

THE INFLUENCE OF CELEBRITY ENDORSEMENT ON INTEREST TO BUY SCARLETT'S'S SKINCARE PRODUCTS (STUDY ON PNM EMPLOYEES IN MEDAN)

T. NURHAIDA¹ and DEWI BUDHIARTI JULI ISNAINI²

^{1,2}Politeknik Mandiri Bina Prestasi, Medan, Sumatera Utara, Indonesia.

¹Email: t.nurhaida09@gmail.com

Abstract

The purpose of this study is to determine how celebrity endorsements affect people's intentions to purchase Scarlett's skincare products. Using explanatory research, this study demonstrates a causal connection between a legitimate celebrity endorsement (X) and consumer interest in purchasing (Y). PNM Medan employees who had used Scarlett's skincare products made up the population of this study. Descriptive analysis and multiple linear regression methods for data analysis. The findings demonstrated that PNM employees' interest in purchasing Scarlett's skincare products was affected by celebrity endorsement. The study's findings can be demonstrated with a significance value of $0.000 < 0.10$. It is possible to conclude that employees at Medan PNM are more likely to purchase Scarlett's skincare products if the brand is endorsed by a well-known celebrity. It can be seen from the research results in the form of the r square determination that celebrity endorsements can affect PNM employees' buying interest in Scarlett's skincare products by 62.4%. This is because there is a factor of consumer trust in celebrities so there is an interest and desire to buy the product/brand that is endorsed.

Keywords: celebrity endorsements; buying interest; skincare Scarlett's

1. INTRODUCTION

In Indonesia currently, there are many types of beauty products produced domestically and from abroad that are already on the market, this makes competitors between the beauty industry markets increasingly competitive. In this case, every business person is increasingly trying hard to maintain the market they have mastered, even if it is possible to expand the market through the marketing strategy they use.

Business people use the internet as a huge market potential to increase sales and market share as technology advances. This is because, since businesses can effectively market and communicate via the internet to boost product sales. Advertising and promotion media are the most effective methods. Advertising is a process of communication and promotion that aims to persuade or invite people to take actions that are beneficial to the company, such as deciding to buy. Advertising itself, in addition to providing information about the product, also functions to persuade potential buyers of the products offered.

Basically marketing activities aim to offer products or services, it is not uncommon for business actors to use the services of a celebrity or well-known figure as an endorser. "Their attributes such as expertise, skills, knowledge, experience, intelligence, character, beauty, courage and achievement can be used as important points to attract (potential) consumers" (Pradhan, et al, 2014).

Miller and Allen, (2012) state that the image of a celebrity for a consumer can be measured based on the suitability and ability of the celebrity to attract attention. In addition, a celebrity's status, class, gender, age, personality, and way of life all have different meanings. Credibility and attractiveness alone are not enough to explain how celebrity endorsements can function to transfer the value of a product or company (Charbonneau and Garland, 2010).

According to Pradhan et al (2014), Business actors use celebrity endorsers to try to get people's attention and spread the word about their products. "The use of celebrity endorsers gives the impression that consumers are selective in choosing and that owning what celebrities use increases status". Because it can provide a positive association with the product, marketers anticipate that the use of an endorser will alter consumer perceptions of the product. The affiliation can show up as specific contemplations or pictures that are related to an item or brand" (Zafar, 2010).

According to Ashari (2012), purchase intention is the likelihood of a consumer making a purchase or taking other actions related to that purchase. Furthermore, buying interest can be interpreted as a desire to buy where according to Peter and Olson (in Prabowo 2014) " A strategy for engaging in a particular behavior to achieve a goal is called desire". According to Schiffman and Kanuk (2010), " states that individuals are motivated by an internal force that drives them to take action". A positive response to a product offered by the seller can occur if the consumer feels interested in buying something offered by the seller.

At present beauty products is one of the products that are of great interest to women in Indonesia. Beauty is very synonymous with women. Since ancient times, beauty has been constructed by society and has become social control for women. This social construction shapes women's perceptions of ideal beauty standards and is recognized in society.

Therefore, for women to be recognized and accepted by society, they must have beautiful bodies. According to some, beauty varies from person to person. Whether consciously or unconsciously, the meaning of beauty appears to have been generalized and accepted as fact.

The view of ideal beauty for women is inseparable from the influence of discourse on the global beauty industry. Seeing this trend, the beauty industry captures and exploits women's weaknesses as promising business potential by presenting various beauty product brands.

Scarlett's skincare is one of the domestic beauty products. This beauty product is owned by an artist named Felicia Angelica. Scarlett's skincare has been trusted by Indonesian people of all ages and backgrounds. Hundreds of thousands of customers have proven the efficacy of various Scarlett's products. Apart from that, some beautiful Indonesian actresses also recommend Scarlett's Whitening products, such as Sharena Delon, Zaskia Mecca, and Felicia Angelica are some of the big names in the Indonesian entertainment industry who recommend this Scarlett's Whitening products.

Based on the preceding background, the author is interested in examining the impact of celebrity endorsements on the intention to purchase Scarlett's skincare products by PNM Medan employees. This research is based on the dominance of female employees. So the

authors are interested in further reviewing the facts in the field regarding the buying interest of PNM employees for Scarlett's skincare products.

2. REVIEW OF LITERATURE

2.1 Celebrity Endorsements

According to Belch and Belch (2004), Any message given in marketing activities where consumers tend to trust the opinions, beliefs, or experiences of parties other than the company as a sponsor is considered an endorsement. An endorser is an icon or, more commonly, a direct source for delivering a message and/or demonstrating a product or service in promotional activities that support the effectiveness of delivering product messages.

As defined by Shimp (2011) Advertisements that make use of famous people or figures to support an advertisement are referred to as "celebrity endorsers". Therefore, a promotion that is carried out by a company involves issuing products through advertising media and employing a celebrity as a supporter of the advertisement. This is known as a celebrity endorser. Shimp (2011) further states that the measuring instrument that can be used to measure the success of an endorsement is by using indicators:

- 1) Trustworthiness (Can be trusted)
- 2) Expertise (Skills)
- 3) Attractiveness
- 4) Respect (Quality is valued)
- 5) Similarity

2.2 Interest to Buy

A consumer's behavior that demonstrates the extent of his commitment to making a purchase is known as "purchase intention". Customers' behavior when purchasing products is influenced by the changing needs and desires they have for goods and services. The behavior of consumers when making decisions about what to buy, where to buy it, when to buy it, how much to buy it, and why to buy it

Huang and Su, (2011) state that interest is a deep desire of an individual to take action on a preferred object. Buying interest can be interpreted as a desire to buy where according to Peter and Olson (in Prabowo 2014) "Desire is a plan to engage in a particular behavior to achieve a goal as the saying goes". Schiffman and Kanuk (2010) state that "motivation is a driving force from within individuals that compels them to take action". A positive response from a product offered by the seller can occur if the consumer feels interested in buying something offered by the seller, all additional information obtained by the consumer will be evaluated first before the purchase is made.

2.3 The Impact of an Endorsement on Prospective Purchases

The use of endorsers from among emotional circles is far more arousing for consumers to choose, they know the product in question. (Martey&Frempong, 2014). Because it determines a person's tendency to behave and behave before actually deciding to buy a product, it is important to study and understand the effect of celebrity endorser credibility on consumer buying interest. (Rifon and Choi, 2012)

3. RESEARCH METHODS

This study uses explanatory research which shows a causal relationship between a valid celebrity endorsement (X) on consumer buying interest (Y). PNM Medan employees who had used Scarlett's skincare products made up the population of this study. The sampling method is accidental sampling, namely determining samples that are easy and according to the criteria. Employees who responded and were willing to fill out a questionnaire made up the sample for this study. The total number of people who responded to the survey and were willing to fill it out was 50 respondents, but the results of filling out the questionnaire that was feasible to analyze in this study were 30 respondents. A questionnaire was used as the research instrument for descriptive analysis and multiple linear regression methods were for data analysis.

4. RESULTS AND DISCUSSION

4.1 Respondent Data

In the description of the respondent's data obtained based on the distribution of data about the age of the respondent. The full results are as follows:

Table 1: Alternate ages of respondents

Age	Frequency	Percentage
18-20 Years	18	36 %
21-25 Years	20	40 %
25-30 Years	12	24 %
Number of Respondents	50	100 %

Processed data sources, 2022

In table 1, it is known that there are 18 respondents, or 36% who are around 18-20 years old. Furthermore, respondents aged between 20-25 years were 20 respondents or 40%, and respondents aged 25-30 years were 12 respondents or 24%. Thus the dominating respondents aged around 21-25 years. This is because most of the PNM employees are women who are of productive age. This age is a time for a woman to always want to look beautiful anywhere and anytime, so the existence of beauty products is a necessity for her.

4.2 Reliability Test

A statistical test procedure known as reliability can be used to assess a research instrument's internal consistency or reliability. If the instrument can reveal data that can be trusted and is consistent with the actual reality, it is said to be reliable. In one sense, reliability demonstrates

that the instrument is reliable enough to be used as a data collection tool. Using SPSS for Windows version 25, Cronbach Alpha was utilized to evaluate the reliability.

Table 2: Results of Variable Reliability Tests

No	Variable	Cronbach's Alpha	R Table	Information
1.	Celebrity Endorsement (X)	.789		reliable
2.	Purchasing interest (Y)	.935		reliable

Processed data sources, 2022

The data in table 2 shows that Cronbach's Alpha value for each variable is above the required value (> 0.7). So it is said that the statement construct which is the endorsement variable (X) shows $0.789 > 0.7$ with a medium criterion interpretation, and purchasing interest (Y) shows $0.935 > 0.7$ with a very high criterion interpretation is declared reliable.

4.3 Determination Test Results

Table 3: Determination Test Results

Model	R	R Square
1	.790	.624

Processed data sources, 2022

In table 3, the results of the determination test show that there is an influence of celebrity endorsement (X) on consumer purchasing interest (Y) for Scarlett's skincare products at 0.624. Thus, it can be said that there is a 62.4% influence of celebrity endorsement on the intention to buy Scarlett's skincare by PNM employees and the remaining 37.6% is influenced by other factors outside the variables of this study.

4.4 Results of Hypothesis Testing

Table 4: Results of Hypothesis Testing

No	Model	t	Information
1.	Constanta	2064	.041
2.	Celebrity Endorsements	12,789	000

Processed data sources, 2022

The findings of the conducted research demonstrate that celebrity endorsement (X) has a significant influence on the purchase intention of PNM employees for Scarlett's skincare products with a significance value of $0.000 < 0.10$. Therefore, based on the basis for decision-making, it is possible to conclude that celebrity endorsement (X) affects the buying interest (Y) of PNM employees for Scarlett's skincare products.

4.5 Discussion

Based on the findings of the study, it can be demonstrated with a significance value of $0.000 < 0.10$, it can be concluded that celebrity endorsement has a significant impact that is beneficial on the purchasing interest of Medan PNM employees for Scarlett's skincare products. This is

because there is a factor of consumer trust in celebrities so there is an interest and desire to buy the product/brand that is endorsed.

Based on the answers to the problem formulation, the employee buying interest of Medan PNM is influenced by the celebrity endorsement variable. It can be seen from the results of the research in the form of the r square determination that celebrity endorsements can influence PNM employees' buying interest in Scarlett's skincare products by 62.4%. This study's findings are consistent with previous research by Anggraeni et.al (2018) where the endorsement of beauty vloggers (X) influences purchase intention (Y). This is indicated by the probability value $t(0.000) < \alpha = 0.05$. With a coefficient of determination (R²) or model accuracy obtained of 24.2%, It indicates that the accuracy of the model of celebrity endorsement (X) and Purchase Interest (Y) is 24.2%. Furthermore, research was conducted by Prabowo (2014) and Mariyanti with a positive and significant influence between the endorsement variable (X) and the buying interest variable (Y). Because endorsements in beauty vloggers are people who have a lot of followers where they are seen as examples who are seen as having attractiveness, credibility, expertise, and trustworthiness.

Thus, this is in line with the opinion expressed by Kinnear and Taylor (1995) in Nela Kristiana (2012), that the stage of the respondent's tendency to act before the buying decision is implemented is called the buying interest. Accordingly, research conducted by Yusan Gamaro Pontoh (2016) also states that buying interest is choosing a brand from a variety of others to purchase. The introduction of needs, the search for information, the evaluation of information, and, finally, the consumer's interest in purchasing are all processes that lead to the intention to buy. When a customer decides to adopt a product, a high level of buying interest indicates their level of satisfaction.

5. CONCLUSION

The data from the study that was done to find out how celebrity endorsements affected PNM employees' interest in buying Scarlett's skincare products can be analyzed and concluded. The results of the study can be shown with a significance value of $0.000 < 0.10$. It can be drawn that celebrity endorsement has a positive and significant impact on the buying interest of Medan PNM employees towards Scarlett's skincare products. It can be seen from the research results in the form of the r square determination that celebrity endorsements can affect PNM employees' buying interest in Scarlett's skincare products by 62.4%. This is because there is a factor of consumer trust in celebrities so there is an interest and desire to buy the product/brand that is endorsed.

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