THE INFLUENCE OF CELEBRITY ENDORSERS ON PURCHASING DECISIONS FOR SCARLETT SKINCARE (A CASE STUDY ON A STUDENT OF MANAGEMENT DEPARTMENT, FACULTY OF ECONOMICS AND BUSINESS, MAKASSAR STATE UNIVERSITY)

Andi Hasfira*
State University of Makassar, Indonesia
nurulhasfiraandi@gmail.com

Uhud Darmawan Natsir
Faculty economics and Business, State University of Makassar, Indonesia
uhud.darmawan.natsir@gmail.com

Muh. Ichwan Musa
Faculty economics and Business, State University of Makassar, Indonesia
ichwan.musa71@gmail.com

Muhammad Ilham Wardhana Haeruddin
Faculty economics and Business, State University of Makassar, Indonesia
ilham.wardhana@unm.ac.id

Keywords	Abstract
Celebrity Endorser; Purchase Decision.	This study aims to determine the influence of celebrity endorser on purchasing decisions for Scarlett Skincare products. The sample is determined by means of a purposive sampling technique, meaning that it is determined by considering the research objectives based on the criteria that have been determined beforehand. The sample in this study was 100 respondents. Data collection techniques were carried out by means of observation, interviews, and questionnaires. The data analysis technique consisted of a validity test, reliability test, classical assumption test consisting of normality test, multicollinearity test, and heteroscedasticity test, simple regression analysis test, and hypothesis testing. The results showed that the celebrity endorser had a positive and significant influence on the Scarlett Skincare Purchase Decision in Management Department Students, Faculty of Economics and Business, UNM. Based on the results of the t test of 43.090 > 1.984 and the value of 0.000 < 0.05 with an R Square of 0.950, it shows about 95% of the celebrity endorser indicators with

the most dominant influence being the attraction indicator. Meanwhile, the indicator of purchase decision with the most dominant influence is the indicator of decision on the choice of time.

INTRODUCTION

In the business world, competition occurs so fiercely and also changes occur very quickly. The existence of competitors who usually emerge with all kinds of advantages and new strategies that they prepare requires us as economic actors who run a certain business must be ready to take the right steps that can bring us to compete with competitors (Schermerhorn, 2003).

In this modern era, the marketing strategy that can be carried out by companies is to create a unique promotional strategy and adjust to existing technological developments. Online *promotion is a* form of promotion that is widely used today with the aim of conveying an interesting message to customers. Using *celebrity* to promote a product can affect the brand image of a product and can also be used to boost sales (Sulistyo, 2012).

According to Sumarwan (2004) the purchase of products and services and brand selection, celebrities can have a strong influence on consumers. Celebrities can be a very important marketing tool of a product, its great appeal and having a large number of fans can be something that no one else has. Celebrities have *inner beauty*, charisma and *credibility*.

Shimp (2003) argues that *celebrity endorsers* are using artists as advertising stars in media, ranging from print media, social media, and television media. In addition celebrities are used because of their famous attributes including good looks, courage, talent, grace, strength, and physical attractiveness that often represent the attraction desired by the brands they advertise. *Celebrity endorsers* are different from *brand ambassadors*, *brand ambassadors* are cultural icons or identities, where they act as a marketer's tool that represents the achievement of individualism of human glory and the commodification and commercialization of a product, *brand ambassadors* do not always use celebrities, but the use of celebrities is often an option, *brand ambassadors* must be attached to the product he is starring in (a product offered by the company) and be part of his lifestyle.

Skincare is one of the beauty products needed to keep the skin fresh and radiant. The number of *skincare* brands spread in the market makes companies have to make attractive promotions so that the *brand* survives. *Celebrity Endorser* in this case is very influential in the field of promotion because customers will know honest *reviews* of how good the product is through the testimonials provided.

Scarlett is a company that puts out beauty products that have a priority to brighten and maintain healthy skin. The company was founded in 2017 by Felicya Angelista. Scarlett's products are face care, body care, and hair care. Scarlett is very much discussed on social media, this is because Scarlett uses many *celebrities* to promote Scarlett's products.

The top 10 facial care brands in 2021 according to Compas.co.id who occupy the first position with total sales of IDR 38.5 billion in 2021 are MsGlow. Scarlett occupies the second position with total sales of Rp. 17.7 Billion. In the third position is *the Something brand*, with total sales of Rp. 8.1 billion. *Brands* Avoskin managed to occupy the fourth position with total sales of Rp. 5.9 billion. Not far behind, *the* Wardah brand managed to occupy the fifth position with total sales of Rp. 5.3 billion.

The New Whitelab brand that emerged in 2020 managed to enter the sixth rank with total sales of IDR 3.1 billion. *Brands* Bio Beauty Lab managed to occupy the seventh position by achieving total sales of Rp. 2.6 billion. *Brands* Emina is famous as a teen beauty *brand* managed to rank eighth, it was recorded that *Emina's brand* sales in the *marketplace* had reached Rp. 2.1 billion. *Brands* ElsheSkin ranks ninth with total sales of Rp. 1.8 Billion. *Brands* Everwhite became the last *brand* with the tenth rank with total sales of Rp. 1.05 Billion. So, the total sales of the top 10 *Skincare Brands* are 91.22 billion.

Table 1 Scarlett Skincare Sales Data

No.	Shop	Total Sales
1.	Citra Cosmetic	8.1 thousand products
2.	Nushop	16.7 thousand products
3.	Omorfoshop	46.6 thousand products
4.	Bunoshop	16.9 thousand products
5.	Ghaniyyah Shop	29.9 thousand products
	Total	118.2 thousand products

Table 1 is scarlett *skincare* sales data for several stores in Makassar. The Omorfoshop store sells scarlett *skincare* products at most, which is 46.6 thousand products. Followed by The Ghaniyyah Shop which sells 29.9 Scarlett *skincare* products. Meanwhile, Citra Cosmetic sells Scarlett *skincare* products at least 8.1 products.

In this study, the authors examined the influence of *Celebrity Endorsers* on *Scarlett's Skincare* Purchasing Decision. As is known, the celebrities used by Scarlett's products are able to attract the purchasing decisions of their followers because the testimonials are honest and have high popularity so that they can be trusted by the public. Researchers are interested in choosing the title Celebrity *Endorser's* Influence on *Scarlett's Skincare* Purchasing Decision because many researchers have researched that *Celebrity Endorser* is a very influential thing on Purchasing Decisions.

Based on the description above, in this study the author raised the title "The Influence of

Celebrity Endorsers on *Scarlett's Skincare* Purchase Decision (Case study on a student of the Department of Management, Faculty of Economics and Business, Makassar State University)"

METHODS

This research is a type of quantitative research that is descriptive. Describing and explaining the influence *of Celebrity Endorsers* can influence *Scarlett's Skincare* Purchasing Decision. The population in this study was all students of the Department of Management, Faculty of Economics and Business, Makassar State University, which amounted to 1,319 people. In this study, the author narrowed the population, namely the number of all customers as many as 1,319 students by calculating the sample size carried out using the Slovin technique according to Sugiyono (2011). As for this study, so that the results of the study can be generalized and the calculation does not require a table of the number of samples, but can be done with simple formulas and calculations, using the Slovin formula in sampling , the number must be *representative.*

RESULTS AND DISCUSSION

Celebrity Endorser

According to Shimp (2003) defining that *Celebrity Endorser* is to use the artist as an advertising star in media, ranging from print media, social media, and television media. In addition celebrities are used for their famous attributes including good looks, courage, talent, grace, strength, and sexual appeal that often represent the attractiveness desired by the brands they advertise.

The reason that causes celebrities to be in great demand by manufacturers to advertise their products is because the message conveyed by an interesting source (celebrities who are currently popular) will receive greater attention in addition to being very easy to remember (Royan 2004).

According to Royan (2004), *celebrity endorser* indicators consist of 4 elements:
1. *Visibility*

   Visibility has a dimension of how far the popularity of celebrities is.
2. *Credibility*

   Credibility is related to the product knowledge that the star knows
3. *Attraction*

   Attraction focus more on the appeal of the bingtang
4. *Power*

   Power is a celebrity's ability to attract consumers to buy.

Purchase Decision

According to Schiffman & Kanuk (2004) defines that a Purchase Decision is the selection of two or more alternative purchase decision options, meaning that one can make a decision, there must be several alternative options available. Meanwhile, according to Kotler

(2007) argues that the Purchase Decision is a stage carried out by consumers before making a decision to purchase a product.

Dimensions of purchasing decisions according to Kotler and Amstrong (2008), so the indicators for purchasing decisions are:

1. Selection of products/services

   The selection of products or services is the reason why consumers choose products/services to meet their needs.

2. Brand selection

   Brand selection is how a brand positions itself in the form of a consumer which includes a unique brand image of a product/service.

3. Timing

   Time is one of the most important elements for consumers to buy a product/service.

4. Choice of payment method/method

   Consumers must make choices about the method /way of payment for the product purchased.

The results of the recapitulation of the observation sheet for the implementation of the questionnaire distribution process.

To find out the influence of *Celebrity Endorsers* on *Scarlett's Skincare* Purchasing Decision in the Department of Management of the Faculty of Economics and Business of UNM, researchers distributed questionnaires to 100 respondents with questionnaires consisting of 30 questions. As for how to distribute the questionnaire through *the google form facility.* The characteristics of the respondents included in this study were students of the Department of Management, Faculty of Economics and Business who used Scarlett *Skincare*. The description of the respondents who became the research sample is as follows:

Table 2. Characteristics of Respondents By Force

NO	Force	*n*	Percentage (%)
1.	2018	20	20%
2.	2019	23	23%
3.	2020	22	22%
4.	2021	35	35%
	Total	100	100%

Source: *Data Processing Results, 2022*

Based on tabel 2, it shows that the respondents in this study were dominated by the class of 2021 as many as 35 people (35%), the class of 2019 as many as 23 people (23%), the class of 2020 as many as 22 people (22%) and the last class of 2018 as many as 20 people (20%). The class of 2021 dominated the research respondents, meaning that the class of 2021 was very loyal to facial care and paid great attention to care compared to other batches.

Table 3. Characteristics of Respondents Based on Purchase Amount

Purchase Amount	Frequency (People)	Percentage (%)
1	18	18%
2	28	28%
3	32	32%
>4	22	22%
Sum	**100**	**100%**

Source: *Data Processing Results, 2022.*

Based on table 3, it can be explained that most of the number of respondents' purchases in one month is 3 times with a percentage of 32%, this means that the average respondent using *Skincare* Scarlet products will spend three products in one month.

Table 4. Characteristics of Respondents Based on Knowledge about *Celebrity*

Know /Don't Know	Frequency (People)	Percentage (%)
Know	100	100%
Don't know	0	0
Sum	100	100%

Source: *Data Processing Results, 2022.*

Based on table 4.3, it can be explained that all respondents know about *the Celebrity Endorser* used by The Scarlett *Skincare Brand*. This means that *the Celebrity* used by Scarlett *Skincare Brand* has successfully promoted Scarlett's *Skincare*

a. Validity Test

Table 6. Celebrity Endorser Variable Validity Test

Grain	r_{hitung}	r_{tabel}	Criterion
1	0,568	0,197	Valid

2	0,532	0,197	Valid
3	0,578	0,197	Valid
4	0,736	0,197	Valid
5	0,668	0,197	Valid
6	0,613	0,197	Valid
7	0,807	0,197	Valid
8	0,632	0,197	Valid
9	0,762	0,197	Valid
10	0,770	0,197	Valid
11	0,745	0,197	Valid
12	0,583	0,197	Valid
13	0,495	0,197	Valid
14	0,788	0,197	Valid
15	0,718	0,197	Valid
16	0,720	0,197	Valid
17	0,584	0,197	Valid
18	0,646	0,197	Valid

Source: Processed SPSS, 2022.

From table 6 it is known that all items are valid, where all such items have values $r_{count} > r_{table}$ which can be said that all items are already valid and can be used for further analysis. For the Purchase Decision (Y) variable, it has 100 respendents with 13 questions according to the existing indicators, where the validity test results are presented in Table 7.

Table 7 Test for validity of Purchasing Decision Variables

Items	r_{hitung}	r_{tabel}	Criterion
1	0,491	0,197	Valid
2	0,769	0,197	Valid
3	0,854	0,197	Valid
4	0,801	0,197	Valid
5	0,779	0,197	Valid
6	0,542	0,197	Valid
7	0,818	0,197	Valid
8	0,677	0,197	Valid
9	0,683	0,197	Valid
10	0,769	0,197	Valid
11	0,672	0,197	Valid
12	0,607	0,197	Valid
13	0,781	0,197	Valid

Source: Processed SPSS, 20202.

In table 7 there are 13 question items, of which all the items have $r_{count} > r_{table}$ which means that the Purchase Decision (Y) variable data is already valid and can be used for further

analysis.

b. Reliability Test

A questionnaire is said to be realible or reliable if one's answer to the statement is consistent or stable over time (Ghozali, 2005). The reability test can be seen with *an alpha cronbach* value of > 0.60 where the test results for *the Celebrity Endorser* and Purchase Decision variables are presented in table 8 below.

Table 8 Reability Tests

Variable	*Cronbach Alpha* Value
Celebrity Endorser (X)	0,92
Purchasing Decision (Y)	0.91

Source: Processed SPSS, 2022.

From table 8 above, it is known that the *Celebrity Endorser* and Purchase Decision variables have an *alpha cronbach* value of > 0.60 which can be said that the data on both variables are realiable and can be used for simple linear regression analysis.

c. Hypothesis Test

The hypothesis test was used to determine whether there was an influence between *Celebrity Endorser* (X) and Purchase Decision (Y) using the t test (partial) shown in Table 4.18.

Table 9 Hypothesis Test

	Type	T	Sig
1	(constant)	1,626	0,197
	Celebrity Endorser (X)	43,090	0,000

Source: Processed SPSS, 2022.

Based on Table 9 it is seen that the value of t_count is 43,090 and t_table is 1,984 with t_count > t_table or 43,090 > 1,984 and a sig value of < 0.05 or 0.000 < 0.05, which can be said that *celebrity endorser* (X) has a significant effect on purchasing decisions (Y) or *celebrity endorsers* influence *Scarlett's Skincare* Product Purchase Decision.

d. Simple Regression Analysis

From the influence of *Celebrity Endorser* (X) on Purchasing Decision (Y), it will be known the regression coefficient presented in table 10.

Table 10 Simple Linear Regression Choefisein

Type	Undstandardized Coefficients

		B	**Std.Error**
1	(constant)	0,598	0,982
	Celebrity Endorser (X)	0,648	0,015

Source: Processed SPSS, 2022.

Based on Table 10, the linear regression model is as follows:

Y= 0.598 + 0.648X

From the linear regression model, it is said that the constant is 0.598, meaning that if the *Celebrity Endorser* is 0, then the Purchase Decision remains at 0.648. The regression coefficient is 0.648, meaning that if *the Celebrity Endorser* increases by 1 unit, it will increase the Purchase Decision by 0.648, the sign (+) indicates that if the *Celebrity Endorser* increases then the Purchase Decision will also increase.

e. Coefficient of Determination

The coefficient of determination aims to find out how capable the regression model is to explain the variation of the free variable by looking at the *R-Square* values seen in Table 4.20.

Table 11 Coefficient of Determination (R2)

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,975	0,950	0,949	1,039

Source: Processed SPSS, 2022.

In Table 11, it can be seen that the *value of R Square* is 0.950 which means that the influence of *celebrity endorsers* on purchasing decisions has been listed as Strong because it has 95%, and the remaining 5% is influenced by other variables that are not in the regression model.

DISCUSSION

This study aims to determine the influence of *Celebrity Endorser* on *Scarlett's Skincare* Purchase Decision on students of the Department of Management, Faculty of Economics and Business, Makassar State University, where the respondents in this study are students of the Department of Management, Faculty of Economics and Business, UNM with a total sample of 100 respondents, with characteristics divided into 3, namely, characteristics based on batch, characteristics based on the number of purchases in one month and characteristics based on knowing whether or not scarlett *wears* celebrity. Based on the results of statistical testing using the SPSS program tools, it can be seen *that Celebrity Endorser* has a significant effect on Purchasing Decisions, in more detail the results of the analysis of data testing can be explained as follows:

On the *Celebrity Endorser* Variable (X) the highest index is found in the *visibility* indicator in the first statement "*Celebrity* who appears in Scarlett's ad has a good reputation" with a score of 386 out of 400. This means that *the celebrity* used by *Scarlett's brand* to promote *Scarlett's Skincare* has a good reputation in the community. *Endorsements* can't just expect the masses to support it, there are many factors that influence the success of an advertisement such as physique, artist image, credibility, and artist reputation. Some of these things can have the potential to have a bad impact on the company. Errors in determining the artist can affect the company. *Celebrity endorsers* who accidentally commit scandals can make the artist's image negative in society. The level of negativeity that is feedbacked by the public affects the image of the product. The higher the level, the *endorse* becomes a failed *endorsement* and the product image also decreases.

In the Purchase Decision Variable (Y) the highest index is found in the product choice indicator in the first statement "Scarlett *Skincare* Packaging is attractive". Packaging serves as a means of promotion because packaging that can protect and facilitate the use of the product will add selling value and as a means of promoting the product. Packaging is able to add value to consumers if it is in accordance with the loadability of a product and can also be a distinguishing identity with other products, so that consumers are confident to buy.

Based on the results of the Hypothesis Test using SPSS, it can be known that *Celebrity Endorser* (X) has a significant effect on Purchasing Decision (Y) or *Celebrity Endorser* influences Scarlett *Skincare* Product Purchase Decision. So that the hypothesis that reads "There is an influence *of Celebrity Endorsers* on the Purchasing Decision of *Scarlett's skincare* products*"* is acceptable. This is reinforced by the statement of Sumarwan's theory (2004) which says that "the purchase of products and services and the selection of brands, celebrities can have a strong influence on consumers. Celebrities can be a very important marketing tool of a product, its great appeal and having a large number of fans can be something that no one else has".

Based on the Simple Linear Regression Analysis test, it is said that the constant is 0.598, meaning that if the *Celebrity Endorser* is 0, then the Purchase Decision remains at 0.648. The regression coefficient is 0.648, meaning that if *the Celebrity Endorser* increases by 1 unit, it will increase the Purchase Decision by 0.648, the sign (+) indicates that if the *Celebrity Endorser* increases then the Purchase Decision will also increase. This research is also relevant to the results of research conducted by Parengkuan, et al (2014) showing that *Celebrity Endorsement* has a significant influence on product purchase decisions. This means that every increase in the value of *celebrity endorsements* or the more often it is done, the purchase decision will increase.

Based on the results of the Coefficient of Determination Test, it is known that the *value of R Square* is 0.950 which means that the influence of *celebrity endorsers* on purchasing decisions in the Department of Management, Faculty of Economics and Business, UNM has been strong because it has 95%, and the remaining 5% is influenced by other variables that are not in the regression model.

CONCLUSIONS

Based on the results of research that has been carried out with students of the Department of Management, Faculty of Economics and Business, UNM and the results of data analysis managed with SPSS 20, the author draws the conclusion that there is a positive and significant influence of *Celebrity Endorsers* on Purchasing Decisions in the Department of Management, Faculty of Economics and Business, UNM with an influence of 95% and the remaining 5% influenced by other variables that are not in the regression model.

SUGGESTION

Based on the results of the research and the discussion and conclusions that exist, several inputs or suggestions are proposed:

1. As for what can be used as input and consideration for the Scarlett *Skincare Brand* company to continue to use *celebrity endorser* promotion techniques but must consider the artist's image or artist reputation because this can potentially have a bad impact on the company because the use of *celebrity endorsers* has an influence on purchasing decisions.

2. For subsequent researchers, it is expected to add other variables that are not included in this study so that more thorough research results are obtained related to purchasing decisions. In addition, further research can also involve more samples or conduct research in different places to determine the influence of purchasing decisions on other variables more broadly. This research can also be a reference in research in the field of marketing management, especially regarding *celebrity endorsers* and purchasing decisions, hopefully it can further explore broader research topics and problems.

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