha (>0.70)	Information
Social Media Marketing (X_1)	0.946	Reliable
Brand Images (X_2)	0.945	Reliable
Celebrity Endorsers (X_3)	0.976	Reliable
Purchase Decision (Y)	0.957	Reliable

Source: Processed primary data, 2023

The results of the reliability test for all indicators of social media marketing, brand image, celebrity endorser, and purchasing decisions in this study are reliable (see Table 2). This is indicated by the Cronbach alpha value > 0.70. The results of the reliability test for the purchase decision variable were 0.957, the social media marketing variable was 0.946, the brand image variable was 0.945, and the celebrity endorser variable was 0.976 indicating that each variable can be used flexibly.

Goodness test of Fit (GoF)

Goodness of Fit refers to how well a statistical model satisfies a set of observations. The coefficient of determination and the F test are included in future studies. To evaluate the total impact of each independent variable (X) on the dependent variable (Y), the F test is used. The research model is considered feasible if the significance value of F <0.05The coefficient of determination shows how big contribution of the independent variables can explain the variation in the dependent variable in the regression model. he Goodnes Of Fit (GoF) Table 3 below shows the coefficient of determination.

TABLE 3. Results of Linear Regression Analysis

Variable	Standardized Coefficients Betas	Sig	hypothesis
Social Media Marketing (X_1)	0.136	0.026	Accepted
Brand Images (X_2)	0.499	0.000	Accepted
Celebrity Endorsers (X_3)	0.326	0.002	Accepted
F	163,719	0.000	
R^2 adjusted	0.824		

Source: Processed primary data, 2023

Determination Coefficient Test

Table 3 shows that the value of Adjusted R Square is 0.824, or 82.4%, which means that the independent variable is responsible for value from variation of the dependent variable, which includes the purchase decision model explained by the independent variable, social media marketing (X1), brand image (X2), and celebrity endorsers (X3). In contrast, other variables outside the model (social media marketing, brand image and celebrity endorser) influence by 17.6%.In this study, the variables that make a very strong contribution are the dependent or independent variables.

F Test

The simultaneous test results in Table 3 show that the F test shows an F value with a significant value (sig) 0.000 <0.05. This shows that factors such as social media marketing, brand image, and celebrity endorsers influence purchasing decisions simultaneously.

Hypothesis Test

In table 3 above, it can be seen that the social media marketing variable shows a positive beta coefficient of 0.136 which proves that the social media marketing variable (X1) has a positive effect on purchasing decisions. This proves that social media marketing that is good, unique, different from the others will further increase consumer choices for purchasing their goods. The results of testing the social media marketing variable show that the significance value of 0.026 is less than 0.05, so hypothesis 1 is accepted and it is proven that social media marketing has a significant effect on purchasing decisions.

H_1 = Social Media Marketing Has A Positive Effect On Purchasing Decisions

Brand image variable has a beta coefficient value of 0.499, show that the brand image variable (X_2) has a positive influence on purchasing decisions. This shows that a good brand reputation will encourage customers to buy their products. The test results of the brand reputation variable show that the significance value is 0.000 < 0.05, so it is a hypothesis 2 **was accepted** and it was stated that brand image had significants and a positive effect on purchasing decisions.

H_2 = Brand Image Has A Positive Effect On Purchasing Decisions

The beta coefficient value of the celebrity endorser variable is 0.326 which means that the celebrity endorser variable (X_3) has a positive effect on purchasing decisions.This proves it celebrity endorsers who have a good reputation, have attractiveness and have similarities with the audience will further enhance their product purchasing decisions. The results of testing the celebrity endorser variable obtained a significant value of 0.002 <0.05 so that

hypothesis 3 **was accepted** and it was stated that celebrity endorsers had a significants and a positive effect on purchasing decisions.

H $_3$ = Celebrity Endorser Has A Positive Effect On Purchasing Decisions

DISCUSSION

The characteristics of the respondents in the study illustrate that the majority of respondents are women, because women pay more attention to their appearance. Most of the respondents were aged 20-25 years, 25 years old were included in the youth category, where at that age someone always thought about appearance, especially the face. Most of them are students and private employees. The answers from all 105 respondents stated that they had purchased and used it with a frequency of purchases 2 times a month.

Along with the times, now men also use skincare . In fact, we often see influencer beauty vloggers discussing skincare, not only for women, but also for men. However, this is viewed as oblique, even though the use of skincare does not discriminate against gender . In this case men are considered a minority. It must be understood that skincare is a need for all humans of all genders , including men. This can happen because of the environment and culture that was instilled from the past, where women have a feminine side and men have a masculine side. This phenomenon can be seen from two aspects in which it is a minority for men. This is included in the stigma of ancient society.

Based on the experience of respondents, that the marketing carried out by NV Glow through social media is able to provide information and influence consumers, this is because these social media accounts almost every day always provide any information through uploading their instastories . According to the descriptive results and findings, social media marketing is a sales promotion tool that has an important role in conveying information about company products to consumers.

The results of this study agree with previous research. [22] said that the purchase decision was significantly influenced by social media marketing.

Brand image influences buying decisions, as shown by many respondents who know NV Glow. They believe in this brand so many people believe in NV Glow skin care products.The more diverse brands of skincare products that appear in the city of Semarang, this makes consumers confused and tend to be more careful in deciding to buy the expected skincare products. Consumers think that brands that are well-known in the market are better than brands that are lagging behind in the market. This proves that brand image is important for a product. Brand image can also influence how customers decide what to buy. The findings of this study are similiar to those of earlier investigations [23] shows brand image has a significant and positive effect on purchasing decisions.

Celebrity endorsers influence consumer purchasing decisions, as shown by consumers who trust and know celebrity endorsers at @raranrlta, this can influence consumers' decisions to buy NV Glow goods. In this digital era, NV Glow uses celebrity endorsers as a form of their marketing strategy to help introduce their products. The role of celebrity endorser is very influential for a company in marketing its products. Celebrity endorsers are also able to make consumers interested in these products through their appearance and messages conveyed. The research results are in accordance with previous studies [24] that celebrity endorser has a significants and a positive effect on purchasing decisions.

CONCLUSIONS

Even though companies can use social media marketing to provide information, they must create better marketing strategies to attract customer attention to the goods they sell. This is because social media marketing influences buying decisions. purchasing decision is influenced by brand image variable. That is, the company must maintain the image of the brand , so that the brand is always in the minds of consumers and trusted by consumers. Celebrity endorsers influence purchasing decisions. That is, the selection of the celebrity is the right choice, because the celebrity has a good image and the message conveyed can be trusted by consumers.

The results of the study indicate that there are some limitations in this study. Respondents may not show their true opinions during the process of distributing the questionnaire because they don't want to read the questions. Variables that can influence purchasing decisions must be expanded.

SUGGESTION

Researchers provide several suggestions, including the following, based on research findings and findings:

This study uses three independent variables and one dependent variable, namely social media marketing, brand image and celebrity endorser in purchasing choices. Therefore, elements that can theoretically influence purchasing decisions should be sought for further research.

If the business opportunity for women is skincare and cosmetic products, then the business opportunity for men is to open a barbershop or barbershop. Barbershop is also an innovation in the development of men's fashion . The number of barbershops that have sprung up makes it difficult for men to make decisions about choosing a barbershop to meet their needs. Therefore it is advisable to improve the appearance of the layout that is owned and continue to learn to improve skills in cutting hair. This step is expected to attract consumers to visit.

For NV Glow companies, it is better to look for a celebrity endorser who is more famous and has a good reputation so that the product is known to the public and is able to attract consumers to decide to buy the product.

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