The Role of Celebrity Endorsement, Viral Marketing and Quality on Interest Buying

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ARTICLE INFORMATION

ABSTRACT

This research aims to find out the influence of celebrity endorsement, viral marketing and product quality on interest in buying X products. This type of research is included in quantitative research. The population in this study is a 2020-2023 military student of the Faculty of Economics and Business of Muhammadiyah University Semarang who knows and has an interest in X products. The sampling techniques used are nonprobability samplings and purposive samplers with a sample of 95 respondents. The study uses a double linear regression analysis technique with the statistical tool SPSS version 23. The results of the research show that (1) celebrity endorsement has a significant negative impact on buying interests (2) viral marketing has an significant positive impact on purchasing interests (3) product quality has a major positive effect on purchase interests (4) celebrity endorsements, viral marketing and product quality have a significant impact simultaneously (together) on buy interests skincare x. For further research it is recommended to add or investigate different independent variables of this research in order to add variation in conducting a study.

Keywords: celebrity endorsement, viral marketing and product quality, purchase

INTRODUCTION

In Indonesia skincare has grown rapidly, there are more than 5 skincare products with a variety of well-known brands. In Indonesia are now starting to appear many new skincare brands that are made both at home and abroad. One of the latest and most popular products promoted amongst celebrities or artists is X. X is the brand that managed to rank as the second top skincare brand with sales from April to June 2022. To be the best position in the skincare industry, companies have to work hard to get consumers to accept their products.

The skin care industry is an industry that has great opportunities to be developed and enhanced to meet consumer demand for beauty products. arguing that creating a cosmetic brand on the skin care category is not easy. For now the world's competition is trying to maintain market share is getting tighter. The competition between the various products produced by the company in order to maintain its existence in the business world.The phenomenon of consumers showing interest in a new product or brand, as well as celebrities and the public who talk a lot about the advantages of the product on social media, indicates that buyers are interested in buying the product.

This buying interest is caused by the environmental impact of one's opinion and the marketing methods the company applies to demonstrate the high interest of the buyer in buying the product. One way of promotion that is related to buying interest is celebrity endorsement, and according to Mayasari & Patmawati (2019), Celebrity Endorsement is an approach to marketing strategy in business opportunities where each company chooses celebrities as public figures for its marketing media. In electronic marketing, companies can implement different strategies, one of which is viral marketing. (Tumbuan et al., 2019). Product quality is one of the most important guidelines for a product to compete, and must exceed or at least provide the same satisfaction to consumers as competing products.

The marketer must also understand that consumers will find a different product, and if given a choice, most customers will buy a product that meets their wishes and needs. (Mardiayanti & Andriana, 2022). As for the gap phenomenon in previous research, celebrity endorsement had no influence on purchasing interest. (novita 2021). Then it became a consideration of the use of celebrity endorsement against buying interest.

LITERATURE REVIEW

Buy interest

Purchasing interest is when a customer wants to choose and use a product. Buying interest arises when a consumer is influenced by the quality and features of a product, as well as its information. According to Prayoga et al (2023) buy interests include certain consumer attitudes to consumer behavior aimed at optimizing consumer decision predictions. Interest in buying a product is also determined by an attractive image, so that consumers are interested in buying one of the products offered. According to Andi (2020), buying interest is a decision of purchase of a brand among several other brands. Buying interest or buy interest is a consumer's tendency to have a product with a

particular brand name associated with a purchase known as a buy interest, which can be measured by measuring the level of desire of the individual or the buyer to buy such goods. (Kotler & Keller, 2016 in Rusiana, et al., 2023).

Celebrity Endorsement

Celebrity endorsement is someone who is made a popular icon amongst the community and can convey symbolic meaning to the product promoted by handayani et al., (2023). According to Kotler & Keller (2009), Celebrity endorsement is the use of an artist as a rather attractive and popular figure in advertising, an innovative approach to delivering information so that the information delivered is more attentive and remembered. andhini et al., (2023) said that a celebrity endorsement is someone who conveys a message about a particular kind of product by using famous people or celebrities to influence the public because of their performance.

Viral Marketing

Viral marketing is one of the many online marketing methods used by. (Tumbuan et al., 2019). Viral marketing typically uses social media from mouth to mouth in order to disseminate product information or opinions to people in its environment (purwanto, 2023). According to Nabilaturrahmah (2022), viral marketing can affect interest in purchasing activities on social media is one example of Viral Marketing is defined by Kotler and Armstrong (2004) as marketing that is done directly through the Internet, such as via electronic messages or other marketing methods that spread so that customers feel like they want to spread it to their friends. (Pratama et al., 2022).

Product Quality

Everything that can be taken from the market, sold, used, or added to meet needs is defined as a product. (Erlangga et,. al, 2023). A product not only shows itself visually but also with its quality, design, brand, and label communicates an image to the customer. Continue packing and shipping. Product quality is one of the most important guidelines for a product to compete, and must exceed or at least provide the same satisfaction to consumers as competing products. According to Febrianti et al. (2023), product quality is the power that a particular product possesses to satisfy the entire customer's needs. Quality reflects all aspects of our product offer that benefit our customers. So from the above exposition, the quality of a product is the power that a particular product has to make a society able to meet its needs in both goods and services.

RESEARCH METHOD

In this study showed related independent variables or variables X where the variables include Celebrity Endorsersement (X1), Viral marketing (X2), and Product Quality (X3) variable dependent or variable Y namely Buy Interest.
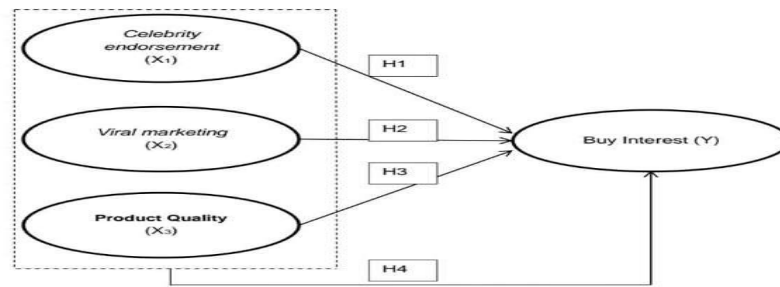
Fig 1. Research Model

This research method is quantitative. The data collection technique in this study uses an online questionnaire technique designed using a likert scale of 1 to 5 and distributed to 1784 students of the Faculty of Economics and Business of Muhammadiyah University as consumers. The population in this study is a student of the faculty of economics and business of the University of Muhammadiyah Semarang who uses skincare x. The sampling technique of his own sample collection using non-probability samplings with purposive samplers with the samples taking criteria is for users who have already used skincare x. Number of samples set as much as 95 respondents based on calculations using Slovin formula. This data processor uses SPSS version 23. Before the data is analyzed, the validity and reliability of the questionnaire used is tested. To measure its validity, use the score of each question item that is correlated with the total score of the item on a single variable. After the validity and reliability tests are carried out, the classical assumptions are tested and the hypotheses tested.

RESULTS

Research data from a questionnaire carried out in the SPSS Version 23 program, following the results from analysis:

Table 1 Number of respondents by gender

Gender Type	frequency	Percentage
Female	79	79%
Male	21	21%
Total	100	100%

Source: Data processed, 2024

Table 2 Celebrity Endorsement Validity Test Results

Variabel	Question	R count	R Table	Description
	1	0.508	0.201	Valid
Celebrity	2	0.611	0.201	Valid
endorsement	3	0.621	0.201	Valid
	4	0.584	0.201	Valid

Source: Data processed, 2024

Table 3 Viral Marketing Validity Test Results

Variabel	Question	R count	R table	Description
Viral marketing	1	0.805	0.201	Valid

| | 2 | 0.850 | 0.201 | Valid |
| | 3 | 0.811 | 0.201 | Valid |

Source: Data processed, 2024

Table 4 Product Quality Validity Test Results

Variabel	Question	R count	R table	Description
	X3.1	0.789	0.201	Valid
	X3.2	0.661	0.201	Valid
Product Quality	X3.3	0.841	0.201	Valid
	X3.4	0.740	0.201	Valid
	X3.5	0.756	0.201	Valid

Source: Data processed, 2024

Table 5 Validity Test Results Buy Interest

Variabel	Question	R count	R table	Description
	Y.1	0.844	0.201	Valid
	Y.2	0.750	0.201	Valid
Buy Interest	Y.3	0.798	0.201	Valid
	Y.4	0.417	0.201	Valid

Source: Data processed, 2024

Validity tests conducted research on Celebrity endorsement, Viral marketing and product quality against buying interest. The question is said to be valid if r counts > r table. In this study measurement r table using 95 samples, then df = n – 2 (95 - 2) = 93 with a significance of 0.05 then r table obtained 0.201.

Table 6 Reliability Test Results

Variable	Cronbach Alpha	Reliable Standard	Description
Celebrity endorsement	> 0.6	0.651	Reliabel
Viral marketing	> 0.6	0.758	Reliabel
Product Quality	> 0.6	0.817	Reliabel
Buy interest	> 0.6	0.661	Reliabel

Source: Data processed, 2024

Tabel 8 Hasil Uji Multikolinearitas

Model	Collinearity Statistics	
	Tolerance	VIF
X1(*celebrity endorsement*)	.868	1.152
X2 (*viral marketing*)	.838	1.193
X3 (product quality)	.853	1.172

`   *Source: Data processed, 2024*

Based on the above table where the variable X1 has a tolerance value of 0.868 and VIF of 1.152, then for the variables X2 has a tolerancy value of 0,838 and the VIF has a value of 1.193, and for the variant X3 has the tolerance of 0.853 and the Variable VIF is of 1.172. then it can be concluded that the data does not occur symptoms of multicolinearity.

Table 9 Heteroscopic test results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.680	1.262		1.332	.186
X1(*celebrity*	.003	.058	.005	.047	.963
endorsement)	-.072	.072	-.114	-1.003	.318
X2 (*viral marketing*)	.008	.056	.016	.145	.885
X3 (product quality)					

Source: Data processed, 2024

From the results of the heteroskedastisity test showed the significance value of the free variable (X1) of 0.963 the value is greater than 0.05 which means that the variable X1 does not have the symptoms of the heteroskedasty, then the variabel (X2) of 0.318 the value of that value is larger than 0.05, which means the variant X2 has no symptoms, and the variant (X3) of 0.885 the value greater that 0.05 that means the variables X1 do not have symptoms.

Table 10 Partial Test Results (Uji T)

Information	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.301	.963		6.540	.001
Celebrity endorsement	-.428	.030	-.618	-14.371	.001
Viral marketing	.646	.055	.533	11.764	.001
product quality	.418	.042	.442	9.856	.001

Source: Data processed, 2024

a. From the table is known the significance of the influence of variable X1 on variable Y is 0.001< 0.005 and the value of t count is -14.371 > the value t of table 1.661 then Ha1 is rejected and H01 is accepted. That means there's a significantly negative influence on celebrity endorsement on buying interest.
b. The significance of the influence of the X2 variable on the Y variable is 0.001< 0.005 and the value of the t count of 11.764 > the t value of table 1.661 means that there is a positive influence on the viral marketing interest, then H02 rejected Ha2 accepted and H02 refused.

c. The significance of the influence of the X3 variable on the Y variable is 0.001< 0.005 and the value of the t count of 9.856 > the t value of table 1.661 means that there is a significant influence on the quality of the product on the purchase interest, then Ha3 is accepted and H02 rejected.

Table 11 Simultaneous Test Results (Uji F)

Information	Sum of Squares	df	Mean Square	F	Sig.
Regression	338.951	3	112.984	156.639	.001[b]
Residual	65.638	91	.721		
Total	404.589	94			

Source: Data processed, 2024

Based on the above table can be known the significance values for influence celebrity endorsement, Viral marketing and product quality against buying interest is 0.001 < 0.05 and Fcalung 156.639 > value Ftabel 2.707. This proves that Ha accepted and Ho rejected.

Table 12 Determination Test Results (R^2)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.773[a]	.597	.584	1.338

Source: Data processed, 2024

There is a possibility that the celebrity endorsement, viral marketing, and product quality variables have an influence of 0.584, as previous data showed, with the R Square (R2) coefficient of 0.597.

CONCLUSION

Based on the results of the analysis that has been carried out, it is known that: (1) celebrity endorsement has a negative influence on skincare purchasing tendencies x. (2) viral marketing has a significant positive impact on purchasing interests (3) the quality of the product has a positive influence significantly on buying interests.

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