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**THE EFFECT OF VIRAL MARKETING AND CELEBRITY ENDORSERS ON  
PURCHASING DECISIONS FOR SOMETHING X NCT DREAM SKINCARE AT  
TIKTOK SHOP**

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**KEYWORDS:**

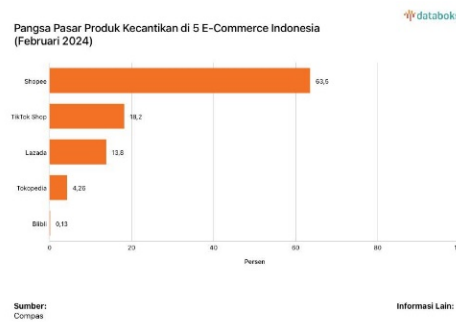
Viral Marketing, Celebrity  
Endorser, Purchase Decision

**ABSTRACT**

The development of the internet shows that there is growth in more and more internet users worldwide, and Indonesia is one of them. However, in modern times this has spread widely to the economic and entrepreneurial fields, so the term E-commerce or online trading has emerged to meet daily needs such as Tiktok Shop. The success of Tiktok Shop in Indonesia is due to the way business actors change promotional strategies using viral marketing and celebrity endorsers to get public attention and viral news on social media. This study aims to determine the effect of viral marketing and celebrity endorsers on purchasing decisions for something X NCT Dream skincare at Tik Tok Shop. The method used is a Quantitative approach with the type of associative research is data collection by distributing questionnaires using an online system via Google form with as many as 200 respondents. Data processing was then analyzed using IBM SPSS 25 Version for Windows. The data analysis used is Multiple Linear Analysis. All hypotheses show significance. The conclusion is that the influence of viral marketing and celebrity endorsers has a significant and positive effect on purchasing decisions for something X NCT Dream skincare at TikTok Shop.

**INTRODUCTION**

From year to year, the development of the internet shows that the growth of internet users is increasing around the world, and Indonesia is one of them. The internet is one of the rapidly growing fields of information technology, initially the internet could only be used for information dissemination. However, in modern times it has spread widely to the economic and entrepreneurial fields so the term E-commerce or online trading has emerged to meet daily needs. Based on the fact that many e-commerce platforms are operating, most of them close their operations because they are unable to compete with other e-commerce platforms. However, until 2024, Tiktok Shop still leads the 2nd largest E-commerce in Indonesia.



Picture 1

TikTok shop is the 2nd largest E-commerce in Indonesia

Source: <https://databoks.katadata.co.id/>

The success of Tiktok Shop in Indonesia, of which is due to changing the way of promotional strategies using viral marketing and celebrity endorsers to get public attention and viral news on social media.

Consumers are interested in buying a product due to viral marketing. Viral Marketing is a marketing technique by utilizes social networks to achieve certain marketing goals carried out through a unique communication process (Yusuf & Kholid, 2018).

Apart from viral marketing, there are celebrity endorsers who can get consumers interested. According to (Jayanti & Siahaan, 2021)A celebrity Endorser is a supporter of a product that is carried out through promotion by using all TV stars, movie actors, and all leading athletes in every advertisement, both in magazines, radio, and TV. With the celebrity endorser, one of the facial care brands has successfully marketed its product, Somehinc.

Something is a local Indonesian facial care brand that produces skincare, makeup, and beauty tools. Something was founded in 2019 by Irene Ursula because she was inspired by the crisis in choosing high-quality makeup and skincare products by millennials, to choose from many product options, in the end, will choose high-quality products (Prastowo & Nur, 2023). Because it is believed to be a mainstay of skincare for many people with its instantly effective ingredients and benefits, this makes Indonesian women make purchasing decisions at Somethingnc Skincare. Purchasing decisions are a process carried out by consumers to fulfill their needs to obtain satisfaction with the highest value and making purchasing decisions for a product begins with awareness of the fulfillment of needs and desires (Kuhu Joshi, 2019).

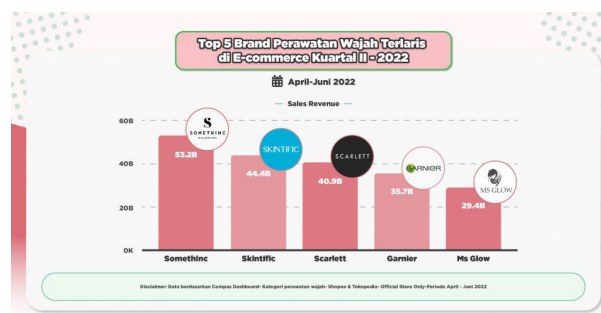


Figure 2

Top-selling brands in E-commerce Q2-2022

Source : <https://compas.co.id/article/top-5-brand-perawatan-wajah/>

The data above shows that some skincare sales in E-commerce are successful. Factors that influence the increase in sales of Somehinc Skincare are using viral marketing and celebrity endorsers. Somethinc appointed the famous K-pop group from South Korea, NCT Dream as Celebrity Endorser to promote its brand through social media so that fans and Somethinc can be recognized more.

In previous research conducted by (Sukma & Elina, 2016), shows that the purchasing decision variable is positively and significantly influenced by the celebrity endorser variable, while the results of Antonius Wijaya's research (2019) are not significant. Then in the research of Istiqlaliyatul Kholiq & Dewi Komala Sari (2021), it can be proven that the viral marketing variable has a significant influence on the purchasing decision variable.

Based on the previous discussion, the researcher is interested in studying the "Effect of Viral Marketing and Celebrity Endorser on the Decision to Purchase Something Skincare at TikTok Shop".

## RESEARCH METHODS

This study uses a Quantitative approach with the type of associative research in data collection is the distribution of questionnaires using an online system through Google Forms with 200 respondents. The determination of this sample size is based on the theory put forward by Zhou et al., (2009), (Wilson, 2020), where overall, some of the researchers above suggest that the most appropriate sample size for a study is between 30 and 500 samples. The respondents who became the sample of this study were teenagers to adults who had used or bought something X NCT Dream skincare at TikTok Shop. Data processing was then analyzed using SPSS 25 Version for Windows software. The data analysis used is Multiple Linear Analysis.

## RESULTS AND DISCUSSION

### Validity Test

According to (Sugiyono, 2019: 363), the validity test is the equation of data said by researchers with data obtained directly that occurs in research subjects. The validity test is used to measure whether a questionnaire is valid or not. The validity test is calculated based on respondents ( $n$ ) = 200 and processed using SPSS 25 Version for Windows Software with a significance level of 5%, then the  $r_{table}$  value is obtained, namely 0.138. So the research instrument will be said to be valid if the  $r_{count}$  value  $> 0.138$ .

**Table 1**  
**Instrument  $r_{count}$  value  $> 0.138$ .**

<b>Viral Marketing (X1)</b>	<b><math>r_{hitung}</math></b>	<b><math>r_{table}</math> 5%</b>	<b>Information</b>
1	0,531	0,138	Valid
2	0,538	0,138	Valid
3	0,611	0,138	Valid
4	0,688	0,138	Valid
5	0,654	0,138	Valid
6	0,555	0,138	Valid

7	0,326	0,138	Valid
<b>Celebrity Endorser (X2)</b>	<b>r<sub>hitung</sub></b>	<b>r<sub>table</sub> 5%</b>	<b>Information</b>
1	0,559	0,138	Valid
2	0,424	0,138	Valid
3	0,565	0,138	Valid
4	0,527	0,138	Valid
5	0,579	0,138	Valid
6	0,599	0,138	Valid
7	0,576	0,138	Valid
8	0,578	0,138	Valid
<b>Purchase Decision (Y)</b>	<b>r<sub>hitung</sub></b>	<b>R<sub>table</sub> 5%</b>	<b>Information</b>
1	0,782	0,138	Valid
2	0,760	0,138	Valid
3	0,772	0,138	Valid
4	0,770	0,138	Valid
5	0,811	0,138	Valid
6	0,795	0,138	Valid
7	0,793	0,138	Valid
8	0,732	0,138	Valid
9	0,483	0,138	Valid
10	0,671	0,138	Valid

Source: Processed by Researchers (2024)

### Reliability Test

According to (Sugiyono, 2020: 185), the reliability test is the extent to which the measurement results using the same object will produce the same data. The reliability test can be seen from the Cronbach's Alpha ( $\alpha$ ) value, where a variable can be said to be reliable if the Cronbach's Alpha ( $\alpha$ ) value is  $> 0.6$  (Ghozali, 2020).

**Table 2**  
**Viral Marketing Variable Reliability Test (X1)**

Reliability Statistics	
Cronbach's Alpha	N of Items
,883	7

Source: Processed by Researchers (2024)

Based on the results of the reliability test using Cronbach's Alpha method through the SPSS 25 Version for Windows Software, it can be said to be reliable because the value is more than  $> 0.6$ . The viral marketing variable (X1) is declared reliable because the value obtained is  $> 0.6$ , namely 0.883.

**Table 3**  
**Celebrity Endorser Variable Reliability Test (X2)**

Reliability Statistics	
Cronbach's Alpha	N of Items
,904	8

Based on the results of the reliability test using Cronbach's Alpha method through the SPSS 25 Version for Windows software, it can be said to be reliable because the value is more than  $> 0.6$ . The Celebrity Endorser variable (X2) is declared reliable because the value obtained is  $> 0.6$ , namely 0.904.

**Table 4**  
**Reliability Test of Purchasing Decision Variables (Y)**

Reliability Statistics	
Cronbach's Alpha	N of Items
,903	10

Source: SPSS 25

Based on the results of the reliability test using Cronbach's Alpha method through the SPSS 25 Version for Windows software, it can be said to be reliable because the value is more than  $> 0.6$ . The Purchasing Decision Variable (Y) is declared reliable because the value obtained is  $> 0.6$ , namely 0.904.

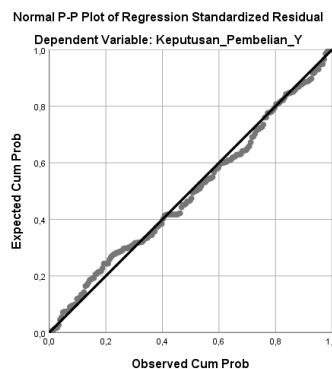
Table 5		
Variables	Cronbach's Alpha	Description
Viral Marketing (X1)	0,883	Reliable
Celebrity Endorser (X2)	0,904	Reliable
Purchase Decision (Y)	0,903	Reliable

Source: Processed by Researchers (2024)

## Classical Assumption Test Results

### Normality Test

The normality test is carried out to test whether the residual variables are normally distributed in a regression model (Ghozali, 2021: 196). The tool used by researchers is the normality test with normal probability plot graph analysis, if the points describing the data follow or approach the diagonal line, the residual value is declared normally distributed.



**Figure 4**  
**Source: SPSS 25**

### Multicollinearity Test

According to Santoso, (2019: 195), this Multicollinearity Test is a test to determine whether the regression model found a correlation between independent variables. If there is a correlation, it is called a multicollinearity (multico) problem. To find the presence or absence of multicollinearity in the regression model, it can be seen from the tolerance value and

variance inflation factor (VIF), if it is less than 10 and tolerance is more than 0.1, it can be said that there is no multicollinearity. Meanwhile, if the VIF is more than 10 and the tolerance is more than 0.1, it can be said that there are symptoms of multicollinearity.

**Table 6**

Variables	VIF	Description
Viral Marketing (X1)	2,084	Not happening
Celebrity Endorser (X2)	2,084	Not happening

Source: Processed by Researchers (2024)

Based on the VIF results above, between the Viral Marketing (X1) and Celebrity Endorser (X2) variables, it can be said that there is no multicollinearity.

#### Heteroscedasticity Test with Glejser Method

Heteroscedasticity test to find out or test whether, in the regression model, there is or is an inequality of variance and residuals of one observation to another observation, heteroscedasticity still occurs (Ghozali, 2021: 178). If the significance value is greater than 0.05, the regression model does not contain heteroscedasticity, or if the calculated t value is less than the t table.

**Table 7**

Variable	Sig.	Description
Viral Marketing (X1)	0,031	happens
Celebrity Endorser (X2)	0,449	Not happening

Source: Processed by Researchers (2024)

Based on the output above, the sig value of the Celebrity Endorser variable (X2) has a residual absolute value of  $0.449 > 0.05$ , so it can be said that heteroscedasticity does not occur.

#### Multiple Linear Regression Test

According to (Sugiyono, 2019), multiple linear regression analysis is an analysis used when the number of variables is more than 1, which serves to predict the increase or decrease in the condition of the dependent variable if the independent variable is changed up or down.

$$Y = 9.891 + 0,546X_1 + 0,493X_2$$

#### T-test

The T-test aims to test whether each independent variable has a significant effect on the dependent variable, then it can be known by using the comparison  $t \text{ count} > t \text{ table}$  then partially accepted (significant), and if  $t \text{ count} < t \text{ table}$  then partially rejected or not significant.

**Table 8**

Variabel	t hitung	t tabel	Sig	Description
<i>Viral Marketing</i> (X1)	6,596	0,1166	0,00	Significant
<i>Celebrity Endorser</i> (X2)	5,996			

Source: Processed by Researchers (2024)

Based on the table above, the value of  $T_{count} > T_{table}$  is obtained, namely for the Viral Marketing variable ( $X_1$ )  $6.592 > 0.1166$  with a sig value of  $0.00 < 0.05$  and the Celebrity Endorser Variable ( $X_2$ )  $5.996 > 0.1166$  with a sig value of  $0.00 < 0.5$ . So it is concluded that Viral Marketing and Celebrity endorsers are positive and significant to buying interest.

### The Effect of Viral Marketing on Purchasing Decisions

There is a significant number of viral marketing influences on purchasing decisions, namely  $0.00 < 0.05$  with  $t_{count} 6.592 > t_{table} 0.1166$ , it can be said that  $H_1$  is accepted, which means that there is an influence of viral marketing on purchasing decisions.

These results are because something X NCT Dream skincare is booming among K-Pop fans, so viral marketing can influence the decision to purchase something X NCT Dream skincare at TikTok Shop. These results are the same as the research of Istiqlaliyatul Kholiq & Dewi Komala Sari (2021) that viral marketing variables have a significant influence on purchasing decision variables.

### The Influence of Celebrity Endorsers on Purchasing Decisions

The results that have been tested show that the celebrity endorser variable number has a significant effect on purchasing decisions of  $0.00 < 0.05$  with a  $t$  value of  $5.996 > 0.1166$ , it can be concluded that  $H_2$  is accepted in the sense that there is an influence of celebrity endorsers on purchasing decisions.

This can be because the something skincare brand is already in demand and popular among teenagers and even adults, with the popularity of K-Pop groups, something appointed NCT Dream as a celebrity who endorses its skincare products to make it more famous and known to all circles, and in fact that the celebrity endorser appointed by something has a big influence on purchasing decisions at TikTok Shop. The same results from Sukma's research (2016) that purchasing decisions are positively and significantly influenced by celebrity endorsers.

### F test

According to (Ghozali, 2021: 98) The F statistical test shows whether all independent variables or independent variables included in the model have a joint influence on the dependent variable or dependent variable. If the significance is greater than 0.5 and the calculated F value is greater than 3.89 then  $H_1$  is accepted and it is stated that all independent variables as a whole significantly affect the dependent variable.

**Table 9**

Variabel	f hitung	f tabel	Sig	Description
<i>Viral Marketing (X1)</i>	142,160	3,89	0,00	Significant
<i>Celebrity Endorser (X2)</i>				

Source: Processed by Researchers (2024)

Based on the table above, the  $F_{value} > F_{table}$  is  $142.160 > 3.89$ , and the  $p$ -value (sig)  $< 0.05$ , namely 0. So it can be concluded that the Viral Marketing and Celebrity Endorser variables together have a positive and significant effect on purchasing decisions.

### The Effect of Viral Marketing and Celebrity Endorsers on Purchasing Decisions

The results of the F test calculation show that the significance value obtained is  $F_{count} > F_{table}$ , namely  $142.160 > 3.89$ , and the  $p$ -value (sig)  $< 0.05$ , namely 0, it can be concluded



overall that H3 is accepted, meaning that all X variables simultaneously influence purchasing decisions.

### Coefficient of Determination (R<sup>2</sup>)

According to (Ghozali, 2018: 97) The Coefficient of Determination (R<sup>2</sup>) aims to test how much influence the independent variable has on the dependent variable. After making observations, it is then divided into several sub-groups, performing regression in investigating the relationship between predictor variables (X) and criterion variables (Y) for each sub-group Ghozali (Fadhilah, 2020).

**Table 10**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 <sup>a</sup>	.591	.587	4.597

a. Predictors: (Constant), Celebrity\_Endorser\_X2, Viral\_Marketing\_X1

Source: Processed by Researchers (2024)

Based on the table above, the Adjusted R Square (R<sup>2</sup>) number is 0.587, this lift shows that the influence of viral marketing and celebrity endorsers simultaneously on purchasing decisions is 58.7%, while the remaining 41.3% is influenced by other factors outside the study.

## CONCLUSION

This study used a sample of 200 respondents who purchased Something X NCT Dream Skincare and are also Tiktoshop application users. Based on the results of research and discussion in the previous chapter regarding the influence of Viral Marketing and Celebrity Endorser on purchasing decisions for Something X NCT Dram Skincare at Tiktoshop, the following conclusions can be obtained:

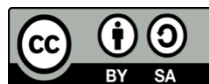
- There is a relationship between Viral Marketing Variables and (X1) Purchasing Decision Variables (Y). Obtained through the Multiple Linear Regression Test with the acquisition of  $Y = 9.891 + 0.546X_1 + 0.493X_2$  These results prove the relationship between Variable X1 and Variable Y.
- The Celebrity Endorser variable (X2) through the T-test has a positive and significant effect on purchasing decisions (Y) Something X NCT Dream Skincare at Tiktoshop. This means that Celebrity Endorser plays a very important role in making purchasing decisions (Y) Something X NCT Dream at Tiktoshop with a T-test result value of 5.996.
- Based on the test results, the Viral Marketing (X1) and Celebrity Endorser (X2) variables simultaneously have a positive and significant effect on purchasing decisions (Y) Skincare Something X NCT Dream at Tiktoshop with an F test value of 142,160 and an influence contribution of 58.7%.



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