THE INFLUENCE OF CELEBRITY ENDORSERS AND ONLINE CONSUMER REVIEWS ON PURCHASE DECISIONS FOR SCARLETT WHITENING SKINCARE

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ABSTRACT

Indonesia is the second-largest country with a population of skincare contributions and has the potential for a high market of cosmetic products, an increasing number of people, and a high increase in consumption among the public. Based on data from the Zap beauty index, skincare is one of the needs of many people in Indonesia because everyone has realized that beauty must be cared for because physical or non-physical beauty is very important for everyone's appearance. One of the things that attract consumers' attention in making purchasing decisions is Celebrity who endorses and reviews other consumers. In this case, every beauty product really needs help from a celebrity endorser. This research are aim to find out how the celebrity endorser variable affects the purchasing decision of Scarlett Whitening skincare and to find out how the celebrity endorser variable affects the purchasing decision of Scarlett Whitening skincare. This research using quantitative approach, with survey methods. The findings of this study are intended to reveal the effect of celebrity endorsers and online consumer reviews on Scarlett Whitening skincare purchasing decisions. The variables used in this study are celebrity endorsers and online consumer reviews as independent variables and purchasing decisions as to the dependent variable. The method used is quantitative, namely the collection of data sets. The results to be achieved can show that the celebrity endorser and online consumer review variables affect the purchasing decision of Scarlett Whitening skincare.

Keywords: Celebrity Endorser, Online Consumer Review, Purchase Decision.

1. PREFACE

In this day and age, many people are competing to pursue the standard of beauty because having a beautiful and handsome face is the desire of every individual. Indonesia has beauty standards where everyone must have white skin, slim, straight hair, free from acne, and ideal weight and height. Many individuals, especially women, feel insecure because they do not meet beauty standards in Indonesia. This usually happens because her beauty does not meet the standards and results in body shaming and face shaming. Face shaming is an act that is included in body shaming, namely commenting, insulting, and mocking someone's facial appearance. According to data from the zap beauty index, more than half of women in Indonesia (62.2%) claim to have been victims of body shaming. Therefor appearance is the most sensitive thing for a woman because someone will be seen from her appearance, and the woman will get criticism from her appearance. According to data from the Indonesian Cosmetics Company Association, revenue in the cosmetic sector in Indonesia reached 61 trillion rupiah, with the largest revenue from skincare of 23 trillion rupiah. So that makes the skincare industry market has opportunities for local and foreign industries.

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According to data from Euromonitor International, Indonesia has the potential to have a very large skincare industry in the world. Indonesian people think that good skin will increase their self-confidence, so nowadays, they are starting to care about skincare. Indonesia is the second-largest country with a population of skincare contributions and has the potential for a high market of cosmetic products, an increasing number of people and a high increase in consumption among the public.

One of the things that attract consumers' attention in making purchasing decisions is Celebrity who endorses and reviews other consumers. In this case, every beauty product really needs help from a celebrity endorser. Individuals who are artists and act as advertising stars in promotions on print media, social media, and electronic media can be called Celebrity Endorser [1]. Usually some customers will give a rating or review on the product they have provided, which can be a proof of trust or can make someone more trust in this product. One example of a product is Scarlett Whitening. Scarlett whitening has received many positive ratings or reviews in several of its e-commerce sites. Scarlett Whitening already has 2 million followers and has a rating of 4.9-5 (over 1 million ratings) on e-commerce shopee. The Food and Drug Supervisory Agency of the Republic of Indonesia (BPOMRI) has stated that the product is safe to use. Scarlett Whitening offers a variety of products to maintain and beautify body skin and hair. Scarlett Whitening focuses on its product portfolio. The main product is the Instant whitening body care series, the results are visible the first time you use it.

Produced by PT. Eternal Banyan Motto, this is a native product in the country. This company is owned by a public figure named Felicya Angelista. The product itself has been around the world since 2017.

Based on the background above, the researcher wants to identify the following problems: (a) Does celebrity endorser positively influence purchasing decisions for Scarlett Whitening skincare? (b) Do online consumer reviews positively influence purchasing decisions for Scarlett Whitening skincare?

The aims of this research are as follows: (a) To find out how the celebrity endorser variable affects the purchasing decision of Scarlett Whitening skincare (b)To find out how the celebrity endorser variable affects the purchasing decision of Scarlett Whitening skincare.

Theoritical Review

Celebrity endorser
[1] that individuals who are artists and act as advertisement stars in promotions on print media, social media, and electronic media can be called Celebrity Endorser. [1] He has a different view. He assumes that celebrity endorser is not a subject, but an activity or promotional activity, so it can be concluded that celebrity endorsers are referred to as advertising stars who function as ad supporters in various mass media.

The role of celebrity endorser
[2] Suggested several roles of celebrity endorsers as promotional models. This premise is based on the opinion of Schiffman and Kanuk.

a. Testimonials, those who act as endorsers can give testimony and share experiences on the products they have used in the context of promotional activities.
b. Endorsement, celebrities have an obligation to star in advertisements of the product even if he or she does not have expertise in that field.
c. Actor, Related celebrities have the responsibility to promote the product while it is appearing on the small screen.
d. *Spokeperson*, the related celebrity becomes the person who shares the product information within a certain time while promoting the product's company. In general, to increase the attractiveness and success of these activities, companies use celebrities who match the product image.

Online consumer reviews

This is a form of word-of-mouth promotion in the field of online sales. This promotion is in the form of writings that are widely shared on the internet in the form of testimonies of experiences using or consuming related products. The party who benefits the most from this activity is the next prospective buyer because this review can help them in considering whether the product is worth buying and consuming or vice versa. In this all-digital era, online consumer reviews have become very common because online shopping activities are very popular among the public [3].

a. Buyer's decision
[4] mentioned that purchase decisions are the stages that prospective buyers go through, whereas these stages include problem recognition, information searching, alternatives evaluation, purchase decision and post-purchase evaluation.
b. The effect of celebrity endorser variables on the decision of Scarlett Whitening skincare buyers
Skin care products are one of the best-selling products of all ages, but even though they are expensive, there is no age limit. Many skincare users do not consider the impact on health and are only results oriented. The use of celebrities is one of the reasons why many are interested in these products, especially beauty products. Celebrity promotions communicate well and have their own charm, so consumers use skin care products to look beautiful like celebrity broadcasters. [5]
c. The effect of online consumer review variables on the decision of Scarlett Whitening skincare buyers
The consumption pattern of the Indonesian people is more or less affected by the current trend. Shopping activities are now very easy. Consumers can get the desired product without bothering to visit the store because of the online store. Online stores allow shopping activities to be carried out from anywhere regardless of space and time. With advances in technology, e-commerce has become a hot business trend, closely related to consumer feedback, especially skincare products [6].

2. RESEARCH METHOD

Research Design

According to [7], research plan is a blueprint for the entire process needed to plan and conduct research. The type of research depends on the research objectives to be achieved, namely the use of descriptive research designs. He also said that descriptive studies, also called test studies, try to test the truth by testing hypotheses about causal relationships between the variables of interest. Researchers used quantitative research methods. This study uses a quantitative study. This type of research gives full power to the researcher in setting boundaries in all aspects. Starting from preparing questions to processing data. This type of research also emphasizes the objectivity of researchers in conducting research. [8]

"Population is the whole of objects or individuals who have certain characteristics (traits) to be studied. Population is also called the universe (universe) which means the whole, can be either living or inanimate objects. According to S [8], the sample is the part that is considered representative of the total population of respondents. In fact, if a researcher wants to use a population for his research it will be very time consuming and expensive. Data collection techniques in this study researchers used questionnaires and heritage studies. In conducting this study, researchers distributed questionnaires to respondents aged 13-30 years. In addition to the questionnaire, the researcher also used the heritage list as a reference. This research using quantitative approve and survey as a method. Data collection using online questioner, and analysis using SPSS program.

3. RESULT AND DISCUSSION

The Characteristics of Respondents

Based on the results of questionnaires distributed on social media, researchers obtained demographic data of respondents consisting of age, livelihood, and income as follows:

a. Age: Most of the respondents studied were 47.1% aged around 18 - 22 years, then 34.5% were aged around 23 -30 years, 9.2% were aged around 13 - 17 years, and 9.1% aged > 30 years.

b. Livelihoods: Some 35.3% of the respondents are students, 24.4% are employees, 23.5% are entrepreneurs, 10.9% are housewives, and 5.9% others work in other fields.

c. Income: Most 57.1% have income > 2,000,001, 24.4% have income < 1,000,000, and another 18.5% have income around 1,000,001 - 2,000,000.

Validity and Reliability Tests

Table 1

Validity test

Variable	Correlation Coefficient (r)	R-Table	Description
CE1	0.665	0.2	Valid
CE2	0.750	0.2	Valid
CE3	0.647	0.2	Valid
CE4	0.677	0.2	Valid
OCR1	0.807	0.2	Valid
OCR2	0.770	0.2	Valid
OCR3	0.818	0.2	Valid
KP1	0.686	0.2	Valid
KP2	0.743	0.2	Valid
KP3	0.699	0.2	Valid
KP4	0.731	0.2	Valid

Referring to the test results, the conditions for the validity of the indicator have been fulfilled. R-count > R-table, so it can be said that all indicators are valid.

Table 2

Reliability test

Variable	Cronbach's Alph	Cut-Off Value	Description
Celebrity Endorser (X1)	0.62	0.6	Reliable
Online Consumer Review (X2)	0.716	0.6	Reliable
Purchase Decision (Y)	0.678	0.6	Reliable

The results of the reliability test have a Cronbach's alpha value above 0.6. This means that all variables are eligible to be used in this study.

a. Multiple linear regression
   Coefficient of Determination, the coefficient of determination aims to identify the extent to which the variable x affects the variable y.

Table 3
Coefficient of determination
Model Summary

Model	R	R-Square	Adjusted R-Square	Std. Error of Estimate
1	.565ᵃ	.319	0.305	.57625

Based on Table 3, it can be seen that the adjusted R square value is 0.305. This means that 30.5% of purchasing decisions as the dependent variable are explained by the independent variables, namely celebrity endorsers and online consumer reviews. The remaining 0.695 or 69.6% is explained by other variables.

b. t-Test
   t-test was conducted to find out how each of the independent variable affects the dependent variable.

Table 4
The results of t-Test

Unstandardized Coefficients	Standardized Model Coefficients	T	Sig.	B	Std. Error	Beta
1	(Constant)	2.218	.417	4.715	.000	
X1	.572	.085	.569	6.731	.000	
X2	-.107	.092	-.097		-.1.152	.252

c. Dependent Variable: Y_Purchase_Decision
   Multiple regression test and hypothesis testing show that: The first hypothesis (H1) is that celebrity endorser has a regression coefficient of 0.572 sig 0.000 (> 0.05) meaning that the influence of celebrity endorser on purchasing decisions is positive and significant for Scarlett Whitening skincare. The second hypothesis (H2) is that online consumer reviews have a regression coefficient of -0.107 sig 0.000 (> 0.05), meaning that online consumer reviews affect the purchasing decision of Scarlett Whitening skincare in a negative and significant way.

d. F-Test
   The F test was conducted to reveal whether the dependent variable was influenced by the independent variable as a whole.

Table 5. The Result of F-Test
ANOVA

Model	Sum of Square	df	Mean Square	F	Sig
Regression	15.076	2	7.538	22.700	.000ᵇᵇ

Residual	32.211	97	.332
Total	47.287	99	

a.   Dependent Variable: Y_Purchase_Decision
a.   Predictors: (Constant), X2_Online_Consumer_Review, X1_Celebrity_Endorser

Based on the results of the analysis, the significant value from the table above is 0.000, which is smaller than the probability value (< 0.05). Then, the calculated F is also 22.700 which is greater than the F-table. It can be concluded that the independent variables consisting of celebrity endorsers and online consumer reviews have a positive and significant effect on purchasing decisions.

4. CONCLUSIONS AND RECOMMENDATIONS

The Celebrity Endorser variable has a positive influence on purchase decisions for Scarlett Whitening skincare for people in Indonesia aged 13 - 30 years. This is based on that celebrity endorser has a regression coefficient of 0.572 and has a significance level or probability value of 0.000. Where the probability value < 0.05 which means significant.

Online Consumer Reviews concluded that it is not in line with the decision to purchase Scarlett Whitening skincare for people in Indonesia aged 13 - 30 years. It is based that online consumer review has a regression coefficient of -0.107 and has a significance level or probability value of -0.252. Where the probability value > 0.05 which means it is not significant.

For future research, it is recommended to use other variables such as brand image, product quality and buying interest, so that this research can develop and have more benefits. Then the addition of samples can be done so that the results of the data obtained resemble the original conditions.

It is recommended for Scarlett Whitening skincare to maintain and improve the quality of its services to maintain the purchase decision of Scarlett skincare. Because based on the results of filling out the questionnaire in this study, the more dominant customers feel that celebrity endorsers have a sense of trust in the purchasing decision of Scarlett Whitening skincare, there are still a few consumers who do not believe in celebrity endorsers or online consumers so that Scarlett Whitening skincare should be more. Focus on building trust in purchasing decisions skincare Scarlett Whitening.

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