

Celebrity Endorser, Advertising and Viral Marketing on The Interest Buying Among Gen-Z

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ABSTRACT

This study aims to find out and explain the influence of Celebrity Endorsers, Advertising and Viral Marketing on Azarine Product Buying Interest in Gen-Z. The population in this study is students of the Faculty of Economics and Business, Class 2020-2023, University of Muhammadiyah Semarang, with a total of 1,784 students. The sample in this study is 104 students from the Faculty of Economics, University of Muhammadiyah Semarang. The results of this study show that partially Celebrity Endorser, Advertising and Viral Marketing have a significant effect on Buying Interest. Celebrity Endorser has a significant positive effect on Buying Interest. Advertising has a significant positive effect on Buy Interest. Viral Marketing has a significant positive effect on Buying Interest. Therefore, the independent variables together have a positive and significant effect on Buying Interest. The value of the Adjust R-square coefficient is 0.704 which means that 70.4% of the dependent variables, namely Buying interest, can be explained through independent variables consisting of Celebrity Endorser, Advertising and Viral Marketing. While the remaining 29.6% can be explained outside the research model.

Keywords: Celebrity Endorser, Advertising, Viral Marketing and Interest Buying

INTRODUCTION

One of the generations that is very dominant in using social media is those born in 1995 to 2010 or often referred to as Generation Z or commonly abbreviated as Gen Z. Generation Z is known as the internet generation or Igeneration. Generation Z tends to socialize through cyberspace. Since childhood, this generation has been introduced to technology and is very familiar with smartphones so that generation Z can be categorized as a creative generation.

Skincare brands in Indonesia are increasingly in demand by the public. In this case, the sale of skincare products purchased through online marketplaces and offline is in great demand. X is a local Indonesian brand that specializes in skin and body care. The brand was founded in 2002 and is now run by Brian Tjahyanto and his sister Cella Vanessa. In addition, what makes X offers a necessary solution to maintain the health of our skin, and argues that healthy skin is a major reflection of the overall health of the body. In the period of June 1-15, 2023 on Shopee and Tokopedia (Official Store), the Sunscreen category managed to sell >341 thousand products in just 2 weeks. Product X leads the order in first place with a market share of 18.5%.

Durianto in Tonce & Rangga (2022) stated that purchasing interest is related to customers planning to buy a specific product, as well as how many units of the product are needed at a specific time. Celebrity endorser is one of the marketing strategies carried out by companies to achieve marketing goals (Lee and Thorseon, 2008, in Adzharuddin and Salvation, 2020). The attractive character and physique of celebrity endorsers can arouse the audience's interest in hearing advertisements and supporting the advertisements (Anggarani et al., 2020, in Regina and Anindita, 2022). Advertising is one of the alternatives that companies often use in carrying out marketing communication mixes. Manfred et al. (2010) the effectiveness of advertising depends on the user's receptiveness to advertising messages and their attitudes towards advertising. According to Tanuwijaya & Mulyandi (2021), viral marketing is a spread of information about a product like a virus which is one part of a product marketing technique where this is done by the company in an interesting way so that other people can quickly spread information about the product.

As for the gap phenomenon in previous studies, there are different research results conducted by (Tazkiyatunnisa, 2019) that the celebrity endorser variable has a negative effect on the purchase interest variable. With this, X carries out the right marketing strategy in providing information about its products to consumers. In using celebrity endorsers in company X, it is very selective, seen from the good image and the specified celebrity, and believes in inner and outer beauty.

LITERATURE REVIEW

Buy interest

Purchase interest is defined as the stage that occurs before consumers buy a product, namely when consumers want to buy, use, or consume the product (Bakti et.al., 2020). Purchase interest can also be defined as everything related to consumer planning to buy a product in a certain amount and time (Silaningsih & Utami, 2018). Based on the

definition that has been described, purchase interest is the urge or desire from within the consumer to make a purchase of a product.

Celebrity Endorser

Celebrity endorser is one of the most talked about topics in marketing (Khan, 2018). According to Shimp (2014) celebrity endorser is an advertising supporter or also known as an advertising star to support a product. While celebrities are figures (actors, entertainers or athletes) who are known for their achievements in fields different from the products they support (Shimp, 2014). A celebrity endorser is someone, be it an actor, artist, or athlete, who is known and admired by the public for their achievements in their field, who is accustomed to delivering advertising messages designed to attract attention so as to influence target consumers. (Shimp, 2003 in Andi 2020).

Advertising

According to Kotler and Keller (2016) advertising is any form of presentation and promotion of ideas, goods, or services paid for by sponsors through print media, broadcast media, network media, electronic media, and exhibition media. According to Kotler and Armstrong (2017) advertising is any form of non-personal presentation and promotion of ideas, goods, or services that are paid for. According to Tjiptono in Minati (2017) advertising is a form of indirect communication, which is based on information about the advantages or benefits of a product, which is arranged in such a way as to create a pleasant feeling that will change someone's mind to make a purchase.

Viral Marketing

Viral Marketing According to Hasan (2010), is a way of spreading information that aims to promote a product through word of mouth using the internet where information will be easily spread from one person to another like a virus. According to Camarero & San Jose (2011) viral marketing is the spread of messages or information carried out by individuals voluntarily sharing with their contacts or not. The advantages of viral marketing include excellent service, lower costs, wider reach, more efficiency and ongoing promotional opportunities (Julie Clements, 2007).

RESEARCH METHOD

In this study, it shows the related independent variables or variable X where these variables include Celebrity Endorser (X1), Advertising (X2) and Viral Marketing (X3), the dependent variable or variable Y is Purchase Interest.

This research method is quantitative. The data collection technique in this study used an online questionnaire technique designed using a Likert scale of 1 to 5 and distributed to 1,784 students of the Faculty of Economics and Business, Muhammadiyah University of Semarang as consumers. The population in this study were students of the Faculty of Economics and Business, Muhammadiyah University of Semarang who used skincare x. The sampling technique used in this study was nonprobability sampling with a purposive sampling technique with the sampling criteria being for users who had used skincare x. The number of samples set was 104 respondents based on calculations using the Slovin formula. This data processor used SPSS version 29. Before the data was analyzed, the validity and reliability tests of the questionnaire used were first carried

out. To measure its validity, the score of each question item was used which was correlated with the total score of the item on one variable. After the validity and reliability tests were carried out, the next step was to conduct a classical assumption test and a hypothesis test.

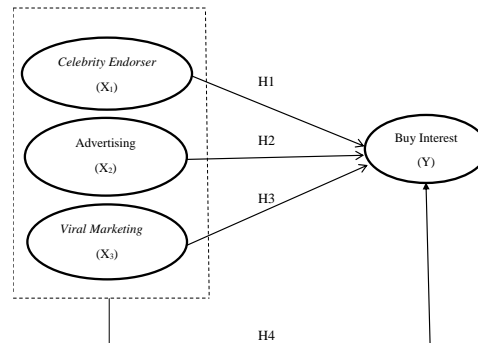


Fig 1. Research Model

RESULTS

Research data from a questionnaire carried out in the SPSS Version 29 program, following the results from analysis:

Table 1 Validity Test Results

Variable	Indicator	r count	r table (df = 102)	Information
<i>Celebrity Endorser</i> (X1)	X1.1	0.855	0.1927	Valid
	X1.2	0.805	0.1927	Valid
	X1.3	0.764	0.1927	Valid
Advertising (X2)	X2.1	0.822	0.1927	Valid
	X2.2	0.807	0.1927	Valid
	X2.3	0.824	0.1927	Valid
<i>Viral Marketing</i> (X3)	X2.4	0.794	0.1927	Valid
	X3.1	0.758	0.1927	Valid
	X3.2	0.853	0.1927	Valid
Buy Interest (Y)	X3.3	0.845	0.1927	Valid
	Y.1	0.793	0.1927	Valid
	Y.2	0.798	0.1927	Valid
	Y.3	0.825	0.1927	Valid
	Y.4	0.802	0.1927	Valid

Source: Processed Primary Data, 2024

The validity test conducted in the study was about Celebrity Endorser, advertisements and Viral Marketing on Purchase Interest. If the calculated r value (Corrected item - Total Correlation) from the validity test has a value greater than the r table value with $\alpha = 0.05$, then the degree of freedom (df) $n-2$ where n is the number of samples, so $df = 104 - 2 =$

102 is 0.1927. So, from the data of all indicators used in this study, to measure the variables used have a larger r count compared to r table. So, all indicators in this study are Valid.

Table 2 Reliability Test Results

Variable	Cronbach Alpha Value	SPSS Reliability Coefficient Results	Information
Celebrity Endorser (X1)	> 0.6	0.732	Reliabel
Advertising (X2)	> 0.6	0.826	Reliabel
Viral Marketing (X3)	> 0.6	0.753	Reliabel
Buy Interest (Y)	> 0.6	0.815	Reliabel

Source: Processed Primary Data, 2024

a variable is declared a variable if cronbach alpha > 0.6. The table above shows that all variables have a fairly large cronbach alpha, which is above 0.6. Thus, it can be concluded that the reliability of the variables celebrity endorser, advertising, viral marketing and purchase interest studied is reliable.

Table 3 Normality Test Results

		Unstandardized Residual	
N		104	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.28941981	
Most Extreme Differences	Absolute	.086	
	Positive	.074	
	Negative	-.086	
Test Statistic		.086	
Asymp. Sig. (2-tailed) ^c		.056	
Monte Carlo Sig. (2-tailed) ^d	Sig. 99% Confidence Interval	Lower Bound	.047
		Upper Bound	.058

Source: Processed Primary Data, 2024

Based on the table above, it can be explained that the Asymp.Sig value (2 tailed) is 0.056, which shows that the Asymp.Sig value (2 tailed) is more than 0.05. So in this study it is normally distributed.

Table 4 Multicollinearity Test Results

Collinearity Statistics		
Model	Tolerance	VIF
(Constant)		
X1 (<i>Celebrity Endorser</i>)	.466	2.146
X2 (Advertising)	.491	2.039
X3 (<i>Viral Marketing</i>)	.561	1.783

Source: Processed Primary Data, 2024

Based on the table above, it can be explained that Celebrity Endorser (X1) has a tolerance value of 0.466 and a VIF of 2.146, then for the Advertisement variable (X2) it has a tolerance value of 0.491 and a VIF of 2.039, and for the Viral Marketing variable (X3) it has a tolerance value of 0.561 and a VIF of 1.783. So it can be concluded that the data does not show symptoms of multicollinearity.

Table 5 Heteroscpic test results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.133	1.032			.128	.898
X1 (<i>Celebrity Endorser</i>)	.243	.104	.184		2.345	.021
X2 (Advertising)	.317	.082	.298		3.887	.001
X3 (<i>Viral Marketing</i>)	.655	.097	.484		6.751	.001

Source: Processed Primary Data, 2024

The results of the heteroscedasticity test show that the significance value of the independent variable celebrity endorser (X1) is 0.021, this value is greater than 0.05, which means that the variable X1 does not have symptoms of heteroscedasticity, then the advertising variable (X2) is 0.001, this value is less than 0.05, which means that the variable X2 has symptoms of heteroscedasticity, and the viral marketing variable (X3) is 0.001, this value is less than 0.05, which means that the variable X3 has symptoms of heteroscedasticity.

Table 6 Partial Test Results (Uji T)

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.133	1.032			.128	.898

X1 (Celebrity Endorser)	.243	.104	.184	2.345	.021
X2 (Advertising)	.317	.082	.298	3.887	.001
X3 (Viral Marketing)	.655	.097	.484	6.751	.001

Source: Processed Primary Data, 2024

- The significance of the influence of the celebrity endorser variable (X1) on the purchase interest variable (Y) is $0.001 < 0.005$ and the value of t count is $2.345 > t$ table value 1.659 then H1 is accepted and H0 is rejected. This shows that celebrity endorsers have a significant positive effect on purchase interest.
- The significance of the influence of the advertising variable (X2) on the purchase interest variable (Y) is $0.001 < 0.005$ and the value of t count is $3.887 > t$ table value 1.659, then H02 is rejected Ha2 is accepted and H02 is rejected. This shows that advertising has a significant positive effect on purchase interest.
- Signifikasi pengaruh variabel viral marketing (X3) terhadap variabel minat beli (Y) adalah $0,001 < 0,005$ dan nilai dari t hitung sebesar $6.751 > \text{nilai } t \text{ tabel } 1.659$, maka Ha3 diterima dan H03 ditolak. Hal ini menunjukkan bahwa viral marketing berpengaruh positif signifikan terhadap minat beli.

Table 7 F Test Results (Uji F)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	423.790	3	141.263	82.490	.001 ^b
Residual	171.248	100	1.712		
Total	595.038	103			

Source: Processed Primary Data, 2024

The table above shows that the significance value for the influence of celebrity endorsers, advertisements and Viral marketing on purchase interest is $0.001 < 0.05$ and Fcount $82.490 > F$ table value 2.690. This proves that Ha is accepted and Ho is rejected. This means that there is a significant positive influence of celebrity endorsers, advertisements and Viral marketing on purchase interest.

Table 8 Determination Test Results (R²)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.844 ^a	.712	.704	1.309

Source: Processed Primary Data, 2024

Based on the table above, it shows that there is a possibility that the variables celebrity endorser, advertising and viral marketing have an influence of 0.704, as shown by the previous data, with an R Square (R²) coefficient value of 0.712.

CONCLUSION

Based on the results of the analysis that has been carried out, it is known that: (1) celebrity endorsers have a significant positive influence on buying interest. (2) advertising has a significant positive influence on purchasing interest (3) viral marketing has a significant positive influence on purchasing interest.

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