
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:

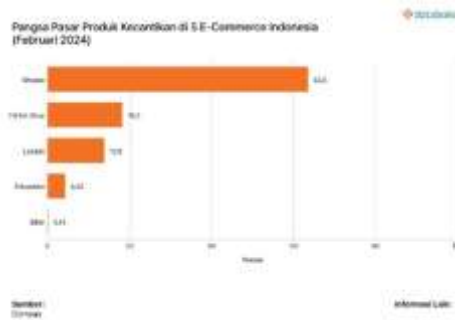
Viral Marketing, Celebrity Endorser, Purchase Decision

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. The purpose of this study is to ascertain how viral marketing and celebrity endorsements affect consumers' decisions to buy X NCT Dream skincare products via TikTok Shop. Data collecting for associative study is done by a quantitative technique utilizing a Google form to distribute surveys to up to 200 respondents online. After data processing, IBM SPSS 25 Version for Windows was used for analysis. Multiple linear analysis is the data analysis method employed. Every theory demonstrates relevance. The study concludes that buying decisions for X NCT Dream skincare products from TikTok Shop are significantly and favorably influenced by viral marketing and celebrity endorsers.

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. Making decisions about purchases is a process that customers go through in order to satisfy their wants and get the best value. The first step in choosing a product is realizing that needs and desires are being met (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.

While the findings of Antonius Wijaya's research (2019) are not significant, earlier research by (Sukma & Elina, 2016) demonstrates that the celebrity endorser variable is positively and substantially impacted by the purchase decision variable. Therefore, it can be seen by the research of Istiqlaliyatul Kholiq & Dewi Komala Sari (2021) that the purchase decision variable is significantly influenced by the viral marketing 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

The validity test, according to (Sugiyono, 2019: 363), is the calculation of data from researchers and data that is directly collected from study subjects. A questionnaire's validity is evaluated using the validity test. Based on 200 responders (n), the validity test is computed and processed with SPSS 25 Version for Windows Software at a significance level of 5%. This yields the rtable value of 0.138. Thus, if the rcount number is more than 0.138, the research instrument will be considered legitimate.

Table 1
Instrument rcount value > 0.138.

Viral Marketing (X1)	rhitung	rtable 5%	Information
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
Celebrity Endorser (X2)	rhitung	rtable 5%	Information

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
Purchase Decision (Y)	r_{hitung}	R_{table 5%}	Information
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

The reliability test, according to Sugiyono (2020: 185), measures how likely it is that measurement results obtained with the same object would yield the same data. The Cronbach's Alpha (α) value indicates the reliability test; a variable is considered dependable if its value is more than 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)

It can be concluded that the reliability test, conducted using the Cronbach's Alpha method with the SPSS 25 Version for Windows software, is reliable if the value is more than or equal to 0.6. The viral marketing variable (X1) has been deemed credible due to its achieved value of 0.883, which is more than 0.6.

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

It can be concluded that the reliability test, conducted using the Cronbach's Alpha method with the SPSS 25 Version for Windows program, is reliable if the value is more than or equal to 0.6. The obtained value of 0.904, which is more than 0.6, indicates the reliability of the Purchasing Decision Variable (Y).

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 used to ascertain whether the residual variables in a regression model have a normal distribution (Ghozali, 2021: 196). Researchers employ the normality test using normal probability plot graph analysis as a tool; the residual value is deemed normally distributed if the data points follow or near the diagonal line.

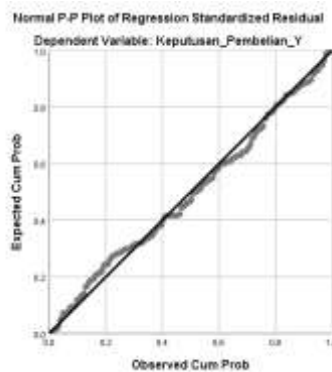


Figure 4

Source: SPSS 25

Multicollinearity Test

This Multicollinearity Test, according to Santoso (2019: 195), is a test to see if the regression model discovered a link between independent variables. It is known as a multicollinearity (multico) problem if there is a correlation. The tolerance value and variance inflation factor (VIF) can be used to determine whether multicollinearity exists in the regression model. If the VIF is less than 10 and the tolerance is greater than 0.1, multicollinearity is not present. In the meanwhile, multicollinearity symptoms can be identified

if the tolerance is greater than 0.1 and the VIF is greater than 10.

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

The purpose of the heteroscedasticity test is to determine if heteroscedasticity still occurs in the regression model and whether there is an inequality of variance and residuals between observations (Ghozali, 2021: 178). The regression model does not include heteroscedasticity if the significance value is larger than 0.05 or if the computed t value is smaller 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

Multiple linear regression analysis, according to Sugiyono (2019), is a technique used when there are more than one variable. It predicts how the dependent variable will vary in response to changes in the independent variable.

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

T-test

The purpose of the T-test is to determine if each independent variable has a significant impact on the dependent variable. This can be determined by comparing the results: if $t \text{ count} > t \text{ table}$, the result is partially accepted (significant); if $t \text{ count} < t \text{ table}$, the result is partially rejected (not significant).

Table 8

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

Source: Processed by Researchers (2024)

Based on the table above, the value of $T \text{ count} > T \text{ table}$ is obtained, namely for the Viral Marketing variable (X1) $6.592 > 0.1166$ with a sig value of $0.00 < 0.05$ and the Celebrity Endorser Variable (X2) $5.996 > 0.1166$ 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.

Viral Marketing's Impact on Consumer Decisions

Given that the number of viral marketing affects on purchase decisions is significant ($0.00 < 0.05$ with $t \text{ count } 6.592 > t \text{ table } 0.1166$), it may be concluded that H1 is accepted, indicating that viral marketing influences purchases.

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

Based on the tested results, which indicate a $0.00 < 0.05$ significant effect of the celebrity endorser variable number on purchasing decisions with a t value of $5.996 > 0.1166$, it can be said that H2 is accepted in the sense that celebrity endorsers have an influence 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

The F statistical test indicates if all independent factors or independent variables included in the model have a combined impact on the dependent variable or dependent variable, according to (Ghozali, 2021: 98). The hypothesis (H1) is accepted and it is declared that all independent variables together have a significant impact on the dependent variable if the significance is more than 0.5 and the computed F value is larger than 3.89.

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)

According to the preceding table, the p-value (sig) < 0.05 , or 0, and the F value $> F$ table are $142.160 > 3.89$. Thus, it can be said that the factors of viral marketing and celebrity endorsers together have a favorable and noteworthy impact on buying decisions.

The Effect of Viral Marketing and Celebrity Endorsers on Purchasing Decisions

Based on the F test computation findings, which indicate that the p-value (sig) < 0.05 , or 0, and the significance value obtained is $F \text{ count } > F \text{ table}$, or $142.160 > 3.89$, it can be inferred that, generally, H3 is accepted, indicating that all X factors concurrently impact purchase decisions.

Coefficient of Determination (R2)

According to (Ghozali, 2018: 97) The Coefficient of Determination (R2) 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 ^a	.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 (R²) 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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