

THE INFLUENCE OF VIRAL MARKETING AND CELEBRITY ENDORSERS ON PURCHASE DECISIONS ON MS GLOW SKINCARE IN BEKASI

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Abstract. The purpose of this study is to determine and analyze the influence of viral marketing, celebrity endorsers on purchase decisions. The research method which used this study is a quantitative method. The population in this study are users or consumers of MS Glow skincare in Bekasi City. Meanwhile, this sampling technique uses a non-probability sampling technique with a purposive sampling approach with a total sample of 100 respondents. The data analysis technique which used is the component-based SEM that using PLS with SmartPLS 3.0 software. The results of this study indicate that viral marketing and celebrity endorsers influence the purchase decision variable by 61.6%, the remaining 38.4% is influenced by other variables outside of this study. The viral marketing variable (X_1) has a significant effect on purchasing decisions for MS Glow skincare in Bekasi because the p-value of 0.008 is less than 0.05 and the statistical value of 2.678 is greater than 1.96 with a positive effect because the value of the original sample of 0.360. Then the celebrity endorser variable (X_2) has a significant effect because the p-value of 0.002 is less than 0.05 and the statistical value of 3.119 is greater than 1.96 and the effect is positive because the original sample value is 0.495.

Keywords: Viral Marketing; Celebrity Endorser; Purchase Decision

1. INTRODUCTION

MS Glow is one of the well-known skincare brands used by many well-known celebrities in Indonesia. Not only popular, MS Glow skincare products are very complete. In 2021 MS Glow received an award from the Indonesian Record Museum (MURI). MS Glow received this award from MURI because a sales network has been formed with 78,147 MS Glow beauty product companies, and this number is the largest in Indonesia. The MS Glow brand occupies the third position with total sales reaching Rp. 29.4 billion in the April-June 2022 period. The total sales are equivalent to more than 313 thousand transactions (compas.id). MS Glow is the best-selling skincare product from the top 10 local brands in E-commerce in 2022.

Based on the MS Glow Web search chart (Google, 2022) it can be seen that the decline in sales of MS Glow skincare is evidenced based on Google trend data that in the last 1 (one) year there has been a downward trend in public interest in finding out MS Glow skincare products. By looking at the graph, interest in the MS glow skincare product in the last 12 months obtained an average of 33-100. On July 17-23 2022 MS Glow had experienced an increase by obtaining 100 searches. Then on 24 – 30 July 2022 there was a downward trend again, to only 63 searches. The lowest search with the number 33 occurred on November 20-26 2022.

Viral marketing gives businesses the opportunity to introduce their products more effectively and quickly to consumers, this effort is made by companies to introduce and also to increase sales of their products. The Viral Marketing strategy carried out by the company is like marketing its products through various social media, including social media TikTok. on the hashtag #msglowskincare using a total of 827.6 million views, we can see various videos showing how a person's face changes from time to time when using the MS Glow skincare. Using this hashtag will help TikTok users expand the spread

of their business marketing content. Then MS Glow has an attractive website design, and includes testimonials given by MS Glow skincare users so they can convince consumers about the products offered. This certainly attracts consumers to buy the product.

In December 2021, MS Glow was shocked by a viral video that was shared on the Tiktok application. The video shows a before and after review of using MS Glow skincare products. It started with just one video uploaded by a netizen on the TikTok account with the username @shinta_rona which discussed the condition of her face which before using MS Glow looked smooth and clean, when using MS Glow skincare products within eight months her facial condition had changed like popping pimples and irritation. In the end he stopped using MS Glow skincare. Then another netizen with the username tiktok @jenn also uploaded a video about a review of the MS Glow skincare product. She shared that before using the MS Glow skincare product, her face was in good condition, but after using it for six months, her face experienced the same thing, namely breakouts and irritation. Netizens were also busy commenting on the video, various comments emerged pros and cons, some commented that they experienced the same thing and some commented that not all skincare products are suitable for use by all skin types as well as other interlocking comments (Lazarus sandya wella, 2021). So because of this phenomenon allegedly resulted in a decrease in income.

In previous research by Kuhu, Tumbel, and Wenas (2019) that Viral Marketing and Celebrity endorsers have no significant effect on Purchase Decisions at Sang Pisang Manado. Meanwhile, in another study, Kholiq and Sari (2021) show that Viral Marketing and Celebrity Endorsers have a significant effect on purchasing decisions. The two studies show that there are still inconsistencies in the results obtained. Given this inconsistency, it is certainly interesting to do further research on the effect of Viral Marketing and Celebrity Endorsers on purchasing decisions.

Based on the background description above, the researcher is interested in conducting research with the title "The Influence of Viral Marketing and Celebrity Endorsers on Purchase Decisions on MS Glow Skincare in Bekasi"

2. LITERATURE REVIEW

2.1 Viral Marketing

According to Kotler and Armstrong (2018: 72) viral marketing is an advertising campaign that uses the power of word of mouth to spread through social media and other internet platforms. According to Glennardo (2018: 199) viral marketing is a marketing technique by utilizing the development of electronic media to achieve a goal that marketers want to achieve. Meanwhile, according to Wiludjeng and Nurlela (2013: 59) viral marketing is an activity or attempt to influence society by utilizing the power of word of mouth through online media, such as email and social networks. From the above understanding, it can be interpreted that viral marketing is marketing through word of mouth, an internet version where one consumer recommends to other consumers by seeing or hearing information through electronic media or the internet.

Viral marketing indicators according to Wiludjeng and Nurlela (2013:54) are as follows: 1) Product knowledge 2) Clarity of product information 3) Talking about products

The benefits of implementing viral marketing according to Chaffey in (Haq Fawzi, 2022:24) include the following: 1) The scope of marketing is wider. 2) Save operational costs. 3) Finding and distributing information becomes easier. 4) Support customer service without any geography and time restrictions. 5) The control system will be easier. 6. Improving the brand image towards a better direction.

2.2 Celebrity Endorser

Shimp (2014: 259) argues that a celebrity endorser means a public figure who has expertise in a particular field that is known by many people and has an important role when disclosing a supported product, so as to be able to influence a person's behavior or attitude towards the advertised product.

According to Shimp (2014: 259) there are five characteristics in a celebrity endorser called the TEARS model, namely Trustworthiness, Expertise, Physical Attractiveness, Respect, Similarity. These five characteristics can be a reference for companies in choosing celebrity endorsers so that they influence consumer attention and the advertisements they star in become effective.

According to Schiffman and Kanuk in Natalia & Rumambi (2013) there are benefits and roles of celebrity endorsers including:

1. Testimonials: if a celebrity personally uses the product, they can testify about the quality and benefits of the advertised product or brand.
2. Endorsement: there are times when celebrities are asked to star in product advertisements where they are personally not experts in the field.
3. Actor: celebrity is asked to promote a certain product or brand related to the role he is starring in a certain broadcast program.
4. Spokesperson: a celebrity who promotes a product, brand or company within a certain period of time is included in the spokesperson role group.

2.3 Purchase Decisions

Kotler (2008: 190) purchasing decisions are stages carried out by consumers before making a decision to purchase a product. Meanwhile, according to Tjiptono (2008: 19) is a step where the buyer knows the problem, searches for information related to a particular product or brand and evaluates some of each of these alternatives so that they can be used in solving problems and then directing them to purchasing decisions.

According to Kotler & Armstrong (2008: 179) there are five stages that consumers pass through when making a decision to buy a product or service. namely: 1. Recognition of needs 2. Search for information 3. Evaluation of alternatives 4. Purchase decisions 5. Post-purchase behavior.

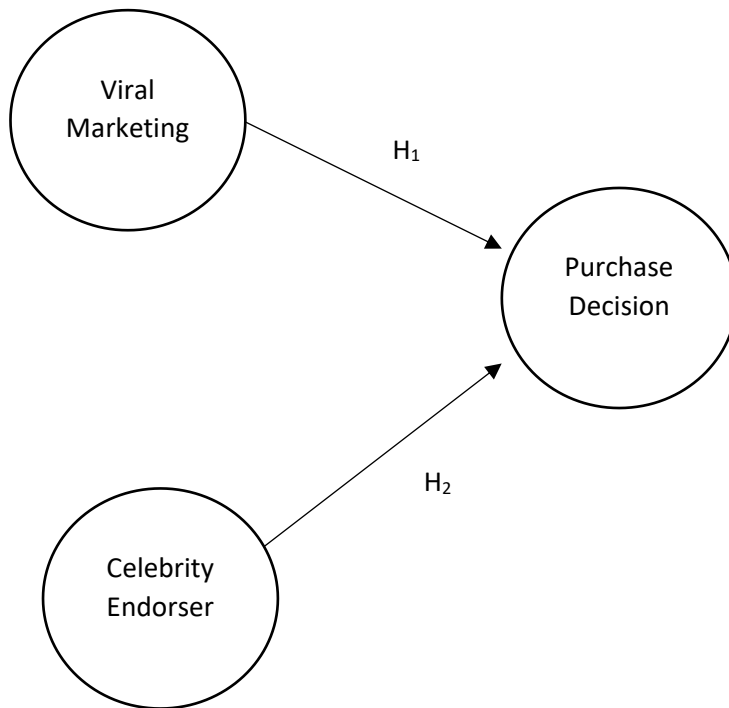
2.4 The Effect of Viral Marketing on Purchasing Decisions

Consumer behavior has changed due to the ease of accessing the internet. The ease of accessing the internet is of course useful when promoting MS Glow skincare products using viral marketing strategies. According to Turban (2018: 382) viral marketing is a word-of-mouth marketing strategy using electronic media where consumers or companies share information and opinions with others about a product or service. The good use of social media in viralizing a product, of course, can influence consumers when purchasing a product by means of a product that is successfully viral and then spreads quickly as a result, consumers wonder about using the product and consumers are interested in making a purchase decision. With Viral marketing, consumers can find out more information about an Ms Glow skincare product.

2.5 The influence of celebrity endorsers on purchasing decisions

One of the marketing strategies carried out by the company is by utilizing celebrities to promote a product known as a "celebrity endorser". This celebrity endorser promotes a product with its attractiveness such as physical characteristics, intelligence, personality and lifestyle. Based on the theory of Uses and Gratifications (usefulness and satisfaction), Herbert Blumer and Eliu Katz, the effective use of social media used by celebrity endorsers in advertising a product will certainly have an impact on purchasing decisions. This happens because consumers already know information about the specifications of the advertised product. by celebrity endorsers in accordance with the expectations and needs of consumers. The benefits of using the Celebrity endorser strategy are so that consumers believe that celebrity endorsers of MS Glow skincare products can be trusted and relied upon, consumers also believe that celebrity endorsers of MS Glow skincare products can represent the MS Glow brand, thereby encouraging consumers to make purchases.

Based on the frame of mind and description above, the hypothesis in this study is as follows:



Based on the research concept model, it is hypothesized research as follows:

H₁ : Viral Marketing has a positive and significant effect on purchasing decisions.

H₂ : Celebrity endorsers have a positive and significant effect on purchasing decisions.

3. RESEARCH METHODS/METHODOLOGY

This research approach is a quantitative approach which means that the research data is in the form of numbers and analyzed using statistics. The researcher chose to use a quantitative approach because the researcher wanted to objectively describe the data found in the field. This research uses Google Form which is distributed through social media. This research was conducted from December 2022 to June 2023. The population in this study were MS Glow users or consumers in Bekasi City. This sampling technique uses purposive sampling, which is a sampling technique with certain considerations so that it is feasible to be a sample (Sugiyono, 2014).

Considerations or sample criteria in this study are Respondents who live in Bekasi City, are at least 17 years old and have Purchase at least one MS Glow skincare product. Because in this study the number of the population is not known with certainty. So this study produced a sample of 100 respondents. Data analysis was performed using the Partial Least Square (PLS) method using SmartPLS 3.0 software. The PLS-SEM analysis consists of two sub-models, namely the measurement model or outer model and the structural model or inner model.

1. Outer model, which is a measurement model that links the manifest (indicator) with its latent variables (Ghozali & Latan, 2021). The measurement model with reflective indicators uses a validity and reliability test approach.
 - Validity test is used to measure the validity or validity of a questionnaire. There are several stages of testing carried out, namely convergent validity, average variance extracted (AVE), and discriminant validity.
 - Reliability tests are carried out to ensure the accuracy, consistency and precision of the instrument in measuring constructs. In measuring the reliability of a construct with reflexive indicators it can be done in two ways, namely by Cronbach's Alpha and Composite Reliability.
2. The inner model, shows the relationship or strength of estimation between latent

or construct variables based on substantive theory (Ghozali & Latan, 2021). In the inner model using R-Square

3. Test the hypothesis in this study using SmartPLS which aims to determine the effect of exogenous variables (independent variables) on endogenous variables (dependent variables). Testing the hypothesis is by carrying out the bootstrapping process using SmartPLS 3.0. bootstrapping calculates the direct effect and the indirect effect

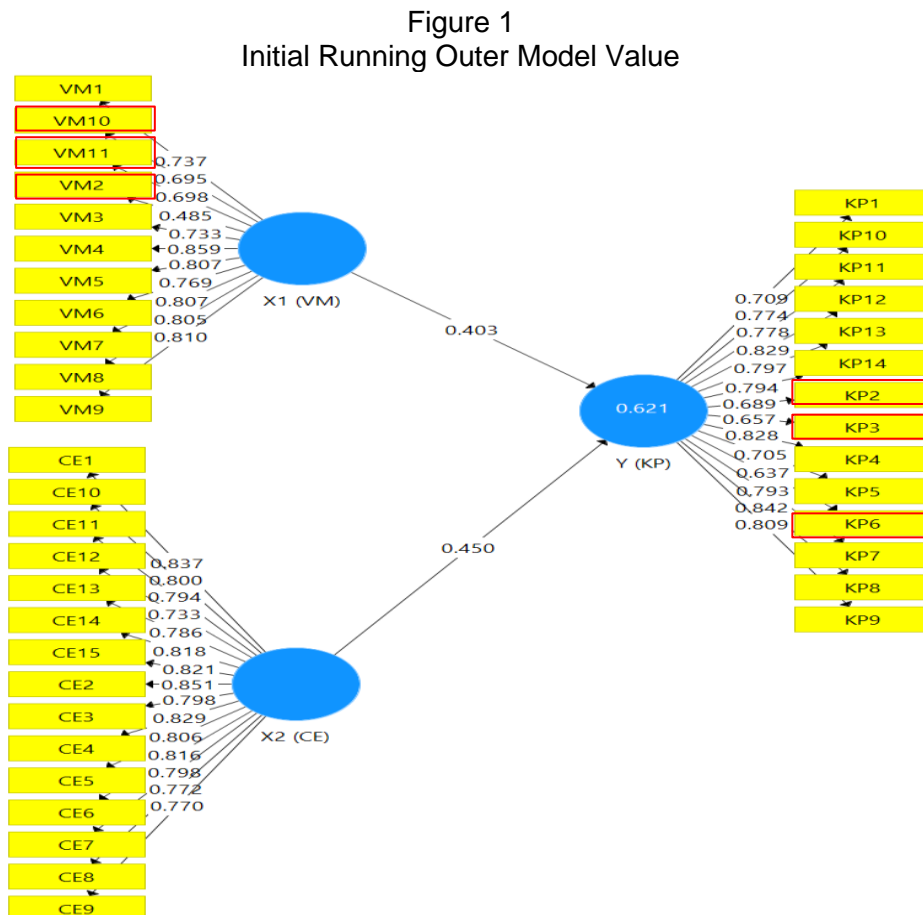
4. RESULTS AND DISCUSSION

1. Convergent Validity

Convergent validity can be calculated by outer loading (loading factor) and Average Variance Extracted (AVE). From the results of the convergent validity test, there were several numbers that did not meet the criteria, so the researcher had to remove some of the outer loading variables and the Average Variance Extracted (AVE) which did not meet the criteria.

a. Outer Loading (Loading Factor)

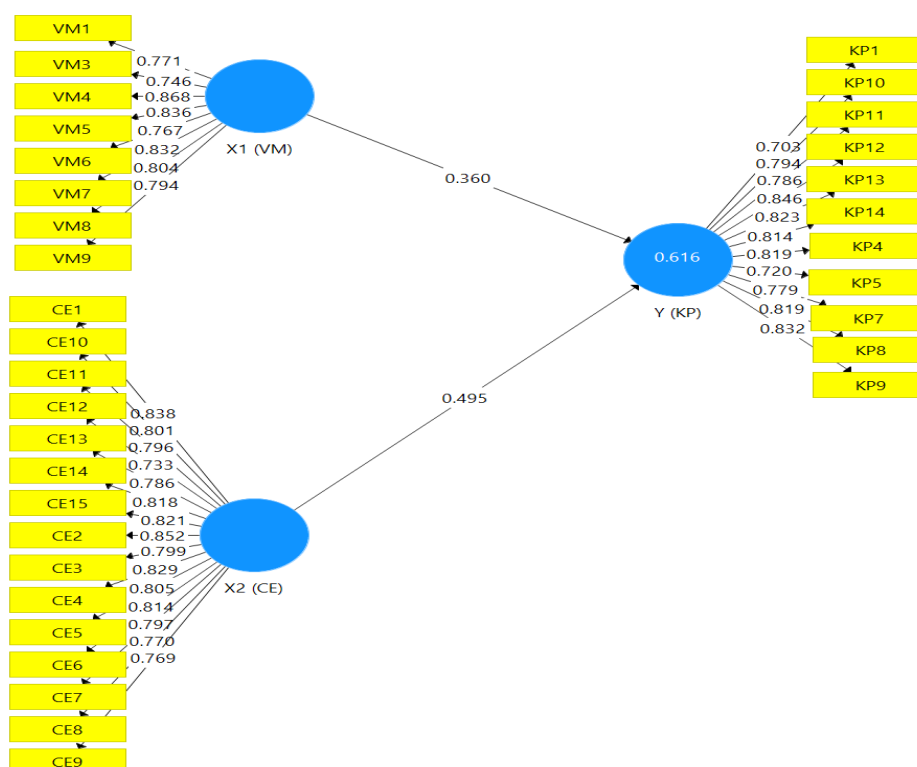
Referring to the opinion of Ghozali and Latan (2021:68) that the outer loading value must be more than 0.7 for confirmatory research. So the researchers did the cleaning on the Outer Loading. This is done to get the validity and reliability of research. The initial outer loading (loading factor) values obtained by the researcher are as follows:



Source: Data Processed Smartpls Output, 2023

Deletion →

Figure 2
Outer Model Test Results After Deletion



Source: Data Processed Smartpls Output, 2023

There are six (6) indicators that were removed, namely variable X1 (VM2) which has a value of 0.485, variable X1(VM10) has a value of 0.695, variable X1 (VM11) which has a value of 0.698, variable Y (KP2) which has a value of 0.689, variable Y (KP3) which has a value of 0.657, and variable Y (KP6) has a value of 0.637. This occurred because the value of the loading factor in the assessment of convergent validity was below 0.7 after the removal of the results of the loading factor (X1) viral marketing, (X2) celebrity endorser, and (Y) purchasing decisions met the standard, namely a value above 0.7, thus all constructs were declared valid .

b. Average Variance Extracted (AVE)

Referring to the opinion of Ghazali and Latan (2021:68) the Average Variance Extracted (AVE) value must be greater than 0.5.

Table 1.
AVE (Average Variance Extracted) Value

Variabel	Average Variance Extracted (AVE)
Viral Marketing (X1)	0,645
Celebrity Endorser (X2)	0,644
Purchasing Decision (Y)	0,632

The Average Variance Extracted (AVE) value of the variable (X1) viral marketing, (X2) celebrity endorser, and (Y) purchase decision is above 0.5. Referring to the opinion of Ghazali and Latan (2021:68) the Average Variance Extracted (AVE) value must be greater than 0.5. So it can be concluded that all construct indicators are declared valid. The results of calculating the Average Variance Extracted (AVE) and loading factor/outer loading values show that all variables meet the criteria and of course this results in the conclusion that the convergent validity test is acceptable. So, it can be concluded that this research instrument is valid and meets the criteria.

2. Discriminant Validity

a. Cross Loading

The Cross Loading test is used to test that the outer loading value of the construct variable must be greater for the variable itself than for the other variables. The results of cross loading from this study are:

Table 2.
Cross Loading Factor value

	Viral Marketing (VM)	Celebrity Endorser (CE)	Purchase Decision (KP)
VM1	0,771	0,455	0,463
VM3	0,746	0,546	0,556
VM4	0,868	0,567	0,563
VM5	0,836	0,525	0,538
VM6	0,767	0,537	0,545
VM7	0,832	0,592	0,578
VM8	0,804	0,535	0,640
VM9	0,794	0,585	0,556
CE 1	0,577	0,838	0,622
CE 2	0,623	0,852	0,637
CE 3	0,597	0,799	0,581
CE 4	0,585	0,829	0,588
CE 5	0,548	0,805	0,563
CE 6	0,611	0,814	0,570
CE 7	0,515	0,797	0,547
CE 8	0,493	0,770	0,548
CE 9	0,492	0,769	0,528
CE 10	0,528	0,801	0,584
CE 11	0,539	0,796	0,707
CE 12	0,474	0,733	0,638
CE 13	0,532	0,786	0,520
CE 14	0,545	0,818	0,607
CE 15	0,495	0,821	0,597
KP1	0,562	0,506	0,703
KP4	0,566	0,671	0,819
KP5	0,517	0,615	0,720
KP7	0,487	0,523	0,779

KP8	0,524	0,570	0,819
KP9	0,589	0,575	0,832
KP10	0,528	0,607	0,794
KP11	0,515	0,639	0,786
KP12	0,596	0,590	0,846
KP13	0,576	0,566	0,823
KP14	0,610	0,579	0,814

In the table 2. it can be concluded that the construct is stated to be valid because the value of this variable is greater than the value of the other constructs and looking at the cross loading value of each variable > 0.70, the indicator is declared valid (Ghozali and Latan, 2021:69).

b. Average Variant Extracted (AVE)

It can be concluded that the value of the average variance extracted (AVE) is greater than 0.5 or the root value of the AVE is greater than the highest value of the correlation between the constructs (Ghozali and Latan, 2021:69)

Table 3.
AVE (Average Variance Extracted) Value

	Viral Marketing	Celebrity Endorser	Purchase Decision
Viral Marketing	0,803		
Celebrity Endorser	0,679	0,802	
Purchase Decision	0,695	0,739	0,795

so this study is said to have good discriminant validity values. It can be proven from the table above that the viral marketing variable has an AVE root value of 0.803 which is higher than the correlation between the celebrity endorser construct and purchasing decisions. Then the root value of AVE celebrity endorser is 0.802 greater than the correlation between the viral marketing construct of 0.679 and purchasing decisions. Then the AVE root value of the purchase decision is 0.795 which is greater than the correlation between the viral marketing construct of 0.695 and the celebrity endorser construct of 0.739.

3. Cronbach's Alpha dan Composite Reliability

Table 4.
Cronbach's Alpha Value and Composite Reliability

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Viral Marketing	0,921	0,936
Celebrity Endorser	0,960	0,964
Purchase Decision	0,941	0,950

Based on table the results of Cronbach's Alpha from viral marketing, celebrity endorsers, and purchasing decisions obtained results of more than 0.7. That is, the construct has good reliability or the questionnaire used as a tool in this study is reliable or consistent.

4. R-Square

Table 5.
R-Square Test Results

	R Square (R ²)	Information
Purchase Decision	0,616	Moderat

It can be seen that the value of R square (R²) is 0.616. This value indicates that the viral marketing and celebrity endorser variables simultaneously influence the purchasing decision variable by 61.6%. And the remaining 38.4% is influenced by other variables that are not in this study. The R square (R²) value is 0.616 or if in percent it is 61.6% proving that the influence of viral marketing and celebrity endorser variables on purchasing decisions is included in the moderate category (medium).

5. Hypothesis Testing

Testing the research hypothesis was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. These values can be seen from the bootstrapping results. The rules of thumb used in this study are t statistics >1.96 with a significance level of p-value 0.05 (5%) and a beta coefficient positive value. The hypothesis will be accepted if the t-statistic value is > 1.96 or the p-value significance level is <0.05 (5%) with a positive coefficient.

a. Spesifik direct effect

The role of mediation can also be seen from the significance of the direct effect, as follows is the value of the direct effect of bootstrapping results

Table 6.
Direct Effect Value

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y	0,360	0,351	0,134	2,678	0,008
X2 -> Y	0,495	0,509	0,159	3,119	0,002

For the first hypothesis, namely the effect of viral marketing on purchasing decisions, it produces a p-value of 0.008 < 0.05 and a statistical value of 2.678 > 1.96. This shows that Ho is rejected and Ha is accepted, meaning that the viral marketing variable has a significant effect on the purchasing decision variable. While for the second hypothesis, namely the influence of celebrity endorsers on purchasing decisions, it produces a p-value of 0.002 < 0.05 and a statistical value of 3.119 > 1.96. So it shows that Ho is rejected and Ha is accepted, which means that the celebrity endorser variable has a significant effect on the purchasing decision variable.

b. Spesifik indirect effect

The role of mediation can also be seen from the significance of the indirect effect, as follows is the value of the indirect effect of bootstrapping results

Table 7.
Indirect Effect Value

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values

X1 -> Y	0,360	0,367	0,137	2,623	0,009
X2 -> X1	0,680	0,693	0,084	8,049	0,000
X2 -> Y	0,492	0,487	0,161	3,048	0,002

the results of the first indicert effect test, the effect of viral marketing on purchasing decisions resulted in a p-value of $0.009 < 0.05$ and a statistical value of $2.623 > 1.96$. This shows that the viral marketing variable has a direct effect on the purchasing decision variable. Meanwhile, the results of the second indirect effect, namely celebrity endorsers for viral marketing, produce a p-value of $0.000 < 0.05$ and a statistical value of $8.049 > 1.96$. This shows that the celebrity endorser variable has a direct effect on the viral marketing variable. Then, the results of the third indirect effect test, namely the influence of celebrity endorsers on purchasing decisions, produce a p-value of $0.002 < 0.05$ and a statistical value of $3.048 > 1.96$. So it shows that the celebrity endorser variable has a direct effect on the purchasing decision variable.

CONCLUSION

Based on the results of the analysis and discussion, the authors can draw conclusions regarding the influence of viral marketing and celebrity endorsers on purchasing decisions for skincare MS Glow in Bekasi as follows:

1. The viral marketing variable in this study has a positive and significant effect on purchasing decisions. This is evidenced by the value of p-value of $0.008 < 0.05$ and a statistical value of $2.678 > 1.96$ so that H_1 was accepted.
2. The celebrity endorser variable in this study has a positive and significant effect on purchasing decisions. This is evidenced by the value of p-value of $0.002 < 0.05$ and a statistical value of $3.119 > 1.96$ so that H_2 was accepted.

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