

The Influence of Celebrity Endorsers, Online Customer Reviews and Viral Marketing on Somethinc Purchasing Decisions in Generation Z in Padang City

Ella Selvia¹ and Linda Wati²

^{1,2}Management Study Program, Bung Hatta University, Padang, Indonesia

*Corresponding author: eselvia965@gmail.com

ABSTRACT

This research aims to determine the influence of celebrity endorsers, online customer reviews and viral marketing on purchasing decisions for certain skincare products among generation Z in the city of Padang. The population in this study were consumers of some skincare products who belonged to Generation Z and lived in Padang City with sampling using a purposive sampling technique, which resulted in 90 respondents as samples. Data analysis methods include: descriptive analysis, measurement model assessment, r square and structural model assessment. The research results show that online customer reviews and viral marketing have a positive effect on purchasing decisions. However, celebrity endorsers do not influence purchasing decisions. This research provides an important contribution to understanding the factors that influence purchasing decisions and can be a basis for companies to increase collaboration with endorsers in an effort to increase purchasing decisions for certain skincare products.

Keywords: *Celebrity Endorser, Online Customer Review, Viral Marketing and Purchasing Decisions.*

1. INTRODUCTION

Competition in the business world is currently growing rapidly, one of which is in the beauty industry. The development of the beauty industry has resulted in increasing competition between companies, one of which is the skincare business. A large number of skin care products in circulation has made business people compete to create products that are different from other products so that they are in great demand by consumers because they can fulfil consumers' needs and desires in purchasing them. This is motivated by the emergence of beauty trends, which have resulted in everyone making beauty a priority, especially for Generation Z consumers.

Generation Z is the generation born in 1997-2012, which is a generation that still likes entertainment, playing and following existing trends. Generation Z is the youngest generation of consumers and the generation that is very close to social media because this generation was born when the internet started to enter and develop rapidly in human life. Therefore, entrepreneurs must prepare themselves to engage with Generation Z because they are potential consumers now and in the future (Margery, 2019).

One of the most talked about and popular skincare products currently among the public, especially among the Z generation, is the Somethinc skincare product. Somethinc is a local beauty skincare brand that was founded in 2019 and was able to enter the top 50 Indonesian brands in 2020. Somethinc markets its products using several social media to share information about the products it offers.

The low popularity of Somethinc skincare indicates that Somethinc skincare has yet to become the main choice for consumers, especially among Generation Z, because the low popularity experienced by Somethinc shows that consumer purchasing decisions are low, especially among Generation Z. The low popularity of some things means that producers can overcome this problem by using a promotional mix, one of which is often used by companies today is advertising. To support the delivery of advertisements, an endorser is needed in the advertisement. Somethinc collaborates with endorsers such as artists and influencers, one of which is NCT Dream. Their support for a product can attract attention and influence consumer purchasing decisions, especially among Generation Z.

Purchasing decisions have a very important role in industrial marketing. According to Nuraini & Irawati (2021), Purchasing decisions are one of the stages in the purchasing process before post-purchase behaviour. Purchasing decisions are considerations made by consumers in selecting a product before making a decision that can be influenced by information about the product or service provided.(Pratama et al., 2022).

Purchasing decisions are influenced by various aspects, including celebrity endorsers and online customer reviews(Sangkardi et al., 2022). A celebrity endorser is an individual who is known to the public and uses his popularity to support the needs of a product by appearing together in an advertisement.(Rahmawati et al., 2022).

Meanwhile, according to Latif and Austria (2020), Online customer reviews are a facility that allows consumers to freely and easily write their comments and opinions online regarding various products or services that have a major influence on a consumer's purchasing decisions. Based on celebrity endorsers and online customer reviews, every consumer gets information and can give good or bad reviews about a product or shop.(Sugiarti & Iskandar, 2021).

Apart from celebrity endorsers and online customer reviews, viral marketing is also a factor that can influence purchasing decisions. According toTanuwijaya & Mulyandi (2021), viral marketing is a marketing strategy carried out by disseminating product information or opinions to the surrounding environment by word of mouth using digital media.

Some relatively many researchers examine purchasing decisions, the influence of celebrity endorsers and online customer reviews, such as research conducted bySangkardi et al. (2022), where the variables in the research are purchasing decisions as the dependent variable, celebrity endorsers and online customer reviews as the independent variables. (Fatmawati & Wati, 2024)researched the influence of product quality, design quality and brand image on smartphone purchasing decisions in Padang City. This research is a development of researchSangkardi et al., (2022)by adding the viral marketing variable as a variable that influences purchasing decisions. The addition of this variable is supported by research by Tanuwijaya and Mulyandi (2021), which suggests that viral marketing has a positive influence on purchasing decisions.

2. METHODS

This research is a quantitative study to test the influence of celebrity endorsers, online customer reviews and viral marketing on purchasing decisions. The object of this research is somethinc skincare products in the city of Padang. The population in this study are consumers of some skincare products who belong to Generation Z and live in the city of Padang. The sampling technique in this research uses the Purposive Sampling method, namely a sampling technique based on certain criteria determined by the researcher. The number of samples in this study was 90 respondents. The data used in this research is primary data taken by distributing questionnaires to respondents who have purchased various skincare products in the city of Padang. Data analysis methods include: Descriptive Analysis, Measurement Model Assessment, R Square and Structural Model Assessment.

3. RESULTS AND DISCUSSION

3.1 Results

3.1.1 Buying decision

Description of 90 respondents' responses to the purchasing decision variable, which has 5 statement items. In the purchasing decision variable the average results and TCR of the purchasing decision variable are displayed as follows:

Table 1. Purchasing Decisions

No	Statement	Average	TCR%	Information
1	I choose somethinc skincare products according to my needs	3.99	79.8	Pretty good
2	I found out some things from my family and neighbours	3.48	69.6	Pretty good
3	I chose to buy somethinc skincare products after	3.57	71.4	Pretty good

	comparing them with other brand products			
4	I am sure I have made the right decision buying something skincare products	3.89	77.8	Pretty good
5	If I have the chance, I will repurchase something skincare products	3.86	77.2	Pretty good
Average		3.76	74.84	Pretty good

Based on Table 1, the average score for the purchasing decision variable is 3.76, with a TCR value of 74.84%, which means that the decision to purchase some thin skincare products in Padang City is relatively good. The highest average score was on item Kp1, namely 3.99 with a TCR of 78.6% and included in the quite good category with the item stating, "I choose some skincare products according to my needs". Meanwhile, the lowest average score lies in item Kp2, namely 3.48, with a TCR of 69.2%, which means that the item stating "I know some things from my family and neighbours" is lower than other aspects.

3.1.2 Celebrity Endorser

Description of the responses of 90 respondents to the celebrity endorser variable, which has 8 statement items. For the celebrity endorser variable the average results and TCR of the celebrity endorser variable are shown below:

Table 2. Celebrity Endorsers

No	Statement	Average	TCR%	Information
1	A something endorser has expertise in advertising something products	3.88	77.6	Pretty good
2.	A Something endorser has experience in advertising Something products	3.86	77.2	Pretty good
3	An endorser can be trusted to advertise something products	3.86	72.2	Pretty good
4	In explaining something products, an endorser provides an honest assessment	2.92	58.4	Not good
5	An endorser has attractiveness, so he is liked when advertising some products	3.90	78.00	Pretty good
6	An endorser is something related (connected/similar) to the user profile of something product in general	3.99	79.8	Pretty good
7	A Something endorser has strong charisma in advertising the product so that you are convinced of the benefits of the Something product	3.93	78.6	Pretty good
8	A Something endorser has strong charisma in advertising products so that you are interested in buying Something products	4.01	80.2	Good
Average		3.79	74.62	Pretty good

Based on Table 2, it can be seen that the average score for the celebrity endorser variable is 3.79 with a TCR value of 74.62%, which means that the celebrity endorsers of some thin skincare products in Padang City are relatively good. The highest average score is on item 4.01, with a TCR

of 80.2%, and in the good category, with the item stating, "A Somethinc endorser has a strong charisma in advertising products, so you are interested in buying Somethinc products". Meanwhile, the lowest average score lies in the CE4 statement item, namely 2.92 with a TCR of 58.4%, which means that the item stating "In explaining some things, an endorser gives an honest assessment", which is lower than other aspects.

3.1.3 Online Customer Reviews

Description of 90 respondents' responses to the online customer review variable, which has 5 statement items. In the following, the average results and TCR of online customer review variables will be displayed as follows:

Table 3. Online Customer Reviews

No	Statement	Average	TCR%	Information
1	I find it easier to find somethinc product information because of consumer reviews	3.84	76.8	Pretty good
2	I believe the reviews given by somethinc consumers	3.86	77.2	Pretty good
3	I know the advantages and disadvantages of somethinc products because of consumer reviews	3.92	78.4	Pretty good
4	Somethinc consumer reviews helped me in making a purchasing choice	3.97	79.4	Pretty good
5	The number of reviews will show the popularity of the product	3.79	75.8	Pretty good
Average		3.88	76.52	Pretty good

Based on Table 3, the average score for the online customer review variable is 3.88 with a TCR of 76.52%, which means that online customer reviews on some products are relatively good. The highest average score was on the OCR4 item, namely 3.97 with a TCR of 79.4%, with the item stating, "Consumer reviews something helped me in making purchasing choices" and was included in the quite good category. Meanwhile, the lowest score lies in the OCR5 item, namely 3.79 with a TCR of 75.8%, which means that the item that states "The number of reviews will show the popularity of the product" is lower than the other items.

3.1.4 Viral Marketing

Description of 90 respondents' responses to the viral marketing variable, which has 5 statement items. The following shows the average results and TCR of viral marketing variables as follows:

Table 4. Viral Marketing

No	Statement	Average	TCR%	Description
1	Somethinc provides information via social media	3.91	78.2	Pretty good
2	There is the involvement of closest relatives in getting information about somethinc products	3.70	74.00	Pretty good
3	I know that somethinc sells all kinds of consumer needs	3.89	77.8	Pretty good
4	The product information provided by somethinc is quite clear	3.82	76.4	Pretty good

5	I talk positively about something products to other people	3.88	77.6	Pretty good
Average		3.84	76.6	Pretty good

Based on Table 4, the average score for the viral marketing variable is 3.84 with a TCR of 76.6%, which means that the viral marketing of some skincare products is relatively good. The highest average score was on item VM1, namely 3.91, with a TCR of 78.2% and included in the quite good category, with the item stating "Something provides information via social media". Meanwhile, the lowest average score lies in item VM2, namely 3.70, with a TCR of 74% and is in the quite good category, which states, "There is the involvement of closest relatives in getting information about some products", which is lower than other aspects.

3.2 Structural Model Test (Inner Model)

Validity tests and reliability tests are carried out to test the structural model on research indicators so that they can be said to be valid. The following are the results of testing the structural model on SmartPLS.

3.2.1 R Square

R Square is a value that only the dependent variable (Y) has. R Square can be used to see the magnitude of the influence between variables. The R Square results are as follows:

Table 5. R Square Value

	R Square
Purchase Decision (y)	0.773

From the data in Table 5. Based on the results of data processing, the R Square result for the purchasing decision variable is 0.773 or 77.3%, this value states that Celebrity Endorser, Online Customer Review and Viral Marketing influence 77.3% of the purchasing decision variable. Meanwhile, the remaining 23.7% was influenced by other variables not studied.

3.2.2 Hypothesis Testing

To see whether the proposed hypothesis is accepted or not, a hypothesis test is carried out. This can be done by looking at the Output Path Coefficient in this research. Hypothesis testing in this research was carried out using Bootstrapping in the SmartPLS 3.2.9 data processing application program. The condition for whether or not the hypothesis in this research is accepted is that the T statistic is greater than the T table. The T table in this study is 1.96, with a confidence level of 95% and a significance level of 5% or the equivalent of 0.05. The following are the results of hypothesis testing using SmartPLS.

Table 6. Path Coefficients

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
Celebrity Endorser (x1) -> Purchase Decision (y)	0.012	0.096	0.924	H1 Rejected
Online Customer Review (x2) -> Purchase Decision (y)	0.377	2,182	0.030	H2 Accepted
Viral Marketing (x3) -> Purchase Decision (y)	0.524	4,763	0,000	H3 Accepted

Based on Table 6, in deciding on whether a hypothesis is accepted or rejected, you need to look at the original sample, T statistics and P value. If the T statistic > T table or P value < 0.05, then the hypothesis is accepted.

The influence of the celebrity endorser variable on purchasing decisions has a statistical T value of 0.096 (smaller than 1.96) and a P value of 0.924 (larger than 0.05), so hypothesis 1 is rejected, which means the celebrity endorser variable does not affect the purchasing decision variable.

However, the original sample estimate value is positive, namely 0.012, which indicates that the direction of influence between celebrity endorsers on purchasing decisions is positive.

The influence of the online customer review variable on the purchasing decision variable has a statistical T value of 2.182, which is greater than the T table value (1.96). The P value is 0.030 (smaller than 0.05), so hypothesis 2 is accepted which means the online customer review variable has an influence positive impact on purchasing decisions. The original sample estimate value is positive, namely 0.377, which shows that the direction of influence between online customer reviews on purchasing decisions is positive.

The influence of the Viral marketing variable on the purchasing decision variable has a statistical T value of 4.763, which is greater than the T Table value (1.96) and P-Value of 0.000 (smaller than 0.05), so hypothesis 3 is accepted, which means the Viral marketing variable has a positive influence on purchasing decisions. The original sample estimate value is positive, namely 0.524, which indicates that the direction of influence between Viral marketing on purchasing decisions is positive.

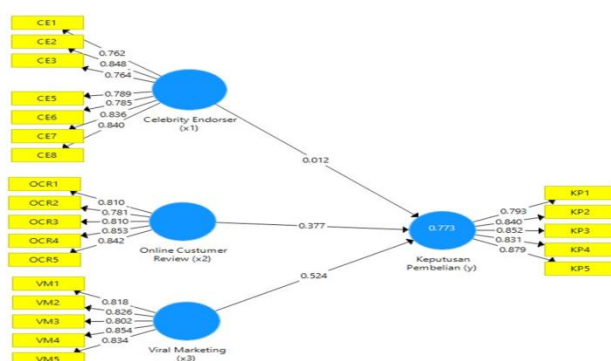


Figure 1. Final Measurement Model

The picture above is the measurement model after retesting by removing indicators that have an outer loading value of less than 0.7.

3.2 Discussion

3.2.1 The Influence of Celebrity Endorsers on Purchasing Decisions

The results of the descriptive analysis reveal that celebrity endorsers of some skincare products to consumers are still quite good. This is proven by obtaining an average score for the celebrity endorser variable of 3.79 with a TCR of 74.62%. Meanwhile, purchasing decisions for some thin skincare products are also classified into the quite good category, as evidenced by obtaining an average purchasing decision score of 3.76 with a TCR of 74.84%.

The results of testing the first hypothesis regarding the influence of celebrity endorsers on purchasing decisions can be concluded that celebrity endorsers do not influence purchasing decisions, so the first hypothesis (H1) is rejected.

The results of this test mean that Generation Z consumers of some skincare have purchasing decisions that celebrity endorsers of some skincare do not influence, so celebrity endorsers of some skincare have no effect on increasing or decreasing purchasing decisions.

This research contradicts previous research conducted by Gabriella & Hutauruk (2023), who researched the influence of celebrity endorsers, brand image and online customer reviews on purchasing decisions for Erigo products on E-commerce Shopee. The results obtained show the influence of celebrity endorsers on purchasing decisions. However, there is research that is in line, namely research conducted by Rahmawati et al. (2022) researched the influence of celebrity endorsers, brand image, online customer reviews and e-trust on purchasing decisions at Marketplace Shopee. The results obtained conclude that celebrity endorsers do not influence purchasing decisions.

3.2.2 The Influence of Online Customer Reviews on Purchasing Decisions

The results of the descriptive analysis reveal that online customer reviews of some skincare products for consumers are still quite good. This is proven by obtaining an average score for the online customer review variable of 3.88 with a TCR of 76.52%. Meanwhile, purchasing decisions for some skincare products are also classified into the quite good category, as evidenced by obtaining an average purchasing decision score of 3.76. with a TCR of 74.84%.

The results of testing the second hypothesis regarding the influence of online customer reviews on purchasing decisions can be concluded that online customer reviews have a positive influence on purchasing decisions, so the second hypothesis (H2) is accepted.

The results of this test mean that if, in the future, some skincare products increase in online customer reviews from fairly good condition to good or even very good, then this can increase purchasing decisions for skincare products from fairly good condition to good or even very good. However, if, in the future, online customer reviews change from fairly good condition to not good or even very bad, then this can reduce purchasing decisions from fairly good condition to not good or even very bad.

The findings of this research are in line with or supported by previous research such as Sugiarti & Iskandar (2021), which researched the influence of online customer reviews on purchasing decisions for Shopee online stores. The results obtained are positive and significant for purchasing decisions.

3.2.3 The Influence of Viral Marketing on Purchasing Decisions

The results of the descriptive analysis reveal that the viral marketing of some skincare products to consumers is still quite good. This is proven by obtaining an average score for the viral marketing variable of 3.84 with a TCR of 76.6%. Meanwhile, purchasing decisions on some thin skincare products are also classified into the quite good category, as evidenced by obtaining an average purchasing decision score of 3.76 with a TCR of 74.84%.

The results of testing the third hypothesis regarding the influence of viral marketing on purchasing decisions can be concluded that it has a positive effect on purchasing decisions, so the third hypothesis (H3) is accepted.

The results of this test mean that if, in the future, some skincare products increase in viral marketing from fairly good condition to good or even very good, then this can increase purchasing decisions for some skincare products from fairly good condition to good or even very good. However, viral marketing goes from a fairly good condition to not good or even very bad. In that case, this can reduce purchasing decisions from a fairly good condition to not good or even very bad.

The findings of this research are in line with or supported by research such as Tanuwijaya and Mulyandi (2021), who researched the influence of viral marketing and turbo marketing on purchasing decisions for some skincare. The results obtained have a positive influence between viral marketing with purchasing decisions.

4. CONCLUSION

Based on the hypothesis test that has been explained, three things can be concluded as follows. First, Celebrity Endorser does not influence purchasing decisions. Second, online customer reviews have a positive influence on purchasing decisions. Third, viral marketing has a positive influence on purchasing decisions.

REFERENCES

- Fatmawati, J., & Wati, L. (2024). Product Quality, Product Design, and *Brand Image Influence on the Decision to Purchase a Realme Smartphone in Padang City*. *Scientific Journal of Economics and Business*, 21(1), 56–63.
- Gabriella, CG, & Hutaeruk, BM (2023). The Influence of Celebrity Endorser, Brand Image and Online Customer Reviews on the Decision to Purchase Erigo Products at Shopee E-Commerce (Case Study of the Bekasi Regency Community). *Scientific Journal of Educational Vehicles*, 9(18), 143–154.
- Latief, F., & Ayustira, N. (2020). The Influence of Online Customer Reviews and Customer Ratings on Purchasing Decisions for Cosmetic Products on Sociolla. *Mirai Management Journal*, 6(1).
- Margery, E. (2019). Decision to Purchase Delicious Noodles by Generation Z as Instant Noodle Food in Medan City. *Abdi Ilmu Scientific Journal*, 12(1).
- Nuraini, SY, & Irawati, D. (2021). The Influence of Online Customer Reviews, Product Quality and Promotion on Purchasing Decisions at the Shopee Market Place. *Management Scientific Journal*, 9(4).

- Pratama, A. ., Komariah, K., & Jhoansyah, D. (2022). The role of viral marketing and consumer trust in purchase decisions. *COSTING: Journal of Economics, Business and Accounting*, 5(2), 1362–1369.
- Rahmawati, AW, Udayana, I., & Maharani, BD (2022). The Influence of Celebrity Endorser, Brand Image, Online Customer Reviews and E-Trust on Purchasing Decisions on the Shopee Marketplace. *Reslaj: Religion Education Social Laa Roiba Journal*, 4(4), 1030–1043.
- Sangkardi, R., Tumbuan, WJFA, Tielung, MVJ, Ekonomi, F., & Management, J. (2022). The Influence of Celebrity Endorser and Online Customer Reviews on the Purchase Decision of Wardah Products in Manado. *Influence of Celebrity Endorser and Online Customer Reviews on the Purchase Decision of Wardah Products in Manado*. 5(2), 1306–1319.
- Sugiarti, ID, & Iskandar, R. (2021). The Influence of Consumer Reviews on Buyers on Shopee Online Store Decisions. *Journal of Social Affairs and Technology (SOSTECH)*, 1(9), 954–962.
- Tanuwijaya, J., & Mulyandi, R. (2021). The Influence of Viral Marketing and Turbo Marketing on Purchasing Decisions for Some Skincare. *Journal of Social Affairs and Science*, 1(5), 368–373.