

The Influence of Online Reviews, Influencer Credibility, Celebrity Endorsements on Purchasing Decisions for Scarlett Skincare Products

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ABSTRACT. The research in this thesis was carried out because more and more teenagers are using skincare to look beautiful and attract attention in the millennial era. Beauty is every woman's dream because it will make them more attractive. Skincare is important in supporting their beauty. The problem formulation for this research is how much influence Online Reviews, Influencer Credibility, and Celebrity Endorsement have on purchasing decisions for Scarlet Skincare products. This research is explanatory research which aims to explain the causal relationship between research variables through hypothesis testing. The method used is a survey method, namely data analysis from the population studied. The research results show that Online Reviews have a positive and significant effect on purchasing decisions, while Influencer Credibility has no significant effect and Celebrity Endorsments have a positive and significant effect.

Keywords: Influencer Credibility; Celebrity Endorsements; Scarlett Skincare Products;

INTRODUCTION

Beauty is a woman's dream, with healthy skin and a beautiful face becoming the center of attention. Cosmetics, especially skincare, are a beauty aid that helps maintain healthy skin and create a radiant complexion. The use of cosmetics has become an essential need for women, ranging from natural to synthetic products. Skincare is increasingly popular, used not only by adults but also by teenagers to enhance their attractiveness. The skincare industry in Indonesia is growing rapidly, with import and export values continuing to increase.

Scarlett Whitening, a cosmetics company offering beauty treatments ranging from skincare to body care, has become a top choice for women. Scarlett Whitening products are renowned for their quality, have passed BPOM RI testing and are halal-certified. By using ingredients such as glutathione and vitamin E, this product is a safe and effective choice for brightening skin.

Promotional strategies include online customer reviews and celebrity endorsements, with celebrities such as Sharena Delon, Zaskia Mecca, and Felicya Angelista serving as product ambassadors. Scarlett Whitening has also received appreciation from the Indonesian public, with its sales continuing to increase. This brand ranks second on the list of the 10 best-selling local skincare brands on e-commerce. Brand image is the impression consumers form when they think of a brand or product, based on their experience with that product or service. Nowadays, consumers pay more attention to the credibility of influencers, especially if they have high ratings and recommend products. This can influence consumer trust in the product.

To increase sales of Scarlett Whitening products, business owners need new marketing strategies, such as leveraging promotions with Korean celebrities popular among teenagers. By involving famous celebrities, it is hoped that consumers, especially teenagers, will be more interested in trying Scarlett Whitening products. Researchers are interested in examining the influence of online reviews, influencer credibility, and celebrity endorsements on purchasing decisions for Scarlett skincare products, as an effort to gain a better understanding of effective marketing strategies.

METHOD

The research used in this study is explanatory research. Explanatory research explains the causal relationship between research variables through hypothesis testing. Since the primary purpose of explanatory research is to test the proposed hypothesis, it is hoped that this research will explain the relationship and influence of the variables. The method used in this study is a survey. The survey method is research conducted on a population by analyzing data obtained from that population (Sugiyono, 2019).

RESULTS AND DISCUSSION

Respondent Characteristics

The research results revealed the characteristics of the respondents and their types of employment, as shown below:

Table IV.1 Respondent Criteria Based on Respondent Age.

No	Age	Number	Percentage
1	<20	11	22,00
2	21-25	25	50,00
3	26<	14	28,00
Total		50	100,00

The table above shows that of the 50 respondents, 11 were under 20 years old, representing 22.00%, 25 were aged 21-25 years old, representing 50.00%, and 14 were aged 26 years and over, representing 28%.

Table IV.2 Respondent Criteria Based on Respondent's Occupation

No	Occupation	Number	Percentage
1	Not Employed	6	12,00
2	Students	12	24,00
3	Students	1	2,00
4	Private Sector	31	62,00
Total		50	100,00

Based on the respondent's occupational type, 6 respondents were unemployed (12.00%), 12 respondents were students (24.00%), 1 respondent was a student (2.00%), and 31 respondents were employed in the private sector (62.00%).

Normality Test

Table IV.3 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		50
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	157.356.018
Most Extreme Differences	Absolute	.072
	Positive	.072
	Negative	-.072
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200 ^{c,d}

The results of the normality test using the One-Sample Kolmogorov-Smirnov Test obtained an Asymp. Sig. (2-tailed) value of 0.200 > the α value (0.05). Therefore, the data is concluded to be normal.

Multiple Linear Regression Test

Table IV.4 Multiple Linear Regression Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	24.801	4.153		5.972	.000
Online Review	.080	.167	.071	.477	.636
Influencer Credibility	-.094	.130	-.108	-.723	.473
Celebrity Endorsement	-.069	.131	-.078	-.531	.598

The "Coefficients" table above explains the multiple regression equation in this study. The regression equation formula in this study is as follows:

$$Y = 24.801 + 0.080X_1 - 0.094X_2 - 0.069X_3$$

1. The constant (α) value of 24.801 with a positive sign indicates that if the variables online reviews, influencer credibility, and celebrity endorsements are held constant, the Y value is 24.801.
2. The regression coefficient value of the online review variable (X_1) is 0.080 with a positive sign, indicating that if the level of online reviews increases by one unit, assuming the other independent variables are constant, the stock price will increase by 0.080.
3. The regression coefficient value of the Influencer Credibility variable (X_2) is -0.094 with a negative sign, indicating that if the level of Influencer Credibility increases by one unit, assuming the other independent variables are constant, the stock price will decrease by -0.094.

4. The regression coefficient value for the Celebrity Endorsement variable (X3) is -.069, with a negative sign. This indicates that if the level of Celebrity Endorsement increases by one unit, assuming the other independent variables remain constant, the stock price will decrease by -.069.

Multiple Linear Correlation Test

Table IV.5 Multiple Linear Correlation Test

Model Summary ^b								
Model	R	Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					F Change	df1	df2	Sig. F Change
1	.491 ^a	.022	.420	1.62406	.32	48	46	.000
a. Predictors: (Constant), Celebrity Endorsment, Online Review, Kredibilitas Influencer								
b. Dependent Variable: Keputusan Pembelian								

Description:

1. If the Sig. F Change value is <0.05 = Correlated
2. If the Sig. F Change value is >0.05 = No Correlated
3. If the Pearson Correlation is 0.00 to 0.20 = No correlation
4. If the Pearson Correlation is 0.21 to 0.40 = Weak correlation
5. If the Pearson Correlation is 0.41 to 0.60 = Moderate correlation
6. If the Pearson Correlation is 0.61 to 0.80 = Strong correlation
7. If the Pearson Correlation is 0.81 to 1.00 = Perfect correlation

The multiple linear correlation test obtained a Sig. F Change value of $0.000 < \alpha (0.005)$, indicating that the variables online reviews, influencer credibility, and celebrity endorsements are correlated with the purchase decision for Scarlett skincare products. The correlation coefficient obtained an R value of 0.491, which, based on statistical decision-making, indicates a moderate relationship.

Multiple Determinant Test

Table IV.6 Multiple Determinant Test

Model Summary ^b								
Model	R	Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					F Change	df1	df2	Sig. F Change

The multiple determinant test obtained an Adjusted R Square (coefficient of determination) value of 0.420, indicating that the influence of online reviews, influencer credibility, and celebrity endorsement on the purchase decision of Scarlett skincare products is 0.420 (42.00%).

T-Test

Table IV.7 T-Test

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	24.801	4.153		5.972	.000
Online Review	.080	.167	.071	.477	.636
Kredibilitas Influencer	-.094	.130	-.108	-.723	.473
Celebrity Endorsment	-.069	.131	-.078	-.531	.598
a. Dependent Variable: Keputusan Pembelian					

Based on the t-test results, a significance value of 0.000 was obtained $<$ the α value of 0.05. Therefore, based on statistical decision-making, it is concluded that online reviews, influencer credibility, and celebrity endorsements influence the decision to purchase skincare products.

F Test

Table IV.8 F Test

Tabel IV.8 Uji F					
ANOVA^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.752	3	.917	348	.791b
Residual	121.328	46	2.638		
Total	124.080	49			
a. Dependent Variable: Keputusan Pembelian					
b. Predictors: (Constant), Celebrity Endorsment, Online Review, Kredibilitas Influencer					

Based on the f-test results, a significance value of 0.791 was obtained, exceeding the α value of 0.05. Therefore, based on statistical decision-making, online reviews, influencer credibility, and celebrity endorsements simultaneously have (very little) influence on skincare product purchase decisions.

The results of the study indicate that online reviews significantly influence purchasing decisions. This finding aligns with research conducted by Wiliyanto (2023), which states that online reviews influence consumers' purchasing decisions. Online reviews are one factor that can influence consumer attitudes and behavior toward purchasing. To make purchasing decisions, consumers can process the information they receive and draw conclusions based on the available responses regarding a product. Similarly, consumers and potential consumers of Scarlett watch advertisements or video reviews about Scarlett products. After obtaining the necessary information, consumers and potential consumers can decide whether or not to purchase (Wiliyanto, 2023).

The results of this study corroborate those of Bella et al. (2023), which showed a significant influence between online reviews and purchasing decisions for electronic products on Tokopedia. Online reviews, or e-WOM (electronic word of mouth), provide both positive and negative information, which can help provide product-related information. A reviewer can easily determine a product's quality by reading the review. If the message influences a purchasing decision, it means the potential buyer is considering the message critically. If the message is not influenced by the purchase decision, it means the message is not being considered critically. This relates to the elaboration likelihood model theory, which explains how a person processes and responds to persuasion. There are central and peripheral routes; a person's perception can be considered depending on the chosen route.

The results show that influencer credibility significantly influences purchasing decisions for Scarlett products. The research concept, defined by Prayoga and Artanti (2021), states that when selecting celebrities, influencers, or endorsers to support a product, marketers tend to focus on the credibility of the celebrity or endorser, specifically the extent to which the endorser's credibility can be trusted. Influencer credibility refers to the recipient's perception of the message source's trustworthiness, which does not reflect anything about the message itself. It is defined as the extent to which an influencer's information is perceived as engaging, competent, and trustworthy by the recipient. Because consumers can access multiple sources of information, the information being compared is generally perceived as reliable. In relation to research conducted on Scarlett products, one of the fundamental elements influencing someone's purchase intention is the influencer's credibility. Influencers employ many methods to attract the attention of potential consumers, one example being making potential consumers feel like they are receiving the message/review and sharing similarities with the influencer in their review of Scarlett products.

The results of the study indicate that celebrity endorsements significantly influence purchasing decisions for Scarlett products. This supports the research conducted by Sari et al. (2022) in a study entitled "The Influence of Celebrity Endorsers, Price, and Brand Image on Purchase Decisions for Scarlett Products," which found that celebrity endorsers have a positive and significant influence on purchasing decisions. Therefore, the more well-known and credible a celebrity is, the more likely it is to attract customers to Scarlett Whitening products. The results of the study indicate that online reviews, influencer credibility, and celebrity endorsements all influence skincare product purchasing decisions.

This is confirmed by a T-test hypothesis test, which obtained a significance value of 0.00. Although online reviews, influencer credibility, and celebrity endorsements all influence skincare product purchasing decisions, the influence is not significant, as evidenced by the f-test with a significance value of 0.791. This is because although all variables influence consumer purchase intention, they do not affect all respondents, so the influence is considered not very significant.

CONCLUSION

Online customer reviews have a positive and significant effect on purchasing decisions. Influencer credibility does not significantly influence purchasing decisions. Celebrity endorsements have a positive and significant effect on purchasing decisions.

1. Online reviews influence purchasing decisions for Scarlet Skincare products, with an effect of 0.636.
2. Influencer credibility influences purchasing decisions for Scarlet Skincare products, with an effect of 0.473.

3. Celebrity endorsements influence purchasing decisions for Scarlet Skincare products, with an effect of 0.598.
4. The results of the multiple linear correlation test concluded that online reviews, influencer credibility, and celebrity endorsements influence purchasing decisions for Scarlet Skincare products, with an adjusted R-square (coefficient of determination) of 0.420.
5. The results of the multiple linear regression test concluded that if the variables online reviews, influencer credibility, and celebrity endorsements were held constant, the Y value was 24.801. An increase in the online review rate by one unit, assuming other independent variables remain constant, will result in a stock price increase of 0.080. An increase in the Influencer Credibility Rate by one unit, assuming other independent variables remain constant, will result in a stock price decrease of -0.094.
6. An increase in the Celebrity Endorsement Rate by one unit, assuming other independent variables remain constant, will result in a stock price decrease of -0.069

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