

THE INFLUENCE OF CELEBRITY ENDORSERS AND ELECTRONIC WORD OF MOUTH ON PURCHASING DECISIONS FOR SCARLETT PRODUCTS FOR FEMALE STUDENTS OF GONTOR DARUSSALAM UNIVERSITY

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Abstract

This study aims to determine the effect of Celebrity Endorser and Electronic Word Of Mouth on Purchasing Decisions for Scarlett consumers, namely students of Darussam Gontor University. This research method is descriptive quantitative, using data analysis collected and tested using multiple linear regression analysis. The sample used was 314 respondents. The results showed that Celebrity Endorser had a positive and significant effect on purchasing decisions of 0.696. E-WOM has a positive and significant effect on purchasing decisions of 0.636. Through the coefficient of determination test, it is proven that Celebrity Endorser and E-WOM on Purchasing Decisions for Scarlett consumers at Darussalam Gontor University students are 52.2%, while the remaining 47.8% is explained by other variables outside this research model. In summary, the two variables, namely Celebrity Endorser and E-WOM, have a positive and significant effect on purchasing decisions for Scarlett female consumers at Darussalam Gontor University.

Keywords: *Celebrity Endorser, E-WOM, Purchase decision*

1. Introduction

Globalization drives corporate competition to grow more diverse, complex, and unpredictable while expanding free-market competition increased access to trade across countries, regions, and even the world (Ayu Rizkia & Rahmawati, 2021). Cross-Country products are mixed into one in the market, showing that competition in the free market is the largest location to expose the best goods of any company. On the other hand, consumers are faced with a variety of models and product characteristics sought by various cross-border manufacturers (Rama & Pratiwi, 2021).

Indonesia is now witnessing a significant growth in the cosmetic sector. This increase is driven by cosmetic market demand and exports growing year after year, as Indonesian people become more aware of their appearance, makeup, and personal care has become a lifestyle, making Indonesia a challenger in the cosmetics business (Natasya & Siagian, 2022). Indonesia's cosmetics sector is one of the top markets, with annual growth expected to reach 7% by 2021 (Nurdin & Daga, 2021). With the expansion of cosmetics in Indonesia, as shown in the picture below:

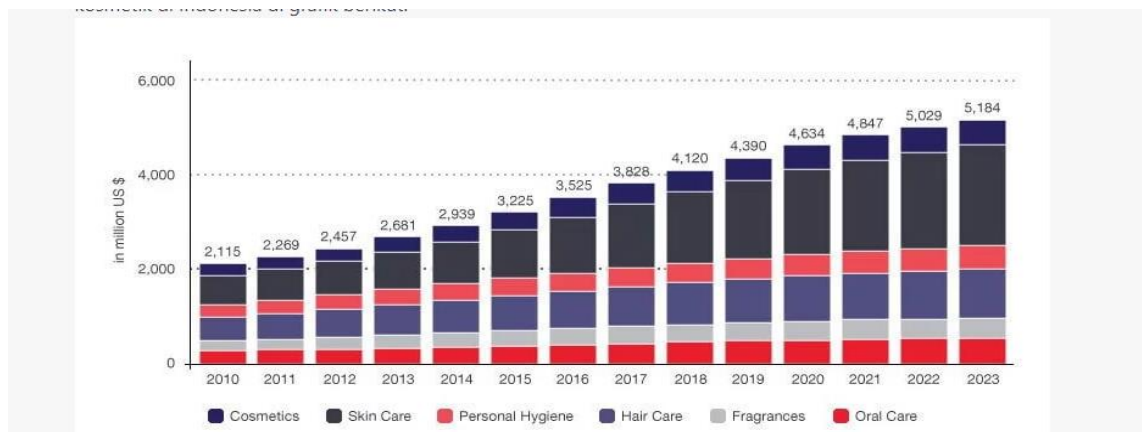


Figure 1 Growth of cosmetics in Indonesia

Source. Cekindo.com 2021

Indonesian people's awareness of their appearance is currently quite strong, seen from the increasing sales of cosmetic goods, especially among students. The role of students in the use of cosmetic products has a considerable contribution because in their daily lives, they cannot be separated from the use of cosmetics (Oktaviani, 2020). On the other hand, as a university based on Islamic values, Darussalam Gontor University applies an educational approach that includes understanding and practicing Islam in daily life. As female students in this university environment, the students have a strong view and understanding of Islamic principles and apply them in various aspects of life, including in their product purchases and consumption decisions.

One of the local brands whose products are currently in great demand among the students of Darussalam Gontor University is: Scarlett Whitening made by Felicya Angelista, a well-known figure in Indonesia, created it around the end of 2017 (scarlettwhitening.com, 2023). These products, which are approved by BPOM, are intended for daily facial and body skincare. Scarlett Whitening has three product lines: facial care items, body care products, and hair care products. Face wash serum Crem Acne Series (Acne Day Cream and Night Cream) and Brightly Series, Face masks are among the facial care items available. Shower scrub, body lotion, and body scrub are examples of body care items, while shampoo and conditioner are examples of hair care products (Alviana *et al.*, 2018).

One of the strategies used by Scarlett Whitening is to use celebrity endorsers as a means to promote its products. To be able to trust customers in making purchasing decisions, celebrity endorsers must be chosen appropriately and in accordance with product quality (Nisa, 2020). The growth of Scalett Whitening is mainly determined by the function of famous (Azizah & Fikriyah, 2023). Celebrity endorsers are famous people who promote themselves as customers. The more trust customers have in celebrity endorsers, the more likely they are to make a purchase (Septiani *et al.*, 2022). Darussalam Gontor University students as potential consumers have a strong belief in the adherence to Islamic values in every aspect of their lives. Therefore, their purchasing decisions tend to be influenced by factors that are in line with Islamic teachings. In this context, the role of celebrity endorsers who have a good reputation, attractiveness, strength and integrity, as well as practicing Islamic principles in influencing female students' perceptions of Scarlett products..(Liang *et al.*, 2016)

In addition, with the advancement of information technology and social media, eWOM has become an important source of information in making purchasing decisions. Due to itincapabilities such as websites, forums, messengers, and social media, e-WOM will be an excellent alternative for promoting the company's commercial processes (Adilah *et al.*, 2023). As a result, one of the locations to be marketed is through electronic media. A customer's purchase interest or purchase intention towards goods may be influenced by E-WOM. When internet users read good and interesting comments, they are attracted to buy (Aynie *et al.*, 2021). Darussalam Gontor university students who are active in online communities and have access to various social media platforms such as (Instagram, Youtube, Twitter) can access reviews and recommendations about Scarlett products through eWOM. Therefore, it is

important to understand how eWOM affects the purchasing decisions of female students. Darussalam Gontor University, considering Islamic views on consumption decision making. E-WOM also has a significant influence on product purchasing decisions. Female students can seek information through digital platforms such as social media, online reviews, and discussion forums to get other consumers' reviews, recommendations, and experiences about Scarlett products. This information can influence college students' perceptions of product quality and conformity with Islamic principles and can influence their purchasing decisions.

Judging from the figure above, Scarlett Whitening ranks number 3 of the best-selling beauty product sales in E-Commerce in the period from Quarter II to 2022, what Scarlett Products is expected to be able to increase sales, this happens because sales of Scarlett products are still at number 3, especially this relates to celebrity endorsers and electronic word of mouth, the use of celebrity endorsers and eWOM is expected to influence consumer perceptions of purchasing decisions and can increase sales at each sales location.

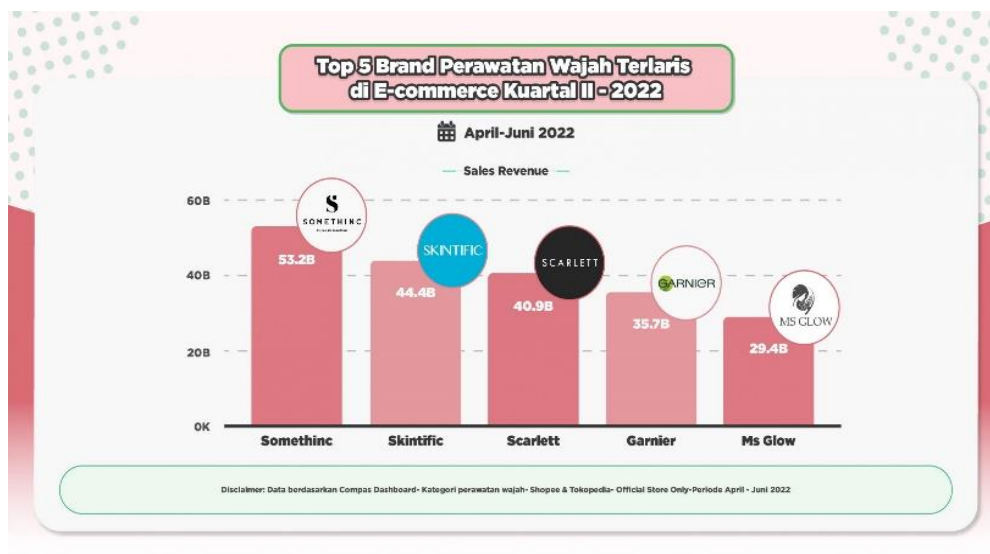


Figure 2 Best- selling beauty brands on E-Commerce in the second Quarter period

Source: Kompas.co.id 2022

This study will contribute to the understanding of how celebrity endorsers and E-WOM influence the purchase decision of Scarlett products among female students at Universitas Darussalam Gontor. In the context of Islamic values, female students at Darussalam Gontor University may have specific preferences related to conformity with Islamic rules and ethics, as well as compatibility with their religious principles. Therefore, it is important to understand the influence of celebrity endorsers and E-WOM on Scarlett product purchasing decisions among female students in this Islamic environment.

2. Research Methods

This type of research involves quantitative research using a statistics-based data analysis approach. Quantitative research is research that produces some results that can be obtained by statistical techniques or quantification (measurement) methods. Therefore, through its application, the data to be studied is then prepared and presented in the form of a questionnaire and distributed to respondents and then processed using the SPSS (Statistical Package for the Social Sciences) version 26 Windows tool to obtain research results.

The types of data used in this research are primary data and secondary data. Primary data is data obtained by field surveys using all original data collection methods, while secondary data is data collected by data institutions and published to the data user community or can be called existing data

(Paramita, 2021). Using primary data in the form of questionnaires distributed to respondents and using secondary data in the form of data collected from books and previous research and websites.

Population is the total number of units or individuals, which may be people, institutions, or things whose characteristics are being studied. The population of this study were users of Scarlett Whitening products at UNIDA Gontor Putri Campus.

The sample of this study is the population who consume Scarlett beauty products. The sampling technique in this study is the Random Sampling method, which is a type of probability sampling where everyone in the entire target population has the same opportunity to be selected. (Sugiyono, 2014). The sample taken in this study has the criteria (1) Respondents who are domiciled and (2) Consumers who have consumed Scarlett beauty products. So that the sample obtained was 314 people .(Chen & Matousek, 2020)

Research instruments are tools used to measure natural and social phenomena. Validity and reliability are the criteria most often proposed by experts and are considered standard requirements. Inferential statistics is a statistical approach to analyzing sample data and applying conclusions to the population.

Descriptive Analysis

Descriptive analysis is an analysis based on data in the form of descriptions where data has been collected. This data is a data description in the form of prose which is then with other data to get clarity on the truth so that it will get a new picture or reinforcement of an existing picture (Sugiyono, 2014). This analysis describes the characteristics of the research object based on gender, age, education, and other data. This data will be implemented using descriptive analysis with statistics to get the average value, standard value, maximum value, and minimum value (Ibnunas, 2020).

Classical Assumption Test

1) Normality Test

The normality test determines whether the disruptive variables or residuals in the regression model have a normal distribution (Sugiyono, 2014). The t and F tests, as is well known, assume that the residual values follow a normal distribution. If this assumption is broken, statistical tests for small sample sizes are incorrect.

2) Multicollinearity Test

The multicollinearity test is used to test whether there is a correlation between independent variables in the regression model. The presence or absence of multicollinearity in the regression model can be detected if the VIF (Variance Inflation Factor) value is <10 and tolerance> 0.1 means that there is no problem (Widana & Muliani, 2020). To find out whether there is multicollinearity in the regression model, the researcher will use SPSS 26 to detect it.

3) Heterocedosity test

The heteroscedicity test determines whether there is an imbalance in the variation of the residuals of one study to another observation in the regression (Ghozali, 2011). If the variance of residuals or other observations continues, it is referred to as Homoscedasticity; if it is different, it is referred to as Heterokedosity. A decent regression model is one that is homoskedastic or does not show heteroscedasticity.

Multiple Linear Regression Equation Test

Multiple linear regression is an analysis to measure the magnitude of the influence between two independent variables on one variable. Because this research was conducted to determine the effect of Celebrity Endorser (X1), Electronic Word Of Mouth (X2) on Purchasing Decisions (Y). multiple regression equations in this study use the formula:

$$Y = a + b_1X_1 + b_2X_2 + + e$$

Description :

Y = Consumer Purchase Decision

- X1 = Celebrity Endorser
- X2 = Electronic Word Of Mouth
- a = Constant
- b1, b2 = Regression Coefficient
- e = Confounding Variable/Standard Error

Hypothesis Test

1) Simultaneous hypothesis testing (F test)

The F statistical test is used to test whether all independent variables contained in the model have a joint influence on the dependent variable (Kuncono, 2009).

2) Partial Hypothesis Test (t test)

The statistical t test shows how far the influence of one F statistical test is used to test whether all independent variables contained in the model have a joint influence on the dependent variable (Pratiwi, 2021).

3) Analysis of the Coefficient of Determination (R^2)

The coefficient of determination (R^2) test is used to measure the determination or conformity between the value of the regression line or conjecture and the sample data. If the correlation coefficient value is known, the coefficient of determination can be calculated by squaring it (Thorfiani & Sakti, 2019)..

3. Result And Discussion

Instrument Testing

1) Validity Test

The validity test was carried out by correlating each item score with the total score with the Product Moment Correlation technique. The test criterion is if the correlation coefficient r_{xy} is greater than r_{table} Product Moment, it means that the questionnaire item is declared valid and declared valid as a data collection tool. The validity test with a sample size of $n = 314$ and a significance level ($\alpha = 0.05$) is known that the r_{table} value for $df = 314$ is 0.111.

From the results of the product moment correlation calculation in the table above, it can be seen that the score on each statement correlates significantly with the total score, indicated by r count greater than r table. So it can be concluded that all question items are valid so that they can be used as data collection tools for this study.

2) Reliability Test

Reliability testing of the questionnaire using the Alpha-Cronbach formula was conducted, and the evaluation criteria stipulated that if the Alpha-Cronbach value exceeded 0.6, the questionnaire items were considered reliable. The results of data analysis show that the Alpha-Cronbach values for all variables exceed the threshold of 0.6. Therefore, each questionnaire item can be considered a reliable data collection tool, in accordance with the established reliability standards. Based on these findings, it can be concluded that the questionnaire as a whole is rated as good and can be considered as a feasible tool to use in data collection for this study.

Descriptive Analysis

Determination of qualifications is used for each variable, for that which must be determined first is the width of the interval class. According (Hadi dalam Sholichah 2008:32) says that, "to determine the width of the interval class is the measurement distance divided by the number of class intervals",

The questionnaire uses a multilevel measurement type with a Likert Scale. The range used to measure the degree of very unfavorable or very good for variable indicators in this study is 1 (one) to 5 (five).

Based on the formula above, the scale range can be obtained by calculation with a result of 0.8. The weight of this value is then interpreted using an interval scale. Furthermore, the criteria interval is 0.80 so that from these provisions, the results are displayed as follows.

Table 1 Analisis Deskriptif Celebrity Endorses (X1)

Item	Answers					Average	Criteria
	5	4	3	2	1		
X1.1	95	161	44	13	1	4.070	Good
X1.2	92	137	78	6	1	3.997	Good
X1.3	116	163	34	1	0	4.255	Very Good
X1.4	97	145	67	4	1	4.061	Good
X1.5	78	139	82	14	1	3.889	Good
X1.6	78	133	80	16	7	3.825	Good
X1.7	92	153	63	6	0	4.054	Good
X1.8	85	139	78	11	1	3.943	Good
Average Total						4.012	Good

Source: primary data, processed, 2023

Table 2 Descriptive Analysis of Electronic Word Of Mouth (X2)

Item	Answers					Average	Criteria
	5	4	3	2	1		
X2.1	65	135	85	25	4	3.739	Good
X2.2	79	127	82	20	6	3.806	Good
X2.3	65	144	70	32	3	3.752	Good
X2.4	73	93	89	46	13	3.532	Good
X2.5	65	101	95	40	13	3.525	Good
X2.6	52	89	118	50	5	3.424	Good
X2.7	72	141	82	19	0	3.847	Good
X2.8	80	131	85	18	0	3.869	Good
X2.9	59	152	81	22	0	3.790	Good
X2.10	55	126	103	20	10	3.624	Good
Average Total						3.691	Good

Source: primary data, processed, 2023

Table 3 Descriptive Analysis of Purchasing Decisions (Y)

Item	Answers					Average	Criteria
	5	4	3	2	1		
Y1	49	99	126	32	8	3.475	Good
Y2	45	118	123	23	5	3.557	Good
Y3	51	142	101	20	0	3.713	Good
Y4	49	137	87	41	0	3.618	Good
Y5	55	113	70	73	3	3.459	Good
Y6	50	91	79	82	12	3.271	Good enough
Y7	41	102	94	67	10	3.309	Good enough
Y8	39	108	92	68	7	3.331	Good enough
Y9	55	106	97	56	0	3.510	Good
Y10	100	105	96	12	1	3.927	Good
Y11	51	98	128	30	7	3.497	Good

AverageTotal	3.515	Good
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Source: primary data, processed, 2023

Classical Assumption Test

1) Normality Test

A regression is considered good if the data used has a normal or near normal distribution. By testing normality, we can assess the extent to which the data follows a normal distribution pattern, which is one of the important prerequisites in the classical assumptions of multiple linear regression..

Table 4 Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Celebrity Endorser (X1)	Electronic Word Of Mouth (X2)	Keputusan Pembelian (Y)
N		314	314	314
Normal Parameters ^{a,b}	Mean	32.0924	36.9076	38.6656
	Std. Deviation	4.26904	6.92413	8.59041
Most Extreme Differences	Absolute	.050	.047	.050
	Positive	.050	.034	.049
	Negative	-.049	-.047	-.050
Test Statistic		.050	.047	.050
Asymp. Sig. (2-tailed)		.056 ^c	.095 ^c	.059 ^c

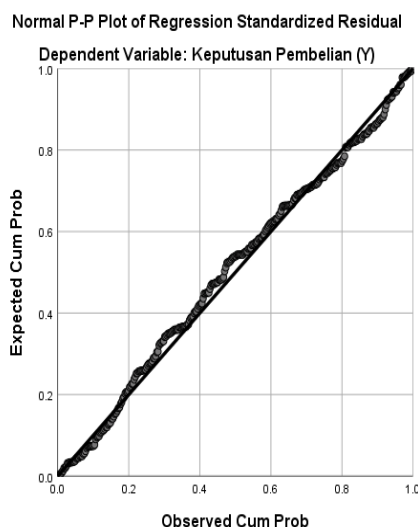
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: primary data, processed, 2023

From the table above, it can be explained that the normality test uses the Kolmogorov Smirnov Test by looking at the Asymp value. And it can be concluded that the variables used are normally distributed because the probability value (Sig.) > 0.05. The following are the results of the graph plot as follows:



Source: primary data, processed, 2023

Based on the graph above, the P-P Plot normality test results in a diagonal line, so the actual pattern can be considered normal. Therefore, it can be said and concluded that the residues in this study are normally distributed.

2) Multicollinearity test

Multicollinearity is identified through the VIF (Volume Inflation Factor) test, a method used to evaluate the extent to which there is similarity among independent variables in a statistical model. The purpose of this test is to detect whether there is a significant relationship between two or more independent variables. Multicollinearity problems arise when the relationship or influence between these variables is very strong. If the VIF value of an independent variable is less than 10, it means that multicollinearity occurs. Conversely, if the VIF value exceeds 10, this also indicates a multicollinearity problem in the model. Therefore, the use of VIF provides guidelines for identifying the level of similarity between variables and ensuring that the relationship between independent variables in the statistical model remains reliable. Data from the analysis conducted, the following results were obtained:

Table 5 Multicollinearity Assumption Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	-7.148	2.684		-2.663	.008		
Celebrity Endorser (X1)	.696	.086	.346	8.107	.000	.839	1.192
Electronic WOM (X2)	.636	.053	.513	12.011	.000	.839	1.192

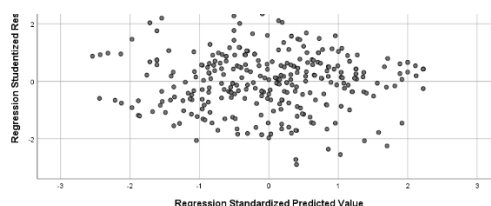
a. Dependent Variable: Keputusan Pembelian (Y)

Source: primary data, processed, 2023

The variables X1 and X2, each variable has a tolerance value of less than 1, as well as the VIF number is still between 1-10, meaning that among the variables used by researchers there are no symptoms or no multicollinearity.

3) Glejser Heteroscedasticity Test

Heteroscedasticity can be assessed using the Glejser Test, which involves a regression between the independent variable and its absolute residual value. Decisions are made based on the statistical significance between the independent variable and the absolute residuals. If the significance value is more than 0.05, it can be concluded that there is no heteroscedasticity problem. Conversely, if the significance value is less than 0.05, it can be considered that heteroscedasticity exists.



Source: primary data, processed, 2023

Based on the picture above, it shows that there are no symptoms of heteroscedasticity in the regression model. This is evidenced by the scatterplot graph above which is indicated by the spread of points on the graph above and below or around the numbers on the 0 axis and the Y axis. The spread of points does not form a pattern, waves or widening then narrowing and widening again..

Table 1 Heteroscedasticity Assumption Test Results

Coefficients ^a						
Model		Unstandardized		Standardized		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.226	1.643		4.398	.000
	Celebrity Endorser (X1)	-.023	.053	-.027	-.435	.664
	Electronic WOM (X2)	-.050	.032	-.094	-1.532	.126

a. Dependent Variable: Absolute Residual
Source: primary data, processed, 2023

Based on the results of the heteroscedasticity test above, carried out through the Glensjer test, it can be seen that each Sig. Celebrity Endorser variable (X1) is 0.664>0.05 Electronic Word Of Mouth variable (X2) is 0.126>0.05, which can be concluded that this shows that there are no symptoms of heteroscedasticity in the research regression model. So that the independent variable can be said to be non-heteroscedasticity.

Multiple Linear Regression

Multiple linear regression analysis is used to determine how much influence the independent variables, namely the influence of celebrity endorsers (X1) and electronic word of mouth (X2) on Purchasing Decisions (Y). The analysis results are shown in the following table:

Table 7 Recapitulation of Multiple Regression Analysis Results

Coefficients ^a							
Model		Unstandardized		Standardize		Collinearity	
		B	Std. Error	Beta	t	Sig.	Statistics
						Toleranc	VIF
1	(Constant)	-7.148	2.684		-2.663	.008	
	Celebrity Endorser (X1)	.696	.086	.346	8.107	.000	.839 1.192
	Electronic WOM (X2)	.636	.053	.513	12.011	.000	.839 1.192

a. Dependent Variable: Keputusan Pembelian (Y)
Source: primary data, processed, 2023

From the table above, the regression equation is as follows::

$$Y = -7,148 + 0,696 X_1 + 0,636 X_2$$

From the regression equation, it is known that:

- The constant value -7.148 means that if the variables X1 and X2 are equal to 0 (zero), then Y is -7.148. A negative number means that if there is no Celebrity Endorser (X1) and Electronic Word of Mouth (X2) then there is no Purchase Decision (Y)
- The regression coefficient X1 of 0.696 indicates that X1 has a positive (unidirectional) influence on Y, meaning that an increase in

- c. The regression coefficient X2 of 0.636 indicates that X2 has a positive (unidirectional) influence on Y, meaning that an increase in.

Hypothesis Test

Hypothesis testing is carried out by researchers by designing a null hypothesis (H0) and an alternative hypothesis (Ha) which are used with the aim of determining the direction of influence between the variables studied. Hypotheses are carried out by researchers to check whether the proposed hypothesis can be accepted or rejected. The hypothesis proposed in this research is about the influence of celebrity endorsers, electronic word of mouth and purchasing decisions.

1. T test

The t test is used to test how significantly each independent variable influences the dependent variable which influences the dependent variable used by the researcher. There is a significant influence between the independent variable and the dependent variable if the significant value is <0.05 and the calculated t is greater than the t table. So H0 is rejected and Ha is accepted. However, on the other hand, if the significant value is >0.05 and the calculated t is smaller than the t table, it means that there is no significant influence between the independent variable and the dependent variable. So H0 is accepted and Ha is rejected. The results of the t test in this research can be seen as follows:

:

Table 8
Table 2 Recapitulation of t Test Analysis Results

Coefficients ^a							
Model		Unstandardized		Standardized		Collinearity	
		B	Std. Error	Beta	t	Sig.	Tolerance
1	(Constant)	-7.148	2.684		-2.663	.008	
	Celebrity Endorser (X1)	.696	.086	.346	8.107	.000	.839
	Electronic WOM (X2)	.636	.053	.513	12.011	.000	.839

a. Dependent Variable: Keputusan Pembelian (Y)

Source: primary data, processed, 2023

From the results of the multiple linear regression analysis in the table above:

1. Celebrity Endorser Variable

The table value can be seen from the significant rate of 0.05 where $df=n-k-1$, namely $314-3-1=310$, namely 1.645, while $t_{count} X1$ is 8.107 or $t_{count} > t_{table}$ ($8.107 > 1.645$). Then H1 is tested, so H1 is accepted and H0 is rejected. So, it can be concluded that the celebrity endorser variable has a positive and significant effect on the decision to purchase Scarlett products.

Furthermore, variable X1 shows a significant t value of $0.000 < 0.05$, meaning that there is a significant influence of variable.

Celebrity endorsers have a significant influence on purchasing decisions for Scarlett products.

2. Electronic Word Of Mouth Variable

The table value can be seen from the significant rate of 0.05 where $df=n-k-1$, namely $314-3-1=310$, namely 1.645, while t_{count} So it can be concluded that the electronic word of mouth variable has a positive and significant effect on purchasing decisions for Scarlett products.

Furthermore, variable X2 shows a significant t value of $0.000 < 0.05$, meaning that there is a significant influence of variable.

Electronic word of mouth has a significant influence on purchasing decisions for Scarlett products.

2. F Test

The F test is used to prove whether the independent variables, namely celebrity endorser (X1) and electronic word of mouth (X2) jointly influence the purchasing decision variable (Y). A recapitulation of the F test results can be seen in the following table:

Table 9 Recapitulation of F Test Analysis Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12120.397	2	6060.198	171.690	.000 ^b
	Residual	10977.492	311	35.297		
	Total	23097.889	313			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Electronic Word Of Mouth (X2), Celebrity Endorser (X1)

Source: primary data, processed, 2023

From the table above, it can be seen that the calculated F value is 171.690 with a significance of 0.000, meaning that the F is significant less than (0.05). Meanwhile, F count is $171.690 > F$ table 2.60. This shows that the celebrity endorser variable (X1) and the electronic word of mouth variable (X2) together influence the purchasing decision variable (Y). Thus it can be concluded that hypothesis 3 is accepted.

Celebrity Endorser and electronic word of mouth simultaneously have a significant influence on purchasing decisions for Scarlett products

3. Coefficient of determination (R^2)

The coefficient of determination essentially measures how far the model's ability is to explain variations in the dependent variable. The coefficient of determination value is between zero and one. A small R^2 value means that the ability of the independent variables to explain variations in the dependent variable is very limited. An R^2 value close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variable.

Table 10 Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.724 ^a	.525	.522	5.94116

a. Predictors: (Constant), Electronic Word Of Mouth (X2), Celebrity Endorser (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

Source: primary data, processed, 2023

From the table above, the results explain that the variables celebrity endorser (X1), electronic word of mouth (X2) explain their influence on the dependent variable, namely purchasing decisions (Y) by 52.2%. Meanwhile, the remaining 47.8% is explained by other variables outside this research model.

Discussion

This research was conducted to determine the relationship between the celebrity endorser variable (X1), the electronic word of mouth variable (X2), and the purchasing decision variable (Y) on the use of Scarlett products on purchasing decisions among Unida Gontor students. Researchers took 314 respondents who were grouped based on study program, semester, and use of Scarlett products. What the researcher must do is analyze and test the research so that the problems contained in each problem formulation can be resolved and the hypothesis that has been created by the researcher can be explained as follows:

The Influence of Celebrity Endorsers on the decision to purchase Scarlett products among Unida students

Based on the results of data analysis and calculations carried out by researchers, it shows that the procurement of celebrity endorsers has a positive and significant influence on purchasing decisions for Scarlett products. This is proven by the t-count value of $8.107 > 1.645$ with a smaller significance level of $0.000 < 0.05$, so it can be concluded that H1 is accepted, which means that there is an influence from the celebrity endorser variable on the decision to purchase Scarlett products, and thus H0 is automatically rejected..

So it can be decided that in this study celebrity endorsers have a positive and significant influence on purchasing decisions for Scarlett products, because based on the results of the respondents' answers they strongly agree that Ria Ricis is a celebrity endorser of Scarlett products and based on what the author has observed on Scarlett's Instagram, Ria Ricis is a celebrity attractive, has high popularity and a good image so that it can be trusted by the public. This is in accordance with the celebrity endorser indicator which can attract consumers to make purchasing decisions on products..

The use of Celebrity endorsers is believed to get more consumer attention than individuals who are not widely known to the public. This is supported by the fact that there are several companies that service unpopular individuals to individuals who are very popular with the public as a source of messages. Because messages carried by sources that have appeal or are known will be more noticed and seep into the minds of consumers (Kotler & Armstrong, 2016). Based on field research, it was found that 41% of semester 8 of the total respondents in the study program were female students. Semester 8 is very active compared to other semesters, because semester 8 is very active in social media and has idols or role models, in this case called influencers. Scarlett's decision to use Ria Ricis as a celebrity endorser was proven right because in this study a significant influence on purchasing decisions for Scarlett products was found.

This is in accordance with research conducted by Muchamad Suryahadi which states that Celebrity Endorsements have a positive and significant effect on Purchasing Decisions in MSMEs in the Creative Economy Subsector of Fashion in Tasikmalaya, meaning that the better the use of Celebrity Endorsements, the Purchasing Decisions tend to (Suryahadi et al., 2022). Likewise, research conducted by Darmansyah, Muhartini S found that celebrity endorsers and purchasing decisions have a positive and significant effect because the product itself plays an important role in the final interpretation of the advertised product (Darmansyah et al., 2014). And in a research conducted written by Dony, fathorrahman and Theresia entitled "the influence of Product Knowledge, Brand Image and Celebrit endorser on purchasing decisions for Seruniaudio Microphones" that the more activities of Celebrity Endorser SeruniAudio will make consumers to be inspired and believe so that it is easier to make decisions to buy SeruniAudio microphone (Nihmatus Solikhah & Krishernawan, 2022).

The Influence of Electronic of Mouth on the decision to purchase Scarlett products among Unida students

Based on the results of data analysis and calculations carried out by researchers, it shows that the procurement of Electronic Word of Mouth has a positive and significant influence on purchasing decisions for scarlett products. This is evidenced by the tcount value of $12.011 > 1.645$ with a smaller

significance level of $0.000 < 0.05$, it can be concluded that H2 is accepted, which means that there is an influence of the Electronic Word of Mouth variable on the Scarlett product purchase decision, and thus H02 is automatically rejected..

This can be caused by e WOM being one of the most accessible information centers through social media and also providing honest and neutral reviews from various social media users who have experienced the use of Scarlett products. And with the positive reviews given by consumers who have used Scarlett products on the internet, it creates a sense of trust in potential consumers, especially in UNIDA students, thus encouraging purchasing decisions for Scarlett products. Then the e-WOM variable becomes a variable that influences the purchasing decision process.

This is in accordance with the theory according to Ismagilova, revealing that consumers read e-wom to receive product-related information, by using e-wom consumers can receive information about new products and services, learn how to consume products, and solve problems related to consuming products (Ismagilova, 2017). This shows that recommendations and the number of previous consumers who talk about the content about the product variations informed by Scarlett Whitening's social media make students at Darussalam Gontor University able to easily get information related to Scarlett Products that they will buy so that consumers can make the right purchasing decisions.

In a journal written by Iman and Rachman entitled "The influence of Electronic word Of Mouth on consumer purchasing decisions at Fore Coffee" it was found that the electronic word of mouth variable had a significant influence on the purchasing decision variable, where social media provides convenience in marketing and can increase a customer's decision which is influenced by other consumer comments on social (Iman Prayoga & M. Rachman Mulyandi, 2020). And in a journal written by Desy and Ade entitled "The influence of electronic word of mouth on purchasing decisions with consumer confidence as mediation in the shopee marketplace in Jambi city" it was found that electronic word of mouth has an influence on purchasing decisions and it can be found that internet media has an impact on spreading their experiences of goods and services offered and then disseminated through social networking sites (Nur & Octavia, 2022)

The results of this research support the results of previous research conducted by Ivan Sindunata which stated that Electronic Word Of Mouth has a positive and significant influence on purchasing decisions. This is illustrated by the respondents often interacting with other users, respondents getting lots of reviews, and respondents getting positive information from recommendations from other (Sindunata, 2018). and research conducted by Sionly Octa Frisca shows that Electronic Word of Mouth has a positive and significant influence on purchasing decisions. This is illustrated by the existence of consumers who provide opinions or comments online regarding vegetable products which have an important role in forming consumer trust and consumer purchasing decisions. Because it forms consumer trust nowadays, especially online (Sibarani, 2022). Also research conducted by Selly Anjar Pratiwi can be concluded that electronic word of mouth influences purchasing decisions for MS Glow skincare so that the better the quality of electronic word of mouth itself, the higher the purchasing decisions that occur (Pratiwi et al., 2022).

The Influence of Celebrity Endorsers and Electronic Word of Mouth on UNIDA Female Students' Purchasing Decisions for Scarlett Products

Based on data analysis and calculations carried out by researchers, it shows that Celebrity Endorser and Electronic Word Of Mouth on Scarlett product purchasing decisions have a positive and significant influence on Scarlett product purchasing decisions. This is proven by F count F table 171,690 2.60 with a smaller significance level of $0.000 < 0.05$, so it can be concluded that H3 is accepted, which means it simultaneously has a positive and significant influence on the celebrity endorser variable (X1). and Electronic Word Of Mouth (X2) on purchasing decisions (Y) for Scarlett products and thus H03 is automatically rejected. The coefficient results in determining variables explain that celebrity endorsers, electronic word of mouth have a contribution to purchasing decisions and other factors that influence the rest come from the external variables studied.

The results of this research support the results of previous research conducted by Dinda Noer Pratiwi stating that there is a direct influence between Celebrity Endorser and purchasing (Kinanti & SAPUTRA, 2023). And research conducted by Lulu Khalila states that electronic word of mouth has a positive influence on purchasing decisions (Manggalania & Soesanto, 2021). Also, research conducted by Indrawati shows that celebrity endorsers and electronic word of mouth have a positive and significant influence on purchasing decisions for Scarlett Skincare in the city of Bima (Mardian et al., 2023).

4. Conclusion

It is concluded from the formulation of the hypothetical problem, and the research carried out by the researcher that the researcher can conclude that there is a positive and significant influence in the research. From the results of the hypothesis test carried out by researchers, there are positive and significant results from the Celebrity Endorser variable (X1) on Purchasing Decisions (Y), which means that the presence of celebrity endorsers can influence UNIDA students' purchasing decisions for Scarlett products. This is proven by the value in the t test carried out by the researcher which obtained a result of $8.107 > 1.645$ with a smaller significance level of $0.000 < 0.05$. Which can be stated that H1 on "The Influence of Celebrity Endorsers and Electronic Word of Mouth on Purchasing Decisions for Scarlett Products among UNIDA Female Students" is accepted based on the hypothetical assumptions made by previous researchers. From the results of hypothesis testing carried out by previous researchers, there are positive and significant results from the electronic word of mouth variable (X2) on the purchasing decision variable (Y), which means that with electronic word of mouth communication a person will easily believe in a product that can form a purchasing decision. This is proven by the value in the t test carried out by the researcher which obtained a result of $12.011 > 1.645$ with a smaller significance level of $0.000 < 0.05$. Which can be stated that H2 on "The Influence of Celebrity Endorsers and Electronic Word of Mouth on Purchasing Decisions for Scarlett Products among UNIDA Female Students" is accepted based on the hypothetical assumptions made by previous researchers. From the results of the hypothesis test carried out by the researcher, there are positive and significant results from the variables celebrity endorser (X1) and electronic word of mouth (X2) on purchasing decisions (Y) for Scarlett products among UNIDA students. This is proven by the calculated F test being greater than the F table, namely $171,690 > 2.60$ with a low significance level of $0.000 < 0.05$. Which can be stated that 3 in "The Influence of Celebrity Endorsers and Electronic Word of Mouth on Purchasing Decisions of Scarlett Products among UNIDA Female Students" is accepted based on hypothetical assumptions made by previous researchers..

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