The Influence Of Celebrity Endorser and Brand Image on Purchase Decisions for Somethinc Skincare Products on the Online Shop Platform

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Abstract

This study aims to explore the influence of brand perception and celebrity endorsements on consumers' decisions to purchase Somethinc skincare products through online marketplaces. The purchase decision serves as the dependent variable, while celebrity endorsers and brand image are the independent variables. Using a quantitative, associative approach, primary data was collected from respondents in South Tangerang who have purchased and used Somethinc skincare products. Random sampling was applied, and SPSS was used for data analysis. The findings reveal that celebrity endorsers have a significant positive effect on purchase decisions, and brand image also plays a substantial role in influencing these decisions. The overall results indicate that both celebrity endorsers and brand image significantly impact purchase decisions.

Keywords : Celebrity Endorser, Brand Image, Purchase Decision

1. INTRODUCTION

The personal care and cosmetics sector is expanding significantly at the moment. According to BPS data, the chemical, pharmaceutical, and traditional medicine sectors including the cosmetics industry saw a respectable 5.59% rise in the first quarter of 2020. This manufacturing group was able to contribute significantly to foreign exchange despite the pressures of the Covid-19 pandemic thanks to its export value, which rose by 15.2% to USD317 million in the first semester of 2020 from the same period the year before. The skincare industry's explosive rise has intensified rivalry in the cosmetics sector. One of the things that millennials are most fond of today is doing skin care. Skincare is a series of activities in terms of caring for the skin that supports skin health. The meaning of skincare or skin care includes improving appearance, alleviating facial skin conditions, and even being able to overcome facial skin problems. By using a series of skincare products from various brands on the market and doing it routinely with the right skin type, the skin condition will be free from various skin problems such as skin that feels dull, oily, acne, signs of premature aging, black spots from acne, breakouts and various other facial skin problems.

The rapid development of demand for skincare products has made cosmetic and skincare companies increasingly emerge. Currently, more and more skincare brands from the local cosmetic industry are competing to gain market share by presenting new skincare products, this makes consumers have to be more selective in choosing the skincare products they will buy. With increasingly tight market competition in the skincare industry, companies must be able to provide quality products so that consumers feel fulfilled by their desires and if this is done the company can attract new customers and retain old customers. A purchasing decision, according to Kotler and Armstrong (2016), is the point in the decision-making process where the buyer actually makes a purchase. The process by which customers identify their issues, research specific brands or goods, and carefully consider each option to address their issues culminates in a purchase decision (Tjiptono, 2017). Customers can make a decision about whether or not to purchase a product after weighing several options. According to the three definitions given above, a purchase choice is the result of a decision-making process that starts with identifying an issue, then assessing it and selecting the product that best meets the demands of the customer. Somethinc is a local brand that is able to answer the needs of millennials in choosing skincare products. This brand was founded in March 2019 by Irene Ursula and is known as a local make-up and skincare product brand that is halal certified and has international quality and standards. Within 2 years of its founding, Somethinc's official

Instagram account, @somethincofficial, has reached more than 995,000 followers. In 2020, this brand successfully entered the ranks of the Top 50 Indonesian Brands (Yunanto, 2022). Somethinc utilizes social media and e-commerce as a medium for marketing its products. By utilizing the right marketing tricks, Somethinc products can be marketed to increase the image of their products so that it will generate consumer buying interest.

Recently, the Somethinc brand has collaborated with NCT Dream. NCT Dream is a South Korean boy band that is currently on the rise among millennials. In early January 2022, five of the seven members of NCT Dream, namely Jaemin, Jeno, Renjun, Chenle, and Jisung became celebrity endorsers for the Somethinc brand. This collaboration is highly anticipated by NCTZen, because they really want to immediately have a special edition skincare product made by Somethinc. NCTZen showed extraordinary enthusiasm, because during the first day of pre-order on January 3, 2022, the Somethinc x NCT Dream product sold out quickly, so the Somethinc.com website was temporarily inaccessible. However, a few hours later, Somethinc restocked the product. On January 4, 2022, Somethinc's official social media account posted an apology due to problems and excessive traffic on their website. As a form of apology, Somethinc will give special gifts to fans who have participated in the first batch of special edition pre-orders held by them.With this collaboration innovation, it can be seen that there was an increase in sales that soared last January, so that this local brand is better known to the Indonesian people and even abroad who are also fans of NCT Dream. According to Shimp (2014), celebrity endorsers leverage artists as media stars for advertising across print, social media, and television. Celebrities are also employed because of their well-known qualities, which the companies they promote value, such as beauty, bravery, skill, grace, strength, and attractiveness. According to (Shimp and Andrews, 2013), Celebrity Endorsers can be defined as individuals or groups that are widely known by the public (such as television stars, actors or actresses, YouTubers and Instagram celebrities with millions to billions of followers, etc.) which can influence consumer attitudes and behavior in recognizing the products they support.

Somethinc has achieved total sales of IDR 53.2 billion and has successfully ranked first in April-June 2022 in terms of sales revenue (Compas.co.id, 2022) which identifies that Somethinc is among the TOP 3 best-selling skincare brands in the online marketplace. Somethinc offers products that have been customized to address Indonesian women's skin problems with high-quality ingredients. With this, it can be said that Somethinc has gained the largest market share in Indonesia and is still ranked third, which means that Somethinc is one of the local skincare brands that is very popular in Indonesia.Brands play an important role in purchasing decisions, because if a brand is popular among the public, consumers will have the desire to make repeat purchases. According to (Kotler & Armstrong, 2016) a brand is a name, term, symbol, design or a combination of all of them, which is expected to distinguish the goods or services of a group of sellers and is expected to distinguish the goods or services from competitors' products. The term branding is an activity that is usually carried out by companies to improve the brand so that it is heard by the wider community. Therefore, the inclusion of a brand is very important because it can improve a product. According to (Kotler & Keller, 2016) the beliefs and perceptions held by a consumer such as a memory of a product that reflects something when hearing a slogan about a product that is embedded in the consumer's mind is an explanation of brand image. The competition of the Somethinc brand in the skincare world is still not very satisfying for the company, but this has received a good predicate because the Somethinc brand is in the top 50 brands in Indonesia. Therefore, it is known that one of the factors that can help in responding to market competition is to use celebrity endorsers who can improve the image of the product so that consumers can use these two factors as a benchmark in making purchasing decisions. There are several factors that influence consumer purchasing decisions, namely the strong role of celebrity endorsers and having a good brand image in the eyes of customers. These two factors are determinants in the decision-making process for purchasing skin care products that require more consideration.

Literature Review

According to Kotler & Keller (2016), a purchase decision is the stage where the consumer makes the actual purchase. Schiffman and Kanuk (2015) describe it as choosing from multiple alternatives. Kotler and Keller (2019) outline the dimensions of purchase decisions: 1) Product Choice: Companies must address factors that influence consumer choice and focus on the target market. 2) Brand Choice: Consumers' brand selection is influenced by quality, price, and reputation, so businesses should provide clear product information. 3) Dealer Choice: Companies should understand factors influencing consumers' choice of retailer. 4) Purchase Quantity: Businesses should ensure adequate stock based on consumer demand. 5) Purchase Timing: Consumers' buying frequency varies based on their needs.

According to Kotler and Keller (2016), a Celebrity Endorser plays a crucial role in promoting and selling products, as they bring recognition and trust to the brand. Shimp and Andrew (2013) define a Celebrity Endorser as a well-known individual, such as a TV star or influencer, whose popularity influences consumer behavior and purchasing decisions. The effectiveness of celebrity endorsers is based on their attributes like beauty, talent, and appeal, which align with the brand's image (Kotler & Armstrong, 2014). To evaluate a celebrity endorser's effectiveness, the VisCAP model is used, which includes four key dimensions: Visibility (popularity and media presence), Credibility (expertise and trustworthiness in the product area), Attraction (physical and personality appeal), and Power (influence over consumer behavior to encourage purchases) (Kertamukti, 2015).

According to Kotler and Keller (2016,), "Brand Imagery describes the extrinsic properties of the product or service, including how the brand meets customers' psychological or social needs." Rangkuti (Yunaida, 2018) explains that a brand distinguishes a product or service from others through names, logos, trademarks, or packaging, helping customers identify and differentiate it from competitors. A brand is a connection between the customer and the product or company (Sunyoto in Yunaida, 2018). Simamora (in Setyawati, Z., and Farradia, 2021) outlines three indicators of Brand Image: 1) Corporate Image: the associations consumers have with the company producing the goods or services; 2) User Image: the associations consumers have with the users of the product or service; and 3) Product Image: the associations consumers have with the product or service itself.

2. RESEARCH METHOD

This study uses an associative research design to explore the relationship between variables, helping to develop theories for explaining, predicting, and controlling phenomena (Sekaran & Bougie, 2016). The independent variables are Celebrity Endorser (X1) and Brand Image (X2), while Purchase Decision is the dependent variable (Y). Purposive sampling was applied to select respondents based on specific criteria, ensuring relevance to the research objectives (Etikan et al., 2016). The criteria include: (a) users of online shopping platforms like Somethinc's official website, Shopee, Tokopedia, Bukalapak, Sociolla, and TikTok Shop; (b) consumers who have purchased Somethinc skincare products; and (c) consumers residing in South Tangerang. The sample size, calculated using the Malhotra formula, was rounded to 96 respondents. Data collection involved a closed-ended questionnaire (Bryman, 2016), and SPSS software was used for analysis, including multiple linear regression, coefficient of determination, validity and reliability tests, and hypothesis testing via partial t-tests and simultaneous F-tests.

3. RESULT AND DISCUSSION

A validity test is performed to assess a research instrument's precision or accuracy (Sugiyono, 2017). When a questionnaire reveals what it is meant to measure and shows how well the questions in the measuring instrument achieve the anticipated results, it is deemed legitimate. Validity criteria are as follows: the questionnaire is considered legitimate if the computed r-value (r hitung) is more than or equal to the table r-value (r tabel); if the calculated r-value is less than or equal to the table r-value, it is regarded as invalid.

Table 1. Validity Test

Variable	Instrument	r count		r table
Purchase Decision	1	0,715	>	0,2006
	2	0,796	>	0,2006
	3	0,778	>	0,2006
	4	0,784	>	0,2006
	5	0,683	>	0,2006
Celebrity Endorser	1	0,709	>	0,2006
	2	0,590	>	0,2006
	3	0,830	>	0,2006
	4	0,691	>	0,2006
	5	0,672	>	0,2006
	6	0,852	>	0,2006
	7	0,533	>	0,2006
	8	0,663	>	0,2006
	9	0,757	>	0,2006
BrandImage	1	0,753	>	0,2006
	2	0,730	>	0,2006
	3	0,784	>	0,2006
	4	0,796	>	0,2006
	5	0,673	>	0,2006
	6	0,662	>	0,2006

Source : Data processed, 2024

All of the statement items in the variables of Purchase Decision, Celebrity Endorser, and Brand Image are legitimate, according to the findings of the validity test. This is possible since each statement item's sig. value (r count > r table). The validity of the statement items used to gauge the factors of brand image, celebrity endorser, and purchase decision is evident. Additionally, a data reliability test will be used for testing.

According to Sugiyono (2017), reliability testing assesses the consistency of data over time. A questionnaire is considered reliable if its Cronbach's Alpha is above 0.60, and unreliable if the score is below 0.60.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Limit
Purchasing Decision	0,802	0,600
Celebrity Endorse	0,871	0,600
Brand Image	0,828	0,600

Source : Data processed, 2024

The variables for purchasing decisions, celebrity endorsers, and brand image have Cronbach's Alpha values of 0.802, 0.871, and 0.828, respectively, as seen in the above table. Each variable's statement in the questionnaire has a Cronbach's Alpha score more than 0.6, indicating its reliability. This demonstrates that every statement item utilized will be able to produce consistent data, meaning that if the statement is presented again, it will receive a response that is comparable to the prior response in terms of peace.

Sugiyono (2016) defines Multiple linear regression helps determine if the independent variables significantly impact the dependent variable and is useful in decision-making, management policies, and various academic fields.

Table 3. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	2.268	1.191	
Celebrity Endorser	.260	.072	.468
Brand Image	.337	.111	.390

a. Dependent Variable: Keputusan Pembelian

Source : Data processed, 2024

Based on Table above, the values from the output are then incorporated into the multiple linear regression equation as follows:

Y = 2.268 + 0.260 Celebrity Endorser + 0.337 Brand Image + ε

The equation can be interpreted as follows: a) The constant value of 2.268 means that when X = 0, Y will be 2.268, indicating a 226.8% purchase decision without independent factors. b) The Celebrity Endorser variable has a positive coefficient of 0.260, meaning the purchase decision increases by 26% for every 1% rise in Celebrity Endorser. c) The Brand Image variable has a positive coefficient of 0.337, meaning the purchase decision increases by 33.7% for every 1% increase in brand image.

The coefficient of determination (R^2) value near 1 indicates a good fit, while a value near 0 suggests the model does not explain the variation well (Ghozali, 2018). R^2 ranges from 0 to 1.

Table 4. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.836[a]	.699	.692	1.40	1.995

a. Predictors: (Constant), Brand Image , Celebrity Endorser

b. Dependent Variable: Keputusan Pembelian

Source : Data processed, 2024

The r square, or R2, value is 0.699 according to the preceding table. According to these findings, the Celebrity Endorser and Brand Image variables contribute 0.699, or 69.9%, to the Purchasing Decision variable, meaning that other factors account for 30.1% (100% - 69.9%).

According to Sugiyono (2016), at a 5% significance level, the t-test evaluates each independent variable's effect, helping to decide whether to accept the alternative hypothesis (Ha) or reject the null hypothesis (Ho).

Table 5. t Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	2.268	1.191		1.904	.060
1	Celebrity Endorser	.260	.072	.468	3.629	.000
	Brand Image	.337	.111	.390	3.027	.003

a. Dependent Variable: Keputusan Pembelian

Source : Data processed, 2024

The table shows that celebrity endorsers significantly and positively influence consumers' purchase decisions on e-commerce platforms. The t-test results (3.629 > 1.660) with a p-value of 0.000 (less than 0.05) lead to rejecting Ho and accepting Ha. Similarly, Brand Image also has a positive and significant impact on purchase decisions, with a t-value of 3.027 (greater than 1.660) and a p-value of 0.003 (less than 0.05), resulting in the rejection of Ho and acceptance of Ha.

The null hypothesis (Ho) assumes that the independent variables have no effect on the dependent variable (Ghozali, 2018). At a 5% significance level, Ho is rejected if the calculated F exceeds the critical value or if the p-value (sig F) is less than 0.05, indicating a significant effect. Otherwise, Ho is accepted.

Table 6. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	434.921	2	217.461	107.815	.000[b]
	Residual	187.579	93	2.017		
	Total	622.500	95			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Image (Citra Merek) , CelebrityEndorser

Source : Data processed, 2024

The table shows a significant value of 0.000 (less than 0.05) and F count > F table (107.815 > 2.70), meaning Ha is accepted and Ho is rejected. This indicates that both brand image and celebrity endorsers significantly and positively impact purchase decisions.

4.   CONCLUSION

The purpose of the study is to ascertain how brand perception and celebrity endorsements affect consumers' decisions to buy Somethinc skincare products on internet marketplaces. It is possible to draw the conclusion that celebrity endorsers significantly and favorably influence consumer choices based on the data analysis and comments provided in the earlier chapters. Likewise, buying decisions are favorably and dramatically impacted by brand image. Additionally, when examined together, brand image and celebrity endorsers have a favorable and noteworthy impact on consumers' selections to buy Somethinc skincare items on internet marketplaces.

Based on the findings and conclusions of this study, several suggestions are proposed as input for further development and improvement in the future:To enhance the effectiveness of celebrity endorsers, companies should engage widely popular and well-known celebrities to promote their products and boost sales. However, it is essential to carefully select the right celebrities to collaborate with, ensuring they can uphold the company's reputation responsibly. In terms of brand image, companies should focus on maintaining a positive reputation by consistently delivering high-quality products or services and upholding their integrity. Developing effective marketing strategies is also crucial to achieving marketing objectives and enhancing the brand image.By improving and sustaining a strong brand image, companies can significantly influence customers' purchasing decisions. Customers are more likely to buy from companies with a trusted and positive brand image. Establishing partnerships with reliable business collaborators can help enhance the brand image through strategic alliances. Additionally, investing in suitable and appropriate celebrity endorsers can further strengthen the brand image and drive increased sales.

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