

The Influence Of Celebrity Endorsers, Content Marketing, And Product Quality On Purchasing Decisions For Skintific Products (Study On Skintific Product Users In Semarang City)

¹Tiana Faradita, ²Febrianur Ibnu Fitroh Sukono Putra

^{1,2}Dian Nuswantoro University, Indonesia

Corresponding Author:

Tiana Faradita,
Faculty of Economics and
Business,
Dian Nuswantoro University,
Semarang, Indonesia.
Email:
211202006612@mhs.dinus.ac.id

ABSTRACT

This study intends to analyze how Celebrity Endorsers, Content Marketing, and Product Quality influence the purchase decision of Skintific products. This type of research uses quantitative questionnaire data. The respondents of this study were private campus students in Semarang City who had purchased Skintific products. Purposive sampling was used for the sampling process in this study, which amounted to 100 respondents. The sample in this study was done with the formula Malhotra (2006). The number of indicators multiplied by 5 or variables multiplied by 5, there are 100 respondents who can be used to adjust the sample size in this study. The research analysis procedure uses Multiple Linear Regression Analysis, Validity Test, Reliability Test, and Hypothesis Test. This study found that Celebrity Endorser does not have a significant effect on customer decisions to buy Skintific products, Content Marketing has a significant and beneficial influence on customer decisions to buy Skintific products while Product Quality has a positive effect on Skintific product purchase decisions. Companies can leverage this research as a primary source of information to improve profitable business operations and increase market share.

Keywords: celebrity endorser, content marketing, product quality, purchase decision

1. INTRODUCTION

The lifestyle of modern women demands greater attention to appearance, skin care is very important for everyone, especially for women in today's contemporary era. A survey conducted by Zap Index Beauty in 2022 shows that Indonesian women are heavily influenced by beauty trends (Wasitaningrum & Cahya, 2022). Looking beautiful is a desire for most women. Most women think that looking beautiful is one of the needs that must be met in order to grow confidence in appearance. This condition encourages the growth of the beauty business, especially skincare products which are quite high in Indonesia (Sari & Sari Sitompul, 2023).

Currently, many companies offer skin care products with various brands including Ms Glow, Skintific, Wardah, Pond's, L'Oreal, Somethinc, etc. The brand offers various types of skin care such as moisturizers, serums and even toners. In this study, Skintific products were chosen as the object of research. This is because Skintific products managed to rank second in the ranks of the top brand Face Care in Indonesian E-commerce with the best-selling sales in 2022.

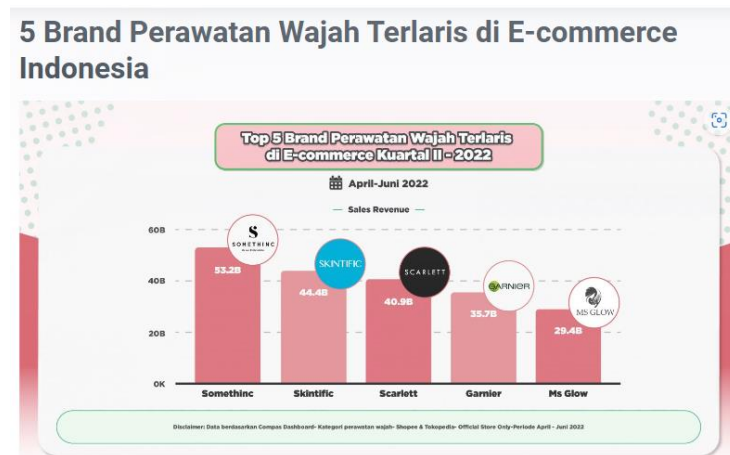


Figure 1 : Data on best-selling facial care brands in E-commerce Indonesia in 2022

According to sources quoted from compass.co.id shows that Skintific occupies the second position after the Somethinc brand in the best-selling facial care category in E-commerce Indonesia in 2022. However, in the June-August 2022 period, according to sources quoted from compass.co.id, Skintific was ranked 3rd under Some By Me, which decreased compared to the previous period. That is, Skintific started this June with a decline in sales.

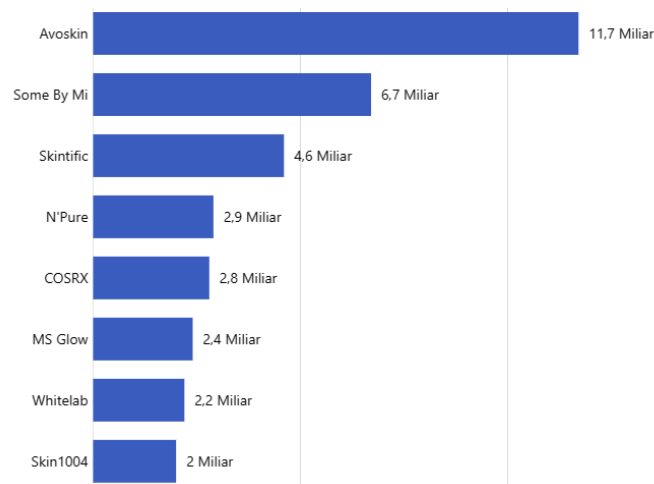


Figure 2 : Data on best-selling facial care brands in E-commerce Indonesia (June-August 2022)

As previously said regarding the decline in sales on Skintific products, therefore one of Skintific's efforts to compete with other brands is to implement a marketing strategy. Based on the factors of making a product purchase decision, namely environmental factors, the celebrity endorser strategy is chosen to overcome these problems. Celebrity endorsers usually promote on social media platforms, such as Instagram and Tik Tok and one of the celebrities chosen is Rachel Vennya (Carolin, 2019). The reason for choosing Rachel Vennya as the subject of this study is because for the class of celebrities who are not from among artists who usually appear in front of the screen, Rachel has an ER (Engagement Rate) of 6% exceeding Raffi Ahmad's 1%, Baim Wong's 2% which is assessed through the counting website (AGENCY, tanke.fr, 2021). The more Rachel uploads photos and videos of her lifestyle and daily life, the more followers she grows every day. The content that Rachel uploads also has several types of following features on Instagram, namely Reels, IGTV and IG-Story. For the endorsement rate itself, Rachel Vennya's management also provides different prices for each feature, so the price for uploading endorsed products on IGTV, Reels and IG Story each has its own rate.

Furthermore, there are technological factors in the form of content marketing, Content Marketing can be considered as a medium that connects sellers and buyers so that products are easily recognized among the public even interesting marketing content will affect the buying interest of customers (Carolin, 2019). Research by Agustin et al. (2022); cahyani and Aulia (2023); Mauludiyah et al. (2023); Shadrina and Sulistyanto (2022); Lee (2021) who states that Content Marketing influences Purchase Decisions. According to Fauzan and Dian

(2020), Content Marketing is a strategy that involves creating and publishing content on websites and social media. Chairina (2020) explained that content marketing is a marketing strategy where we plan, create, and content that is able to attract audiences, then encourage them to become customers. Chairina (2020) also explained that media from content marketing such as images, photos, videos, audio, writing, and so on.

Then the personal factor from a psychological point of view in the form of trust in the quality of products or product quality. To improve purchasing decisions, product quality is very important for companies. However, now many fake Skintific products sold on the market will have a negative impact on the quality of Skintific products (Wasitaningrum & Cahya, 2022). Research from Suryawardana and Fernandy (2023); Dwijantoro et al. (2022); Ristanti and Iriani (2020); Sani et al. (2022) indicates that Product Quality influences Purchasing Decisions. According to Ernawati (2019) that product quality is an important factor that influences every customer's decision to buy a product. The better the quality of the product, the more interest consumers will want to buy the product. According to Lesmana and Ayu (2019) that product quality is a dynamic condition related to products, humans or labor and the environment to meet every consumer.

The differences in research regarding the significance value of each variable found in previous studies are:

No		Significant	Insignificant
1	Celebrity Endorsers influence purchasing decisions.	1. Farah Dzakirah, Nasrul , Sinarwaty. (2021). 2. Venty Saroh, Eti Arini. (2023). 3. D. Rajasekar (2018). 4. Stefanus Kevin Sirait, Sisnuhadi (2021)	1. Trisiska Wasitaningrum, Handy Nur Cahya (2022) 2. Sukmawati Setyo Putri, Euis Soliha (2022) 3. Osei-Frimpong et al., (2019)
2	Content Marketing influences Purchase Decisions.	1. Elok Faiqotul Mauludiyah, Nurhajati, Budi Wahono (2023) 2. Reza Nur Shadrina, Yoestini Sulistyanto (2022)	1. Nina Bilqis Maharani (2023)
3.	Product Quality on Purchasing Decisions	1. Edy Suryawardana, Maria Augustine Gracia Fernandy. (2023) 2. Rizky Dwijantoro, Bernadin Dwi, and Nobelson Syarief (2022) 3. Annisa Ristanti, SriSetyo Iriani (2020) 4. (Sani et al., 2022)	1. Trisiska Wasitaningrum & Handy Nur Cahya (2022)

Source: Previous Researchers

Based on the description above, this time the author will carry out research entitled "The Influence of Celebrity Endorsers, Content Marketing and Product Quality on Purchasing Decisions".

2. LITERATURE REVIEW

Celebrity Endorser

According to Ikawati et al., (2021) and Riwkun et al., (2021) Celebrity-supported marketing is a company strategy to promote a product or service by involving celebrities as a strategic effort to be carried out by the company, or commonly known as Celebrity Endorser. Celebrity endorsements in advertising have received significant attention in literature. Many studies show strong support for the use of celebrity endorsements, arguing that celebrities help make brands recognizable and create positive brand attitudes. A person known as a celebrity endorser is an individual who has fame in society, either as a public figure, entertainer, or influencer, thanks to his abilities and achievements in one or more fields of science.

Content Marketing

Content marketing, also known as "content marketing", is a management process in which businesses find, analyze, and meet customer demand to benefit from the use of digital content distributed through electronic channels. (Mauludiyah et al., 2019)

Content marketing aims to build brand awareness, build credibility, and ultimately drive profitable customer actions. By leveraging multiple content formats such as blog posts, videos, social media content, infographics, and more, content marketing seeks to convey valuable information, entertainment, or inspiration to audiences, nurturing positive consumer brand relationships.

Product Quality

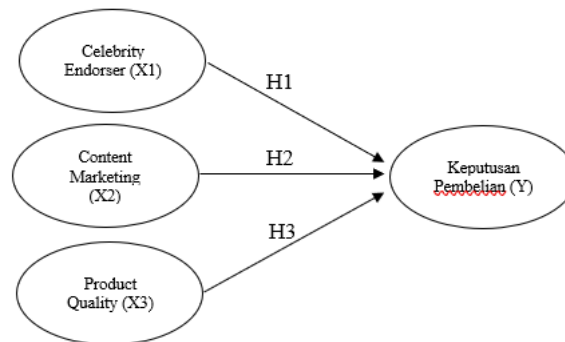
Product quality is an affirmation of the level of strength of a particular brand or product in realizing the expected function. Product quality indicates the scale and durability of the product, trustworthiness, precision of the product, ease of operation and maintenance and other attributes assessed. (Rizkiana et al., 2023). Meanwhile, according to Anggraeni and Soliha (2020). Product quality is a customer-centric view of quality. Finally, it can be stated that the seller has provided quality if the product or service provided by the sale is sufficient or exceeds what the consumer expects.

Purchasing Decision

According to (Princess & Soliha, 2022) The purchase decision process is a series of steps that begin with the introduction of the problem by the consumer, followed by the search for information about a particular product or brand that is considered to solve the problem. After that, consumers evaluate these options before finally making a purchase decision. According to (Kotler & Keller, 2020), there are four indicators of purchasing decisions, namely: constancy of a product, habits in making purchases, providing recommendations to others, and making repeat purchases.

Frame of Mind

Taking into account the theoretical foundation and the relationship between variables, the following frame of mind can be used to describe the research problem:



The characteristics of an artist's endorsement in a product ad can affect how customers see the item. This is supported by the results of research conducted by (Dzakirah et al., 2021), (Saroh & Arini, 2022) and (Rajasekar, 2018) which shows that the artist's encouragement increases customer buying interest. Based on this description, the research hypothesis can be formulated as follows:

H1: Celebrity Endorsers have a positive and significant influence on Purchasing Decisions

Content marketing is one of the marketing strategies used to introduce products to the wider community with the aim of making people interested and to increase sales (Cahyaningtyas & Indra Wijaksana, 2021). The journal states that Content Marketing has a significant influence on purchasing decisions.

H2: Content Marketing has a positive and significant influence on Purchasing Decisions

The results of this study are supported by previous research conducted by Venty Saroh and Eti Arini (2022). The results of this study show that Product Quality is significant to purchasing decisions. In research conducted by Annisa Ristanti, SriSetyo Iriani (2020)

The results of this study show that Product Quality has a significant effect on purchasing decisions. Based on the research results that have been mentioned, the research hypothesis can be formulated into:

H3: Product Quality has a positive and significant effect on Purchasing Decisions

Previous Research	
Title and Researchers	Result
A Study on Purchase Decisions of Celebrity Endorsement on Advertising Campaign in Influencing Consumer: Impact Analysis (D. Rajasekar 2018)	The results of research that have been conducted show that the existence of celebrity credibility has a positive relationship with consumer purchase intent, celebrity experience of products moderates the influence of celebrity credibility and its effect on user purchase intent.

<p>Big names and small price tags: an analysis of celebrity endorsement on consumers' perceptions of price, quality, and intent to purchase (Delancy Howard Sterling Bennett, Yana G. Andonova, and Nwamaka A. Anaza 2021)</p>	<p>The results showed that price negatively affects purchases i.e., higher prices reduce buying behavior, results also show that a celebrity endorser's skill level increases buying behavior i.e., a higher celebrity skill level increases consumer purchases, the interaction between price and endorser's expertise on purchases is significant.</p>
<p>Impact Of Content Marketing Towards The Customer Online Engagement (KPW Dilhani Ruwanthika Weerasinghe 2018)</p>	<p>The results of research that have been conducted show that content marketing has a positive effect on Customer Online Engagment. The relationship between previous research and current research is from this research journal there is the same variable, namely the Content Marketing variable.</p>
<p>The Influence of Brand Image and Celebrity Endorsers on the Purchase Decision of Make Over Cosmetics in Kendari City (Farah Dzakhirah, Nasrul, Sinarwaty 2021)</p>	<p>The results of this study Brand Image have a positive and significant effect on Purchase Decisions, Celebrity Endorsers have a positive and significant effect on Purchase Decisions, Brand Image and Celebrity Endorsers simultaneously have a positive and significant effect on Purchase Decisions.</p>
<p>The Effect Of Product Quality, Endorsement Influencer, And Promotion Of The Purchase Decision Of Vavl Beaute Skincare In Kendal District (Sukmawati Setyo Putri, Euis Soliha 2022)</p>	<p>The results of this study include Product quality has a positive and significant effect on vavl beaute skincare purchasing decisions, Influencer endorsement does not affect vavl beaute skincare purchasing decisions, Promotion has a positive and significant effect on vavl beaute skincare purchasing decisions.</p>

3. RESEARCH METHOD

This study used quantitative research. The variables in this study are purchasing decision (Y) with indicators of deciding to buy a product, constancy of a product, habits in making purchases, giving recommendations to others, and making repeat purchases (Wahyuni et al., 2023).

Varibabel celebrity endorser (X1) with indicator Visibility Credibility, Attraction, Skillsand Familiarity (Purwanto & Sahetapy, 2022) (Dewa, 2018). Content marketing variable (X2) with indicator Relevance, Informativeness, Reliability, Value, Uniqueness (Irene, 2019). Product quality variables with indicators of performance, performance, conformity with specifications, features, and perceived quality (Rochim & M Alif Fatur, 2022). The targeted population in this study is all users of Skintific products in Semarang City who have used Skintific products at least once. The technique used is a non-probability technique with a purposive sampling method. The sample consisted of students who met the following criteria: at least 17 years old, had used Skintific products at least once, and they had to have seen slebriti endors, especially Rachel Venya, doing campaigns for Skintific products. The data to be used in this study is primary data where data collection is carried out using a questionnaire 5 Likert scale, according to Sugiyono (2017) the Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. In this study, the primary data used by researchers was a questionnaire in the form of a google form with a sample of 100 people. Sampling in this study was carried out using the malhotra formula (2006). The number of indicators multiplied by 5 or the number of variables multiplied by 5 can be used to calculate the size of the sample in a study. The sample size was determined using 20 statement indicators from 4 variables, namely $20 \times 5 = 100$ respondents (Serpiana et al., 2023). In this study there are analytical methods used are research prerequisite tests (validity tests and reliability tests), classical assumption tests (normality tests, heteroscedasticity tests and multicholinerity tests), multiple linear regression analysis, hypothesis tests (t tests), f tests, and determination coefficient tests.

4. RESULTS AND ANALYSIS

Results of Respondent Characteristics

Table 1. Respondent Profile (N=100)

	Classification	Sum	Presentae (%)
Age	17-20	36	36%
	21-25	63	63%
	30	1	1%
Gender	Woman	85	85%
	Man	15	15%
Domicile	Semarang	100	100%
University Origin	UDINUS	69	68%
	UNISVET	7	7%
	UNISSULA	7	7%
	UNIMUS	6	6%
	UNWAHAS	3	3%
	USM	4	4%
	UPGRIS	3	3%

Source : Data Processing, 2023

Table 1 shows that when viewed from age, most respondents aged 21-25 years (63%), in terms of domicile respondents are 100% domiciled in Semarang, based on University Origin most respondents are students of Dian Nuswantoro University (68%).

Validity Test

Table 2. Validity Test

Variable	Statement Item	R table	R count	Information
Celebrity Endorser	X1.1	0,200	0,740	Valid
	X1.2	0,200	0,825	Valid
	X1.3	0,200	0,821	Valid
	X1.4	0,200	0,816	Valid
	X1.5	0,200	0,860	Valid
Content Marketing	X2.1	0,200	0,710	Valid
	X2.2	0,200	0,717	Valid
	X2.3	0,200	0,744	Valid
	X2.4	0,200	0,795	Valid
	X2.5	0,200	0,751	Valid
Product Quality	X3.1	0,200	0,771	Valid
	X3.2	0,200	0,732	Valid
	X3.3	0,200	0,742	Valid
	X3.4	0,200	0,499	Valid
	X3.5	0,200	0,756	Valid
Purchasing Decision	Y1	0,200	0,735	Valid

Variable	Statement Item	R table	R count	Information
	Y2	0,200	0,669	Valid
	Y3	0,200	0,562	Valid
	Y4	0,200	0,788	Valid
	Y5	0,200	0,706	Valid

Source : Data Processing, 2023

Based on the results of table data on the validity test, the r value of the table with the number of respondents 100 is 0.200. Based on the test results, it is known that the correlation value of rcalculate > rtable based on a significant test of 0.05 (5%) which means that these items are valid.

Reliability Test

Table 3. Reliability Test

No	Variable	Rule Of Thumb	Cronbach's Alpha	Information
1	Celebrity Endorser	0,70	0,870	Reliable
2	Content Marketing	0,70	0,797	Reliable
3	Product Quality	0,70	0,745	Reliable
4	Purchasing Decision	0,70	0,729	Reliable

Source : Data Processing, 2023

Based on the table data above, it is stated that Cronbach's alpha value is greater than the limit value, namely $0.870 > 0.60$ in the celebrity endorser variable, $0.797 > 0.60$ in the content marketing variable, $0.745 > 0.60$ in the product quality variable, and $0.729 > 0.60$ in the purchase decision variable. Thus the four variables are declared reliable.

Normality Test

Table 4. Normality Test

One – Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		102
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.54178682
Most Extreme Differences	Absolute	.058
	Positive	.058
	Negative	-.044
Test Statistics		.058
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source : Data Processing, 2023

Based on the table above, the normality test using Extract produces Asymp Sig. (2-tailed) values of $0.200 > 0.050$. So that the data has been distributed normally.

Multicolliearity Test

Table 5. Multicolliearity Test

Coefficients ^a			
Type		Collinearity Statistics	
		Tolerance	VIF
1	Celebrity Endorse	0.685	1.459
	Content Marketing	0.560	1.785
	Product Quality	0.553	1.807

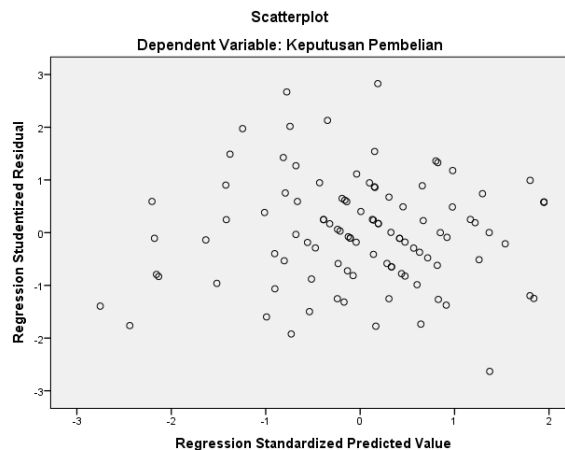
- a. Dependent Variable: Purchase Decision

Source: Data Processing, 2023

From table 3, the results are obtained that Toll = 0.685 (> 0.1) for the Celebrity Endorser variable, Toll = 0.560 (> 0.1) Content Marketing variable, and Toll = 0.553 (> 0.1) Product Quality variable. Likewise, VIF = 1.459; 1,785; 1,807; (< 10) for all three independent variables. Thus the assumption of no multicollinearity is met.

Heteroscedasticity Test

Table 6. Heteroscedasticity Test



Source: Olah Data, 2023

Based on the figure above, it shows that the points in the scatterplot spread randomly and there is no certain pattern, such as points that form a certain pattern that is regular (wavy, widened, then narrowed) and there is no clear pattern, so it can be concluded that the regression model in this study does not occur symptoms of heterokedasticity.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Test

		Unstandardized Coefficients			
Type		B	Std. Error	t	Sig.
1	(Constant)	4,274	1,361	3,141	,002
	Celebrity Endorser	-,039	,055	-,706	,482
	Content Marketing	,289	,076	3,820	,000
	Product Quality	,545	,082	6,631	,000

a. Dependent Variable: T.Y

Source: Olah Data, 2023

Based on the regression results, a linear equation can be made between celebrity endorsers, content marketing, and product quality on the purchase decision of Skintific products as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

$$Y = 4.274 - 0.039X1 + 0.289X2 + 0.545X3 + e$$

T Test

Based on the partial regression test data in the table in this study, it can be concluded that:

- 1) The Influence of Celebrity Endorsers on Purchasing Decisions

It is known that the significant value is 0.482 > 0.05 and the calculated value is -0.706 > 1.66023 so that the conclusion is that H1 is rejected, meaning that the celebrity endorser variable (X1) has no significant effect on the purchase decision (Y).

- 2) The Effect of Content Marketing on Purchasing Decisions It is known that the significant value is $0.000 < 0.05$ and the calculated value is $3.82 > 1.66023$ so that the conclusion is that H2 is accepted, meaning that the content marketing variable (X2) has a positive effect on the purchase decision (Y).
- 3) The Effect of Product Quality on Purchasing Decisions It is known that the significant value is $0.000 < 0.05$ and the calculated value is $6.631 > 1.66023$ so that the conclusion is that H3 is accepted, meaning that the product quality variable (X3) has a positive effect on purchasing decisions (Y).

Test F (Simultaneous Test)

Table 8. Test F (Simultaneous Test)

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	373,904	3	124,635	49,926	,000b
	Residuals	239,656	96	2,946		
	Total	613,560	99			

a. Dependent Variable: T.Y

b. Predictors: (Constant), TX.3, TX.1, TX.2

Source : Data Processing, 2023

Based on the results of the table on the F test obtained in the study, the F value is calculated with a total of 49.926 above the F-table 2.698 with a Sig value of 0.000 below 0.05 (5%), it can be concluded that the variables celebrity endorser, content marketing, and product quality simultaneously affect the purchase decision (Y)

Coefficient of Determination Test

Table 9. Coefficient of Determination Test

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781a	,609	,597	1,580

a. Predictors: (Constant), TX.3, TX.1, TX.2

b. Dependent Variable: T.Y

Source : Data Processing, 2023

Based on the results of the data in the coefficient of determination test table, it is known that the value of the coefficient of determination (Adjusted R Square) is 0.597 or 59.7%. It states that 59.7% of purchasing decision variables are explained by celebrity endorsement, content marketing, and product quality variables. While the remaining 40.3% was influenced by other variables that were not used in this study.

Discussion

The Influence of Celebrity Endorsers on Purchasing Decisions

According to statistical analysis conducted by researchers regarding the impact of Celebrity Endorsers on customer purchase interest, it can be concluded that the Celebrity Endorser variable does not have a significant influence on consumer decision factors. This fact shows that customer trust in endorser reviews is reduced because they are sometimes made without product usage experience. As a result, customers become hesitant to rely on such reviews in determining whether the product is really as effective in moisturizing and brightening the skin as advertised. Therefore, the purchase decision is not affected by the endorser's views. This finding is in line with the results of research by Trisiska Wasitaningrum and Handy Nur Cahya (2022) which states that celebrity endorsers do not have a significant impact on buying interest in Scarlett Whitening products.

The Influence of Content Marketing on Purchasing Decisions

The results of statistical analysis of the influence of content marketing on customer interest in buying Skintific show that significant purchase decision variables are influenced by content marketing variables. The influence of Content Marketing on purchasing decisions occurs because the content presented is as needed, informative, trustworthy, valuable, and has differences with competitors so that consumers are interested in making purchases of Skintific products. These findings are in line with research conducted by (Cahyani & Aulia, 2023) shows that content marketing variables have a significant effect on purchasing decisions.

The Effect of Product Quality on Purchasing Decisions

Based on the results of studies that have been conducted, it was found that the Product Quality factor has a positive and significant influence on the purchase decision of skincare from the Skintific brand. Therefore, the

hypothesis is acceptable. The ease of transactions on a product can create a sense of comfort for buyers when deciding to buy, especially if the product has been proven to cause changes for the better. However, in the end, this impact still depends on the experience of using the product by the buyer himself. The results of this study are consistent with the findings in research conducted by (Efendi & Aminah, 2023). The research shows that Product Quality has a positive and significant influence on the purchasing decision of Skintific skincare products in the East Java region.

5. CONCLUSION

The study's findings include the following:

1. Partially, the Celebrity Endorser variable does not have a significant effect on the Purchase Decision of Skintific products.
2. Partially, Content Marketing has a significant effect on the Purchase Decision of Skintific products.
3. Product Quality variables have a significant effect on the Purchase Decision of Skintific products.

Suggestion

1. Regarding the Celebrity Endorser Variable, companies must maintain good relationships with all influencers so that the feedback provided has a good impact on product sales.
2. Companies need to maintain interesting content by paying attention to several factors that can influence consumers to be more interested in buying the products offered.
3. In the quality of Skintific products, Skintific should be able to increase product reliability, such as the safety of cosmetic products when used and the reliability of products in overcoming skin problems.
4. Researchers are further advised to increase the number of research objects in order to obtain more respondents in order to obtain more perfect results by expanding the research location.

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