



The Effects Of Viral Marketing, Celebrity Endorser And Brand Association Toward Purchase Decision Of Ms Glow Skincare Products

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ABSTRACT

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This study aims to see the influence generated by Viral Marketing, Celebrity Endorser and Brand Association on Purchase Decision of MS Glow skincare products. The method of collecting data that has been used in this research is by distribution of questionnaires to respondents using non-probability sampling technique. The data processing carried out in this research is by using Partial Least Squared – Structural Equation Modeling (PLS – SEM) using the help of the Smart PLS 3.3.3 program. The results obtained in the study indicate that 1) Viral Marketing does not have a positive effect on Purchase Decisions from consumers of MS Glow skincare products, 2) the next results state that Celebrity Endorser has a positive effect on Purchase Decisions of MS Glow skincare products and 3) the last result shows that Brand Association has a positive effect on Purchase Decision of MS Glow skincare products

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1. Introduction

In the business world, the lack of a marketing strategy that aimed to increase the product sales results in setbacks that cause the product to experience a decrease in sales, because without a good marketing strategy, a product will not be able to produce the best in the market. Currently, the internet is widely used by business actors as the most important medium to improve the marketing performance on introducing and selling their products. Along with the rapid development of technology, the use of the internet at this time has become common among many people.

According to Simon Kemp from We Are Social 274.9 million Indonesian population, 202.6 million (= 73.7%) of the population in Indonesia are using internet services. It can be said that there are 170 million Indonesians (= 61.8%) who are active in the use of social media. (Kemp, 2021) Looking at the percentage of the population data of the Indonesian people, it can be concluded that the Indonesian people are relying on the internet, especially social media.

According to data released by the Chairman of the Association of Indonesian Internet Service Providers (APJII), Jamalul Izza the number of internet users in Indonesia until Q2 2020 has increased to 73.7% of the Indonesian population. This number is equivalent to 196.7 million internet users with a population in the country of 266.9 million based on BPS data. (VOI, 2020)

We Are Social, Hootsuite stated that in 2020 regarding the 10 social media that are widely used by people in Indonesia. The top 5 ranks of the most used social media are YouTube as number 1 with a percentage of 88%, number two followed by WhatsApp with a percentage of 84%, at number 3 is Facebook with a percentage of 84%, number 4 is followed by Instagram with percentage of 79% and number 5 is Twitter with a percentage of 56%. (Jayani, 2020)

The top 5 local skincare brands on the list reported by Kompas.id are MS Glow in the top position with total sales reaching 38.5 billion rupiah, in second place occupied by Scarlett with total sales of 17.7 billion rupiah, in third place occupied by Somethinc with total sales of 8.1 billion rupiah, in the fourth position is



Avoskin with total sales reaching 5.9 billion rupiah and in fifth position is occupied by Wardah with total sales of 5.3 billion. (Compass, 2021)

MS Glow is one of the companies in the beauty sector that uses the power of Viral Marketing and Celebrity Endorser. This company uses these two methods as a marketing tool to strengthen the sales of its beauty products, especially with the use of Celebrity Endorser. With the collaboration of the use of Viral Marketing and Celebrity Endorsers, their connection will produced Brand Association which can affect the Purchase Decision of consumers regarding MS Glow's skincare products.

2. Literature Review

A. Relationship between Viral Marketing and Purchase Decision.

The term Viral Marketing itself was coined by Jeffrey F. Rayport in his 1996 article entitled "The Virus of Marketing", which states that viruses can be used as a marketing program. Viral Marketing causes reduced time from delivering messages, does not need to spend too much budget and the effects are also very broad. (Andini, Suharyono, & Sunarti, 2014) Nggilu, Tumbel and Djelmy analyzed the influence of Viral Marketing on purchase decisions at the Geprek Benu food stall in Manado. The result is that there was a positive and significant influence of viral marketing on purchasing decisions at the Geprek Benu food stall in Manado. (Nggilu, Tumbel and Djelmy, 2019) The following reaserch by (Kristanto, Indraningrat & Prasetiyaningtyas, 2017) and (Mustikasari & Widaningsih, 2018) also have the same result that viral marketing have positive and significant influence for purchase decision of the consumer.

H₁: Viral Marketing has a positive and significant effect on the Purchase Decision of MS Glow skincare products.

B. Relationship between Celebrity Endorser and Purchase Decision.

According to Shimp (2003) which is contained in the research of Cholifah, Suharyono and Hidayat, explains that the endorser is a supporter of an advertisement which is commonly known as an advertisement star who supports the advertisement. Celebrity is a character who is known through what achievements have been obtained from the products they starred in. (Cholifah, Suharyono, & Hidayat, 2016) Putra and Saputri analyze the influence of Celebrity Endorser on purchasing decisions of customers from Tokopedia. The results of this study indicate that there is a significant positive effect of Celebrity Endorser on Purchase Decisions for customers from Tokopedia. (Putra and Saputri, 2019) The following reaserch by (Kristanto, Indraningrat & Prasetiyaningtyas, 2017) and (Lestari & Wahyono, 2021) also have the same result that celebrity endorser have positive and significant influence for purchase decision of the consumer.

H₂: Celebrity Endorser has a positive and significant effect on the Purchase Decision of MS Glow skincare products.

C. Relationship between Brand Association and Purchase Decision.

Brand Association is a bond that occurs between consumers of the attributes associated with the memory held by consumers about a brand or brand. (Chandra & Keni, 2019) Muzammil, Rachma and Rizal analyzed the effect of brand association on iPhone purchasing decisions at the Faculty of Medicine, University of Malang. The results of this study indicate that there is a positive and significant influence of brand association on iPhone purchasing decisions for students of the Faculty of Medicine, University of Malang. (Muzammil, Rachma & Rizal, 2021) The following reaserch by (Pasha & Hadibrata, 2019) and (Elvara, Arifin & Hufron, 2019) also have the same result that brand association have positive and significant influence for purchase decision of the consumer.

H₃: Brand Association has a positive and significant effect on the Purchase Decision of MS Glow skincare products.

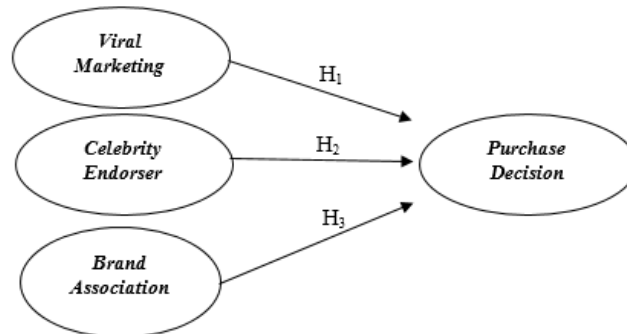


Figure 1 Research Model.

3. Research Method

The method of collecting data that has been used in this research is by distribution of questionnaires to respondents using non-probability sampling technique. The data processing carried out in this research is by using Partial Least Squared – Structural Equation Modeling (PLS – SEM) using the help of the Smart PLS 3.3.3 program. Because the researcher does not know exactly the number of people who buy or use the MS Glow skincare products, the process of calculating the number of samples will be calculated using the Cochran formula (Sugiyono, 2019). Based on the calculation of the Cochran formula, the number of samples obtained is 96.04 respondents which are rounded up to 97.

$$n = \frac{z^2 pq}{e^2} = \frac{(1,96)^2(0,5)(0,5)}{0,10^2} = 96,04$$

Notes:

n= Number of samples

z= The price in the normal curve for a deviation of 5%, with a value of 1.96

p= 50% Chance of being correct

q= 50% Chance of being wrong

e= Sample error rate 10%

The questionnaire items used in this research is from the variables viral marketing, celebrity endorser and purchased decision. The items in this research were measured using a likert scale from 1 – 5 which point 1 indicates strongly disagree until the point 5 which indicates strongly agree.

3. 1 Measurement Model

The measurement model which includes validity and reliability of the research model carried out. Hair stated that the Average Variance Extracted value must be above 0,5 and loading factor value must be above 0,7 (Hair et al., 2019) Hair also mentioned that if the AVE value is above 0,5, then the outer loading in the range of 0,4-0,7 still can be included in the research. The minimum value of the composite reliability test is 0,7. Table 1 shows that the measurement of the instruments is all valid, and all variables have AVE value above 0,5 and composite reliability more than 0,7 (Hair et al., 2019)

Table 1. Construct Evaluation

Construct and Item	Outer Loading
Viral Marketing (CR=0,809, AVE=0,585)	



VM2	Messages or invitations contained in MS Glow's social media accounts are easy to remember and encourage people to follow and recommend them to others	0.808
VM4	There is clarity about MS Glow product information	0.735
VM5	There is an attractiveness about the product MS Glow	0.749
Celebrity Endorser (CR=0,816, AVE=0,547)		
CE1	Celebrities supporting the MS Glow product have integrity and can be trusted to support the product	0,704
CE2	Celebrities supporting MS Glow products have skills or careers that support them	0,826
CE3	Celebrities who support MS Glow products have a classy impression so they can show that the product is a quality skincare product	0,825
CE4	Celebrities who support MS Glow products are able to give confidence that the best skincare is MS Glow	0,768
Brand Association (CR=0,861, AVE=0,674)		
BA2	MS Glow branded skincare products are skincare products produced by companies that have high credibility	0,851
BA3	MS Glow is a skincare product with satisfactory quality	0,862
BA6	MS Glow skincare products have their own characteristics	0,744
Purchase Decision (CR=0,923, AVE=0,707)		
PD2	I want to use products from MS Glow again and again	0,852
PD3	I use MS Glow products because of the promotions	0,848
PD4	I use MS Glow products by finding out for myself information about MS Glow	0,815
PD5	I have no doubts in choosing MS Glow skincare products	0,850
PD6	I'm sure to buy MS Glow skincare products	0,839

In table 2 showed the discriminant validity value which measured using the Fornell-Larcker Criterion. The squared correlation for each latent variable must be higher than the correlation of one construct with another construct. In this research, the construct of each latent variable are higher than the correlation between one construct and another, therefore each variable in this research considerably accurate and valid.

Table 2. Fornell –Larcker Discriminant Validity

	Brand Association	Celebrity	Purchase Decision	Viral
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		Endorser		Marketing
Brand Association	0,821			
Celebrity Endorser	0,601	0,739		
Purchase Decision	0,731	0,598	0,841	
Viral Marketing	0,632	0,614	0,540	0,765

In table 3. Shown the R-square of purchase decision is 0,575, which means that 57,5% of purchase decision are influenced by the 3 variables in this research which are viral marketing, celebrity endorser and brand association. and 42.5% are influenced by variables that are not included in this research.

Table 3. R-Squares

Construct	R-Squares
Purchase Decision	0,575

Table 4. Summary of Statistics Hypothesis Testing Results

Hypothesis	Standard Coefficient	p-value	Significance	Decision
H₁ : Celebrity Endorser has a positive and significant effect on the Purchase Decision of MS Glow skincare products.	0,038	0,668	Not Significance	Not Supported
H₂ : Celebrity Endorser has a positive and significant effect on the Purchase Decision of MS Glow skincare products.	0,234	0,002	Significance	Supported
H₃ : Brand Association has a positive and significant effect on the Purchase Decision of MS Glow skincare products.	0,567	0,000	Significance	Supported

4. Results and Discussion

Based on these results, it is concluded that the first hypothesis in this study is not supported. This result contradicts the previous research by Nggilu, Tumbel and Djelmy (2019), Mustikasari and Widaningsih (2018) and Kristanto, Indraningrat and Prasetyaningtiyas (2017) which stated that Viral Marketing can influence Purchase Decision positively and significantly.

Based on the results for the second hypothesis, Celebrity Endorser has a positive effect on Purchase Decision, is supported and significant. The results complement and are in line with previous research conducted by Lestari and Wahyono (2021), Putra and Saputri (2019) and Kristanto, Indraningrat and Prasetyaningtiyas (2017) which stated that there was a positive and significant effect of the Celebrity Endorser variable on Purchase Decision.

The results of the third hypothesis which is Brand Association has a positive effect on Purchase Decision, is supported and significant. It can be concluded that this hypothesis are in line with previous research conducted by Muzammil, Rachma and Rizal (2021), Pasha and Hadibrata (2019) and Elvara, Arifin, and Hufron (2019) which stated that the Brand Association had a positive and significant effect on Purchase Decisions.

5. Conclusion

This study have 3 hypohthesis that have been proposed in the first chapter and tested with the following conclusions: 1. Viral Marketing does not have a positive and significant influence on the Purchase Decision of MS Glow skincare products. 2. Celebrity Endorser has a positive and significant effect on the Purchase



Decision of MS Glow skincare products. 3. Brand Association has a positive and significant effect on the Purchase Decision of MS Glow skincare products.

This research can complement the results of research that has been done previously, where in this research model there are additional Brand Association variables that can influence Purchase Decisions. The results of the study indicate that the Brand Association variable can affect the consumer's purchase decision. In addition, it was also found that the Viral Marketing variable did not affect the consumer's purchase decision.

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