



THE ROLE OF CELEBRITY ENDORSERS ON SOCIAL MEDIA INFLUENCING CONSUMER PURCHASE DECISIONS ON WARDAH RENEWYOU SERUM PRODUCTS AT WARDAH BEAUTY STORE AEON MALL BSD SOUTH TANGERANG

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Abstract

This study aims to determine the Role of Celebrity Endorsers in influencing Consumer Purchasing Decisions. This study was conducted at the Wardah Beauty Store at Aeon Mall BSD Tangerang Selatan. The method used is an associative research method with a quantitative approach. With the population in this study around 206 consumers, the research sample obtained 67 respondents using the Slovin formula sampling with an error rate of 10%. Data Analysis Methods used for this study are validity test, reliability test, correlation coefficient test, simple linear regression test, determination coefficient test, and Hypothesis Test (t-test) using SPSS 25 calculations. The results of the study indicate that there is a positive and significant influence between Celebrity Endorser on Purchasing Decisions with the regression equation $Y = 14.054 + 0.567 X$ can be interpreted that if later Celebrity Endorser increases by 1, then the average value of Purchasing Decisions each month will increase by 0.567 or each Price value by 10, the average value of Purchasing Decisions each month also increases by 5.67. The correlation coefficient value (R) of 0.644 means that there is a Strong relationship between Celebrity Endorser (X) and Purchasing Decisions (Y) and the coefficient of determination (R Square) obtained is 0.415. This means that Celebrity Endorser influences Purchasing Decisions by 41.5% and the remaining 58.5% is influenced by other variables not studied. The hypothesis test above-obtained $t_{count} > t_{table}$ which is $6.784 > 1.673$, so it can be said to be positive, this is also reinforced by a significance value of $0.000 < 0.10$. This means that H_0 is rejected and H_a is accepted, meaning there is a positive and significant influence between Celebrity Endorser and Purchasing Decision.

Keywords: Celebrity Endorser, Purchasing Decisions.

INTRODUCTION

The globalization era has made business competition increasingly fierce, both in domestic and local markets. Although consumers still exist, their purchasing power is still limited. As a result, in the last several years consumers have had many alternatives to consider and have become more selective. Therefore, it is increasingly difficult to satisfy them. Purchasing decisions are the best conclusions consumers make when making purchases. Consumer purchasing decisions can be made if the product is under what they want and need.

Therefore, companies must have the ability to understand consumer behavior and the importance of compiling the right marketing mix to remain successful through continuous changes in the future. Right now Cosmetics have become a human need that can no longer be underestimated if it is realized that both women and men every day cannot be separated from cosmetics, such as lotions for

the skin, powder, soap, deodorant, and many others. It is also increasingly felt that the need for cosmetics in various forms with a variety of colors and unique packaging and advantages in providing functions for consumers, requires the cosmetics industry to be increasingly triggered to develop technology that not only includes the designation of the cosmetics themselves but also the practicality of their use. The industry advancements include the beauty care sector. Manufacturers have made many efforts to attract the attention of their consumers by promoting their products through advertising media. Advertising media is one of the most frequently chosen by companies to convey information to consumers.

One of the creative ways to advertise is by using celebrity endorsers who already have a name in the hearts of the public. With the increasing market demand for cosmetics, cosmetic manufacturers are competing fiercely to create and offer products that can meet the expectations of potential buyers. The Indonesian cosmetics industry is experiencing significant growth, characterized by intense competition within the market. This vibrant market is driven by a youthful consumer base and increasing demand for diverse beauty products. According to the Indonesian Cosmetics Companies and Association (PPA Cosmetics Indonesia), the number of cosmetics companies in Indonesia surged by 21.9 percent, rising from 913 in 2022 to 1,010 by mid-2023. This swift growth underscores the challenges companies face in maintaining their competitive edge in a highly competitive market. Of the total products of these local cosmetic companies, the largest market segment is the personal care segment with a market volume of USD3.18 billion in 2022, followed by skin care at USD2.05 billion, cosmetics at USD1.61 billion, and fragrances at USD39 million. Wardah is a local cosmetic brand produced by PT Paragon Technology and Innovation.

Wardah is identical to wearing hijab, and Wardah's tagline is halal cosmetics so its marketing target is for Muslim women. However, non-Muslim women can also use it. Wardah also offers advantages including affordable prices, quality and safe ingredients, and halal. Wardah provides a range of products for consumers, including body care, skin care, hand care, cosmetics, and perfumes. In facing the existing competition, cosmetic companies. RenewYou is a Wardah series to overcome signs of aging and hydrate facial skin to be free from dark spots and brighten. In the Wardah RenewYou series, there are several products that you need to use regularly, including Wardah Renew You facial wash, toner essence, serum, day cream SPF 36 PA+++, night cream, eye cream, and sleeping mask. Wardah needs a marketing strategy to introduce new products to its consumers to expand its marketing reach increase competitiveness and be better known by consumers.

Wardah employs celebrity endorsers as part of its marketing strategy to promote and advertise its products. Wardah's celebrity endorsers include Dewi Sandra, Inneke Koeshrawati, Natasha Rizky, Dian Pelangi, and Zaskia Sungkar. Wardah has partnered with South Korean influencer Ayana Jihye Moon as a celebrity endorser to enhance its brand visibility and connect with a broader audience. This collaboration highlights Wardah's commitment to promoting inspiring figures in the beauty industry. Nowadays, celebrity endorser utilization has become a widely adopted strategy among cosmetic

brands to promote their products to consumers. Celebrities are viewed as well-known icons who can significantly influence consumer behavior. Typically, these endorsers are prominent figures in advertising who can sway consumers' perceptions and purchasing decisions. Wardah carefully selects celebrity endorsers that align with the product's image, focusing on qualities such as attractiveness, expertise, and trustworthiness. Moreover, it is essential to choose the right celebrities as endorsers to ensure their characteristics resonate with the specific brand or product.

Wardah is the only cosmetic product brand that obtains the Halal theme as its main advantage. Wardah is a cosmetic product produced by PT. Paragon Technology and Innovation. Wardah products were established in 1995 with a straightforward vision: to fulfill the demand for halal cosmetics. As time has passed, and with the backing of a contemporary product concept, Wardah's beauty philosophy has gained widespread acceptance among Indonesian women. Each Wardah cosmetic and skincare product is developed through a modern technological process, overseen by experts and dermatologists. Wardah is guided by three core principles: Pure and Safe, Beauty Expert, and Inspiring Beauty.

Wardah products are made from high-quality materials that are guaranteed to be safe and halal because they have received Halal certification from the Food, Drug and Cosmetics Assessment Institute (LPPOM), the Indonesian Ulema Council (MUI) and the Food and Drug Supervisory Agency. Wardah has grown rapidly as a brand whose initial image was aimed at Muslim women and has now developed into a product enjoyed by the wider community. Wardah also continues to inspire with its ability to adopt the dynamics of world progress without abandoning the values of polite Eastern culture. Wardah positions itself as a cosmetic for Muslim women who wear the hijab and wants to show that people who wear the hijab can use good make-up. Efforts to create this good perception are indeed carried out in stages. Wardah appointed celebrity endorsers starting with Inneke Koeshrawati in 2002 until now. Inneke became the overall product endorser who has the appeal of beauty and elegance as a celebrity wearing a hijab to give a good image to the product and also selected Dian Pelangi, Ria Miranda, Zaskia Sungkar, Lisa Namuri, Dewi Sandra, and Tatjana Saphira as celebrity endorsers to get a more dynamic market share. The accuracy of the endorser selection can be based on the characteristics inherent in the endorser to produce a unique image of the brand they support.

Even so, there are still many companies or agencies that choose the wrong social media through celebrity endorsers to use in their marketing campaigns, one of which is also experienced by Wardah products, especially in the Renew You serum. This causes a decrease in the effectiveness of social media and can have an impact on the success of a marketing activity. Celebrity endorsers tend to be widely used by cosmetic products as a means of promoting products to consumers. This is because celebrities are considered icons that are very well-known to the public and can influence consumer behavior. Endorsers are usually advertising stars who can support products to influence consumers' minds in making purchasing decisions. The use of celebrity endorsers is a form of promotion carried out by companies in terms of advertising to increase sales and branding so that they are known to

many consumers. Celebrity endorsers also have the potential to influence consumer purchasing decisions so that they can increase product sales. Here is the data on the top best-selling facial serum brands in 2022:

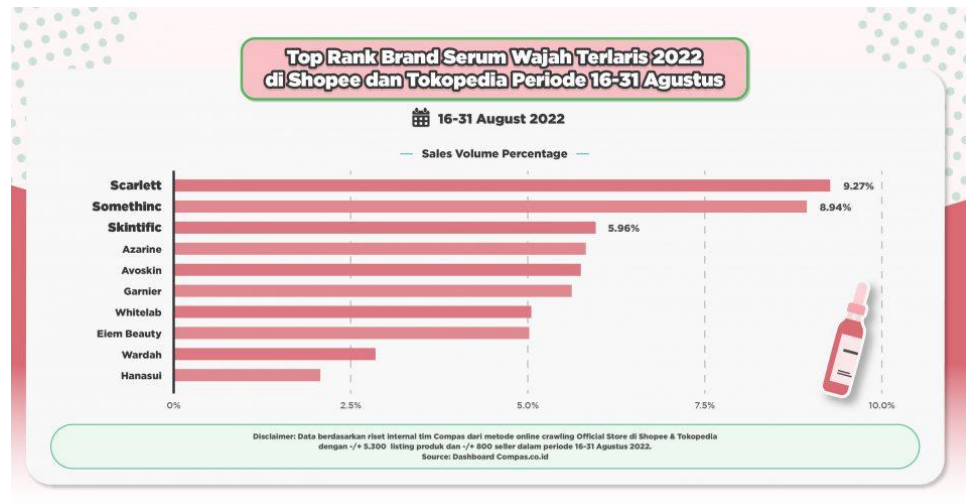


Figure 1 Top best-selling facial serum brand data in 2022

Source: Kompas.co.id accessed on March 20, 2024

Based on the data, it can be seen that the top best-selling facial serum brands in 2022, the top three brands that rank the most are Scarlett at 9.27%, Somethinc at 8.94%, Skintific at 5.96% and the last ranking is Wardah at 2.7% and Hanasui at 2.3%. Some new cosmetic business models only sell their skincare, such as Factology, Bioaqua, and Skintific. Some provide beauty clinics and doctors for consultation, such as Glafidsya, MS Glow, Daviena, and others. This is certainly a serious threat to senior brands like Wardah. Despite experiencing a decline in revenue in recent years, Wardah is still surviving amidst the onslaught of new brands, both local and foreign. One thing that companies need to pay attention to to be able to compete is how to increase Purchase Decisions or purchasing decisions because they are interested in the products offered. Purchasing Decisions are behaviors carried out by someone to fulfill needs and desires to get satisfaction. The tight competition between competitors caused Wardah to experience a decline in revenue on the three best-selling products mentioned above.

Serum has many benefits among other types of skincare products, serum has great business potential. Serum is the most effective type of skincare because it contains the highest concentration of active ingredients. Having a glowing face is now a trend in society, especially in women so the use of serum is increasing. Wardah Cosmetics is the first cosmetic and skincare brand in Indonesia that is labeled halal, as a guarantee of its quality, it can increase the confidence of women using Wardah products. A purchasing decision refers to an individual who has chosen to buy a product or service after careful consideration. The following are sales of Wardah Renewyou serum products at the Beauty Store Aeon Mall BSD period 2021-2023.

Table 1

Sales Number of Renewyou Serum Product at Wardah Beauty Store Aeon BSD period 2021-2023

Year	Target	Achievements/pcs	%
2021	295	232	78%
2022	325	219	67%
2023	358	206	58%

Source: Sales report by Store Wardah 2021-2023

From table 1, the data on the number of sales per piece of the Renewyou serum product, the decline in sales of the Wardah Renewyou serum product was due to the emergence of many new brands in 2021-2023 that were superior to the Wardah Renewyou Serum product. In addition, with the increasingly widespread development of technology, people today prefer to buy products online rather than offline. Another influence is that consumers trust social media such as Instagram, Tiktok and Youtube which are recommended by Influencers, Beauty Vloggers, Selebgrams and consumers who come to offline stores or someone who comes directly to the Wardah beauty store often compare prices between online and offline which makes sales decline every year.

This company has carried out various marketing strategies to increase sales. Starting from placing advertisements in print media to digital media. Including collaborating with celebrities to advertise products on their platforms. Celebrity Endorsers who advertise Wardah include Dewi Sandra, Ayana Jihye Moon, Dinda Hauw, Fuji, Sania Leonardo, and others. In addition, Wardah also collaborates with Tasya Farasya, a skincare influencer, to review products to increase sales with her signature tagline, #TasyaFarasyaApprove. Collaborating with celebrities is considered strong and can provide influence and reference to determine consumer purchasing decisions. So, consumers assume the product is not of good quality if the celebrity endorser looks less attractive or their fame decreases. Celebrities who lie to their followers for the sake of smooth endorsements. Celebrity followers who want to follow in the footsteps of beauty influencers, but do not get the expected results because the celebrity's statement is just a promotional manipulation. When a product is marketed and uses a celebrity whose image is very dominant, the image can overpower the identity of the endorsed product. Celebrities used as endorsers can distract consumers' attention to them, commonly known as celebrity shadows. Consumers pay attention to their celebrities but have problems remembering what products they advertise. So, celebrity endorsers have a great influence on the formation of the value of an advertised product.

Based on the explanation of the problem above, the author is interested in conducting research with the title **“The Role of Celebrity Endorsers on Social Media Influencing Consumer Purchasing Decisions on Wardah Renewyou Serum Products at the Wardah Beauty Store Aeon Mall BSD Tangerang Selatan”**.

LITERATURE REVIEW

Marketing Management

According to Limakrisna and Purba (2017:4) “marketing is one of the activities in the economy that helps in creating economic value”. Economic value itself determines the price of goods and services. Important factors in creating this value are production, marketing, and consumption. Marketing is the link between production and consumption activities.

According to Malau (2017:1) “marketing is a transaction activity of exchanging value owned by each party, for example exchanging products owned by the company for money owned by the customer”. Based on the various definitions put forward by these experts, it can be concluded that marketing is an activity carried out by individuals or groups.

Marketing Mix

According to Darwin and Mohamad (2021:16) Marketing mix is a marketing strategy to convey information widely, introduce a product of goods and services, stimulate consumers to give and even create personal preferences for the image of a product. Therefore, the marketing mix is considered one of the most potential strategic elements in marketing a product.

The marketing mix initially consisted of 4Ps but over time it developed into 7Ps because it was adjusted to existing conditions. Moreover, products are not only in physical form, but there are also services, so it is necessary to add elements from the original 4P to 7P. According to Fatihudin and Firmansyah (2019:179) what is meant by 7P consists of:

1. **Product** The overall concept of an object or process that provides some value to consumers. It should be noted that in a product, whether goods or services, consumers are not only buying the physical product or service, but also buying the benefits of that product.
2. **Price (Price)** A number of sacrifices in the form of nominal money that must be sacrificed by consumers to obtain a particular product.
3. **Place (Place)** Relates to where the company is located and carries out operational activities.
4. **Promotion (Promotion)** Activities carried out by companies to communicate information and benefits of a product (goods and services) and as a way to influence consumers in purchasing or using a product according to their desires and needs.
5. **Process** is a combination of all activities, generally consisting of procedures, work schedules, mechanisms and activities and other routine matters, where services are produced and delivered to consumers.
6. **People** are people who are directly involved and influence each other in the process of exchanging products (goods and services).
7. **Physical Evidence** The environment or physical evidence of the company where services are created and processed.

Celebrity Endorser

Celebrity endorsement is an artist, entertainer, athlete, and public figure widely known by many people for the success of the endorsed product (Shimp, 2003). This group of celebrities includes television and film stars, sports figures, politicians, business leaders, artists, and select individuals from the military.

Celebrity Endorsement is all individuals who enjoy public recognition and use this recognition for the benefit of consumer products by appearing with the product in an advertisement. The success of an ad cannot be separated from the message of the advertising star in promoting a product brand, especially if the ad is broadcast through television. The use of advertising stars in a commercial on television is an appropriate alternative strategy to introduce products to consumers. According to Putra et al (2018:54) in Triputranto and Nurdiansyah (2021), the indicators of Celebrity Endorser are:

1. Trustworthiness

Trust is something that is perceived, not an absolute phenomenon that is worthy of trust. It is related to honesty, integrity, and trust in the endorser.

2. Expertise

Expertise refers to the endorser's knowledge, experience, or skills. An endorser who is perceived as an expert on the brand being supported will be more persuasive in attracting an audience than an endorser who is not perceived as an expert.

3. Attractiveness

Attractiveness refers to something interesting to look at. Attractiveness is not only related to physical attractiveness but also includes the noble character of consumers perceive in the endorser.

Purchasing decision

Purchasing decisions according to Tjiptono (2017:22) are part of consumer behavior. Consumer behavior is an action directly involved in efforts to obtain, and determine products and services, including the decision-making process that precedes and follows these actions. According to Assauri (2018:139) purchasing decisions also influenced by habits. Purchasing habits include when the purchase is made, in what amount the purchase is made, and where the purchase is made.

It can be concluded that a purchasing decision is a decision that has gone through several stages until finally the consumer decides to buy or not the goods and services sold. There are six indicators of purchasing decisions according to Kotler and Armstrong in James Prabowo, Soetanto et al., (2020:64), namely:

1. Product Choice

Consumers determine which products to buy. Consumers will buy products that have value for them.

2. Brand Choice

Consumers must decide which brand to buy, each brand has its own differences.

3. Purchase Channel Selection (Dealer Choice)

Consumers must make decisions about which distributor to visit. Each consumer is different in determining the distributor, it can be due to factors such as close location, low prices, complete inventory, shopping convenience, and spaciousness of place.

7. Purchase Time Determination

Consumer decisions regarding the timing of purchases can vary.

8. Purchase Amount

It relates to how much of a product consumers will purchase at one time.

9. Payment Methods

Consumers can make decisions about the payment method that will be used in making consumer decisions to use products or services.

METHOD

This research uses the associative method. Sugiyono (2019:65) states “Associative is a formulation of a research problem that is intended to ask about the relationship between two or more variables”. Therefore, this associative research can develop a theory to explain, predict, and manage a phenomenon. With a quantitative research approach, according to Hardani (2020:13), “Quantitative research is structured scientific research on phenomena and their relationships that are used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical with the aim of testing the established hypothesis”.

This research was conducted at the Wardah Aeon Mall City Beauty Store on BSD Raya Utama street, South Tangerang. While the time of this research was carried out for 3 (three) months starting from November 2024 to January 2025. The population that will be used in this study are consumers who have purchased the Renewyou Wardah serum product at the Aeon Mall BSD Tangerang Selatan Beauty Store in 2023, totaling 206 consumers or buyers. Using the slovin calculation with an error rate of 10% so that the number of samples used in this study was 67 respondents, using SPSS 25 in the analysis test, namely the Validity Test, Reliability Test, Simple Linear Regression Test, Correlation Coefficient Test, Determination Test, and T-Test.

RESULTS AND DISCUSSION

Validity Test

Table 2 Result of Validity Test of Celebrity Endorser Variable (X)

Price (X)			
Questionnaire No.	R count	R table	Information

1	0.557	0.3074	Valid
2	0.579	0.3074	Valid
3	0.511	0.3074	Valid
4	0.358	0.3074	Valid
5	0.644	0.3074	Valid
6	0.645	0.3074	Valid
7	0.587	0.3074	Valid
8	0.632	0.3074	Valid
9	0.402	0.3074	Valid
10	0.400	0.3074	Valid

Source: Data processed using SPSS version 25

Table 3 Results of Validity Test of Purchase Decision Variable (Y)

Purchase decision (Y)			
Questionnaire No.	R count	R table	Information
1	0.564	0.3074	Valid
2	0.457	0.3074	Valid
3	0.415	0.3074	Valid
4	0.363	0.3074	Valid
5	0.337	0.3074	Valid
6	0.481	0.3074	Valid
7	0.449	0.3074	Valid
8	0.538	0.3074	Valid
9	0.629	0.3074	Valid
10	0.447	0.3074	Valid

Source: Data processed using SPSS version 25.

Based on Table 2 and Table 3 above, the overall value (r count) has a value greater than the r table (0.3074), it can be concluded that all the questions are valid because $r \text{ count} > r \text{ table}$.

Reliability Test

Table 4 Reliability Test Analysis Summary

No	Variables	Alpha Cronbach	Condition	Information
1	<i>Celebrity Endorser(X)</i>	0.728	0.600	Reliable
2	Purchase decision (Y)	0.699	0.600	Reliable

Source: SPSS Processing Data version 25

Based on the test results in the table above, it shows that the Celebrity Endorser (X) and

Purchase Decision (Y) variables are stated to be reliable, this is proven by each variable having an Alpha coefficient value greater than Chronbath Alpha 0.60.

Linear Regression Test

Table 5 Simple Linear Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,054	2,768		5,077	.000
	celebrity_endorse	.567	.084	.644	6,784	.000

a. Dependent Variable: Purchase_decision

Source: Results of processing SPSS Version 25 data

It is known that the general equation of simple linear analysis regression is:

$Y = a + b X$. From the results of the table above, it can be seen that “a” is at Constant with a score of 14.054 and “b” is at Price with a score of 0.567, meaning that the simple linear regression equation obtained is: $Y = 14.054 + 0.567 X$, and it can be explained as follows: Thus, we can obtain the equation number from the output coefficient $Y = 14.054 + 0.567 (X)$ which means that the change in Y is in the same direction as the change in X so the value of Y will increase if X increases, conversely the value of Y will decrease if X decreases. So it can be concluded that Celebrity Endorser has a positive effect on Purchasing Decisions. From the regression equation above, it can be interpreted that if Celebrity Endorser increases by 1, then the average value of Purchasing Decisions each month will increase by 0.580 or if every Celebrity Endorser increases by 10, then the average value of Purchasing Decisions each month will also increase by 5.80

Product Moment Correlation Coefficient (R)

Table 6 Correlation Coefficient Test Results

Correlations

		celebrity_endorse	Buying decision
celebrity_endorse	Pearson Correlation	1	.644**
	Sig. (2-tailed)		.000
	N	67	67
Buying decision	Pearson Correlation	.644**	1
	Sig. (2-tailed)	.000	
	N	67	67

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Results of processing SPSS Version 25 data

From the results of the Pearson correlation coefficient calculation, the correlation coefficient value R_{xy} was obtained as 0.644, meaning there is a strong relationship between Celebrity Endorsers and Purchasing Decisions because the value of 0.644 lies between the correlation coefficient values of 0.600 - 0.79.

Coefficient of Determination Test

According to Supangat (2010:350), “The coefficient of determination shows the magnitude of the level of strength of the relationship between two or more variables in the form of a percentage (showing how much percentage of variable (X) can contribute to the variable (Y)”. Based on the test results with the SPSS program, the results of the Correlation Test are obtained in the following table:

Table 7 Results of the Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.644a	.415	.406	2,826

a. Predictors: (Constant), celebrity_endorse

Source: Results of processing SPSS Version 25 data

Based on the table above, the calculation results show that the coefficient of determination (R Square) obtained is 0.415. This means that 41.5% of the influence of Celebrity Endorser on Purchasing Decisions while the remaining 58.5% is influenced by other variables that are not included in this studied such as Brand Image, Product Quality, Service Quality, and others.

Hypothesis Test (T-Test)

The t-test is used to determine how much each independent variable influences the dependent individually. To test the influence between the company size variable and the influence of Celebrity Endorser (X) on Purchasing Decisions (Y), a t-statistic test (Partial Test) can be performed.

Table 8 Hypothesis Test Results / t-Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,054	2,768		5,077	.000
	celebrity_endorse	.567	.084	.644	6,784	.000

a. Dependent Variable: Purchase_decision

Source: Results of processing SPSS Version 25 data

Based on the calculation in Table 8 above, the t table value in this study is 1.673 seen from the t table with df: $67 - 2 = 65$. then the table above obtains $t_{count} > t_{table}$ which is $6.784 > 1.673$, then it can be said to be positive, this is also reinforced by a significance value of $0.000 < 0.10$. This means that H_0 is rejected and H_a is accepted, meaning that there is a positive and significant influence between Celebrity Endorser and Purchasing Decisions

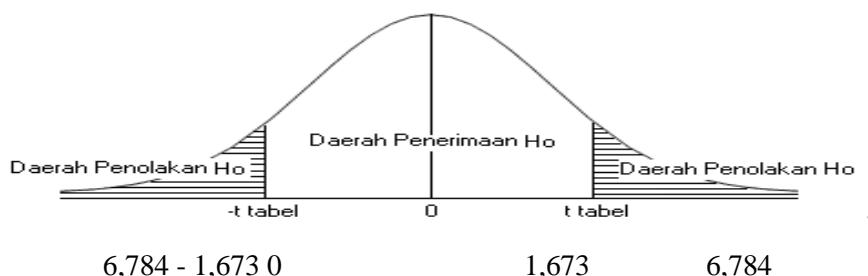


Figure 2 Criteria for Determining Hypothesis Acceptance

CONCLUSION

Based on the discussion and research results, regarding influence *Celebrity Endorser* (X) to Purchase Decisions (Y) Wardah Renewyou Serum Products at the Wardah Beauty Store Aeon Mall BSD Tangerang Selatan, then the following conclusions can be drawn:

1. *Celebrity Endorser* on Wardah Renewyou Serum Product at Wardah Beauty Store Aeon Mall BSD Tangerang Selatan from 10 questions with a total of 67 respondents, the answers to the statement on the variable (X), who answered strongly agree, agree, neutral, disagree and strongly disagree with an average of 3.28 included in the scale range of 2.60 - 3.39 criteria Quite Good. This can be seen from the respondents' answers to the statement item on the Expertise indicator "Celebrity Endorser has the expertise to convey a product message." with a score of 3.41 with the Good Category.
2. Consumer Purchasing Decision on Wardah Renewyou Serum Product at Wardah Beauty Store Aeon Mall BSD Tangerang Selatan, from 10 questions with a total of 67 respondents, the answers to the statement on the variable (Y), who answered strongly agree, agree, neutral, disagree and strongly disagree with an average score of 3.26 including the scale range is 2.60 - 3.39 with the criteria Quite Good. This can be seen from the respondents' answers to the statement items on the selection of Purchase channels with the statement "Purchases online are easier and cheaper than buying offline" getting a score of 3.41 with the good category.
3. There is a positive and significant influence between Celebrity Endorser on Purchasing Decision with the regression equation $Y = 14.054 + 0.567 X$ can be interpreted that if later Celebrity Endorser increases by 1, then the average value of Purchasing Decision each month will increase by 0.567 or every Price value by 10, the average value of Purchasing Decision each month also increases by 5.67. The correlation coefficient (R) value of 0.644 means that there is a Strong

relationship between Celebrity Endorser (X) and Purchasing Decision (Y) and the coefficient of determination (R Square) obtained is 0.415. This means that Celebrity Endorser influences Purchasing Decisions by 41.5% and the remaining 58.5% is influenced by other variables not studied. The hypothesis test above obtained t count > t table which is $6.784 > 1.673$, then it can be said to be positive, this is also reinforced by a significance value of $0.000 < 0.10$. This means that H_0 is rejected and H_a is accepted, meaning there is a positive and significant influence between Celebrity Endorser and Purchasing Decisions.

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