

How Important is the Influence of Celebrity Endorsers on the Decision to Purchase Skincare Something in Semarang City

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Abstract. This study aims to determine how the influence of celebrity endorsements, online advertising, and brand image on consumer purchasing decisions for Something products in Semarang City. All consumers who use and buy facial skin care products such as Something Skincare are the subject of this study. In this study the technique used was purposive sampling method for sampling with a total of 150 respondents. Data was collected through the use of a questionnaire, which was then analyzed through instruments, models and hypothesis testing. In this study, three hypotheses were tested. Brand image, online advertising, and celebrity endorsement have a positive and significant effect on purchasing decisions, according to the findings of this study.

Keywords: Brand Image, Online Advertising, Celebrity Endorser and Purchase Decision.

INTRODUCTION

With the increasing lifestyle needs of the Indonesian people to take care of their skin, it has now become a trend in society. This has made skincare manufacturers begin to compete fiercely for market share by using online and offline marketing activities.

The phenomenon that consumers feel today is not in accordance with what has been described previously, because this research is essentially aimed at assisting in the purchasing decision-making process. However, from the current conditions there is still a lack of awareness of the limitations of knowledge, understanding of purchasing decision making and knowledge of curiosity about making purchasing decisions for a product.

The problems in this research arose in two ways: first, from the results of the initial research, not all Something skincare consumers agreed because there were still those who did not like Something skincare products. Second, there is a research gap in previous research both from the influence of brand image, online advertising and celebrity endorser variables on purchasing decisions.

In this regard, the research problem that is focused on in this study is how important the role of brand image, online advertising, and celebrity endorsers can increase consumer purchasing decisions for these products. In this regard, research was taken entitled "The Influence of Brand Image, Online Advertising, and Celebrity Endorsement on Purchasing Decisions for Consumers of Something Products in Semarang City".

Research on Brand Image, Online Advertising and Celebrity Endorsers on purchasing decisions still shows different results. This can be seen from several previous researchers:

Foster Research [2] [30] [4] Brand image influences purchasing decisions, but it is different from the research of [21] [37] [41] Brand Image has no effect on purchasing decisions.

Research conducted by [19] [28] [15] [27] Online Advertising has an effect on purchasing decisions, but in contrast to [38] Online Advertising has no effect on purchasing decisions.

Research [20] [40] [41] [43] Celebrity endorsers have a positive and significant effect on purchasing decisions, but in contrast to [15] celebrity endorsers have no effect on purchasing decisions.

METHODS

The purpose of this quantitative research approach is to determine the effect of the variables studied. This type of data is based on the source and uses primary data directly from the respondent's source. The participants in this study were residents of Semarang who use or buy Somethinc skin care products. The research model used The sampling method is non-probability sampling with appropriate sampling techniques, and withdrawal is used to select samples according to the research objectives. (1) Someone who has made the decision to buy something, (2) Someone who is at least 17 years old, and (3) Someone who knows that artist Syahrini is a celebrity endorser at Somethinc are the criteria for respondents. This study used a sample of 150 respondents. This research data collection method requires primary data and secondary data. By distributing questionnaires directly to users of Somethinc skin care products who meet the specified criteria, primary data is obtained. Supporting information and corporate image obtained from online sources are used as secondary information. The technique used is the linear regression analysis technique used to analyze the data in this study. Regression analysis reveals the direction of the relationship between the dependent variable and the independent variable in addition to measuring the strength of the relationship between two or more variables [9].

RESULTS AND DISCUSSION

Currently, it's not only women who need healthy and well-maintained skin, men also need healthy skin in order to get a more optimal appearance. Somethinc skincare users are teenagers - adults because they already have sufficient income and pay more attention to appearance, especially beauty.

Somethinc skincare users are consumers with student work, this can be interpreted that somethinc skincare prices are quite affordable because most of their consumers are students. Beauty treatments must also be routine in using skincare, so that we can get maximum results with what we want.

VALIDITY TEST

The results of the validity test (TABLE 1) can be interpreted that the KMO value of each item is greater than 0.5 and sig. 0.05 in Bartlett's test. Questionnaires of brand image, online advertising, celebrity endorser, and purchase decision variables must have a loading factor value greater than 0.4 before they can be used as a variable measuring instrument.

TABLE 1. Validity Test Results

KMO>0,5	Sig Bartlett's test ≤ 0,05	Variable	Component Matrix > 0,4	Information
0,582	0,000	Brand Image		
		<i>Brand Image 1</i>	0,612	Valid
		<i>Brand Image 2</i>	0,622	Valid
		<i>Brand Image 3</i>	0,418	Valid
		<i>Brand Image 4</i>	0,546	Valid
		<i>Brand Image 5</i>	0,558	Valid
		<i>Brand Image 6</i>	0,461	Valid
0,594	0,000	Online Advertising		
		<i>Online Advertising 1</i>	0,572	Valid
		<i>Online Advertising 2</i>	0,438	Valid
		<i>Online Advertising 3</i>	0,668	Valid
		<i>Online Advertising 4</i>	0,554	Valid

		<i>Online Advertising 5</i>	0,507	Valid
		<i>Online Advertising 6</i>	0,521	Valid
		<i>Online Advertising 7</i>	0,640	Valid
		<i>Online Advertising 8</i>	0,551	Valid
		<i>Online Advertising 9</i>	0,501	Valid
		<i>Online Advertising 10</i>	0,499	Valid
0,633	0,000	<i>Celebrity Endorser</i>		
		<i>Celebrity Endorser 1</i>	0,591	Valid
		<i>Celebrity Endorser 2</i>	0,534	Valid
		<i>Celebrity Endorser 3</i>	0,563	Valid
		<i>Celebrity Endorser 4</i>	0,583	Valid
		<i>Celebrity Endorser 5</i>	0,685	Valid
		<i>Celebrity Endorser 6</i>	0,535	Valid
0,695	0,000	Buying decision		
		Buying decision 1	0,530	Valid
		Buying decision 2	0,561	Valid
		Buying decision 3	0,456	Valid
		Buying decision 4	0,486	Valid
		Buying decision 5	0,603	Valid
		Buying decision 6	0,616	Valid
		Buying decision 7	0,417	Valid
		Buying decision 8	0,473	Valid

Source: processed data

TABLE 2. Reliability Test

Variable	Cronbach's Alpha results	Information
<i>Brand Image</i>	0,711 more than 0,70	Reliabel
<i>Online Advertising</i>	0,730 more than 0,70	Reliabel
<i>Celebrity Endorser</i>	0,774 more than 0,70	Reliabel
Buying decision	0,790 more than 0,70	Reliabel

Source: processed data

TABLE 2 shows that Cronbach's alpha variable has a value greater than 0.70 for brand image, online advertising, celebrity endorsements, and purchasing decisions. This shows that the questionnaire for each variable was found to be reliable

DETERMINATION TEST, REGRESSION COEFFICIENT, MODEL TEST, T TEST

TABLE 3. Regression Analysis Results

Variable Equations	<i>Adjusted R Square</i>			Koefisien (β)	Uji - t	Information
		F	Sig.		Sig.	
The influence of brand image on purchasing decisions	0,451	41,803	0,000	0,228	0,002	Hypothesis Accepted
The influence of online advertising on purchasing decisions				0,345	0,000	Hypothesis Accepted
The influence of celebrity endorsers on purchasing decisions				0,267	0,000	Hypothesis Accepted

Source: processed data

DETERMINATION COEFFICIENT TEST (R2)

The ability of the independent variable to explain the dependent variable is measured by the coefficient of determination (R²). x 100%), while variables other than brand image, online advertising, and celebrity endorsers can explain purchasing decisions by 54.9% (100% - 45.1%).

F TEST (ANOVA)

The F-test is used to determine whether the independent variable has a simultaneous or additive effect on the dependent variable. Sig reveals that there is a stimulant effect. $F \leq 0.05$. The results of the F test with sig 41.803 are presented in Table 3. 0.000 is more < 0.05 . This shows that the regression model used is fit or good because brand image, online advertising, and celebrity endorsements have a significant effect on stimulant buying decisions.

T TEST

1. The effect of brand image on purchasing decisions gives sig. $0.002 < 0.05$. Therefore the first hypothesis states that purchasing decisions are significantly influenced by brand image. Accepted.
2. The effect of online advertising on purchasing decisions is sig. $0.000 < 0.05$. Therefore, the second hypothesis states that purchasing decisions are significantly and positively influenced by online advertising. Accepted.
3. The influence of celebrity endorsers on purchasing decisions was found to be sig-t. $0.000 < 0.05$. Therefore, the third hypothesis states that celebrity endorsers have a significant and positive effect on purchasing decisions. Accepted.

MULTIPLE LINEAR REGRESSION ANALYSIS

Based on the findings of the previous regression analysis, the multiple linear regression equation can be summarized as follows:

$$Y = 0,228 X1 + 0,345 X2 + 0,267 X3 \tag{1}$$

The following is an interpretation of this equation:

1. Brand Image (β) = 0.228, a positive value indicating that whenever the brand image increases, consumers are more likely to make a purchase
2. Web-Based Promotion (β) = 0.345, the positive value obtained indicates that each time. There is an expansion in web-based publication, hence increasing purchasing options.
3. The positive value obtained by Celebrity Endorser (β) = 0.267, indicates that the more celebrity endorsers, the more people make purchases.

DISCUSSION

BRAND IMAGE

Brand image is one of the most important factors that attract consumers to buy a product. The better the product image (brand image) associated with the product these, the more interested consumers to buy it, because consumers assume that a product with a reliable brand image conveys a sense of safe when consumers use these products to buy [23]. According to [6] brand image is that consumers often buy products from a well-known brand because they feel more comfortable with what they already know.

ONLINE ADVERTISING

Online advertising is online marketing through website display in engine results paid search. Advertisements can also be considered as advertising for promoting your product or service throughout cyberspace for no other purpose is to gain sales profits [14]. According to [29] Advertising or online promotion is a sales promotion on the Internet that can be done for example through free product offers, discounts, loyalty programs, sweepstakes or game online.

CELEBRITY ENDORSER

Celebrity endorsement is a very important and essential advertising medium in marketing [20]. According to [18] Celebrity endorsers is a Person who enjoys public recognition & expresses that recognition on consumers using the display with them in the ad.

BUYING DECISION

Purchasing decision is the decision-making process of consumer choice before purchasing the product. To buy a product is a process of all stages of the process consumer purchases. Consumer choice is determined based on consumer observations about the product [13]. According to [17] purchasing decisions are individual actions that are directly related with the process of making purchasing decisions for the products offered by seller.

EFFECT OF BRAND IMAGE ON PURCHASING DECISIONS

The image of the brand is related to its attitude in the form of beliefs and preference for a brand. Consumers who have a positive image of a brand, it is more likely to make a purchase [42]. The following is the first hypothesis, based on this assumption:

H1: Brand Image has a positive effect on purchasing decisions

THE EFFECT OF ONLINE ADVERTISING ON PURCHASING DECISIONS

Online media has become very useful as a disseminator of various kinds public product promotion needs. Diversity of online advertising is more attractive and easier understood increases consumer interest in more informed knowledge about the technical data of what various products are offered [25]. Following this is the second hypothesis, which is based on the assumption:

H2: Online Advertising has a positive effect on purchasing decisions

THE INFLUENCE OF CELEBRITY ENDORSER ON PURCHASING DECISIONS

Celebrities are people who have a prominent profile and public appeal and influence the big ones in the daily media [39]. The following is a hypothesis third, based on this assumption:

H3: Celebrity endorsers have a positive effect on purchasing decisions

CONCLUSIONS

RESEARCH RESULT

1. Brand image has a positive and significant effect on purchasing decisions. Accepted.
2. Online advertising has a positive and significant effect on purchasing decisions. Accepted.
3. Celebrity endorsers have a positive and significant effect on purchasing decisions. Accepted.

Research Implications

PRACTICAL IMPLICATIONS:

The results of this study are used to provide ideas for Something companies in marketing their skincare products. Brand image, online advertising, celebrity endorsers must always be a consideration so that consumers or users of Something skincare keep using these products.

THEORETICAL IMPLICATIONS:

The results of the study showing that brand image, online advertising, celebrity endorser have a positive and significant effect on purchasing decisions support the existing theories in the literature, as well as the knowledge that the author has obtained so far.

RESEARCH LIMITATIONS

This research is inseparable from several limitations in conducting research as follows:

1. This study only uses three independent variables and one dependent variable, namely brand image, online advertising and celebrity endorser variables on purchasing decisions so that other factors that theoretically influence the purchasing decision process are sought.
2. This research was only conducted on Somethink skincare consumers in Semarang City only.

SUGGESTION

1. For Management/ company
 - a. Skincare Something can expand the market for men
 - b. Age \geq 40 years have a more established seat to be able to better maintain appearance.
2. For further researchers
 - a. In future research, it is necessary to expand the object of research in several areas, so that it can reflect a broader research object.
 - b. We recommend that in further research it is necessary to add other variables that are expected to determine purchasing decisions.

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