

THE INFLUENCE OF CELEBRITY ENDORSEMENT AND TESTIMONIALS ON BUYING INTEREST IN THE ORIGINOTE SKINCARE PRODUCT FOR STUDENTS IN NGAWI DISTRICT

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Keyword

Celebrity endorsement;
testimonials;
purchase
intention.

Abstract

This study aims to examine the influence of celebrity endorsement and consumer testimonials on the purchasing intention of The Originote skincare products among university students in Ngawi Regency. The research employs a quantitative approach using a survey method. The population consists of students in Ngawi Regency, with a sample of 100 respondents selected through purposive sampling. Data analysis was conducted using multiple linear regression to assess the relationship between celebrity endorsement and testimonials on purchase intention. The results indicate that both variables have a positive and significant effect on consumers' purchasing intention. Celebrity endorsement exerts a stronger influence, particularly when the chosen celebrity holds a strong and favorable image among consumers. Additionally, credible consumer testimonials also contribute positively by enhancing trust and purchase interest. The findings suggest that celebrity endorsement and testimonials are effective strategies to boost purchasing intention, especially in the skincare industry. Therefore, it is recommended that companies optimize their marketing strategies by leveraging celebrities with positive images and reliable consumer testimonials, particularly through social media and digital platforms, which are currently the primary communication channels for the target market.

INTRODUCTION

The cosmetics sector, particularly skincare, is among the fastest-growing segments in the economy, with a rising demand especially among women. In Indonesia, the cosmetics market ranks as one of the largest worldwide, driven by consumers' strong interest in achieving healthy, glowing, and radiant skin. This trend is reinforced by growing awareness of the importance of skincare products suited for Indonesia's tropical climate. To address these needs, numerous local brands have emerged, offering formulations adapted to the unique skin characteristics of Indonesians. Established in 2022, The Originote is a local skincare brand that has successfully captured market attention by providing affordable products that cater specifically to Indonesian skin requirements. The brand's success is attributed to product quality and the inclusion of active ingredients like Hyaluronic Acid, Ceramide, and Chlorella, known for their skin-beneficial properties. According to research by Hadiallah & Juju (2018), the high demand for skincare in Indonesia presents significant growth opportunities for domestic brands, exemplified by The Originote's alignment with prevailing skincare trends. The brand offers a wide range of products designed for various skin concerns across age groups,

from adolescents to adults. With advanced yet affordable formulations, The Originote positions itself as a popular choice, promoting its vision and tagline, "Affordable Skincare for All."

Besides product quality, marketing strategies play a crucial role in shaping consumer purchasing decisions, especially in the highly competitive cosmetics sector. Utilizing celebrity endorsements and consumer testimonials are two key tactics that can enhance consumers' interest in buying products. Celebrity endorsements conducted via various digital platforms like TikTok, Instagram, and Shopee enable brands to reach a broader audience. A central part of their approach is leveraging celebrity endorsements and customer testimonials to build a favorable brand image and boost purchase intention. Endorsements on social media significantly attract consumer attention due to the influence of celebrities or influencers with large followings. Consumers often place greater trust in recommendations from celebrities or influencers they follow online (Budhiarti, 2021). Meanwhile, consumer testimonials serve as social proof, enhancing the product's credibility. Reviews are considered vital for gaining customer trust. Moreover, testimonials can attract new buyers who observe numerous positive experiences shared about the company's products. Marketing implications suggest that potential buyers' interest in purchasing goods or services is influenced by stimuli from celebrity endorsers (Sari & Habib, 2023). Research by Sari & Sudarwanto (2022) notes that amid the growing trend of skincare use, positive testimonials from satisfied consumers play a significant role in purchasing decisions. In Ngawi Regency, students increasingly purchase skincare products via e-commerce platforms, with The Originote, known for its affordability and quality, becoming a favored option. Positive consumer testimonials, especially those posted on social media, have contributed to rising purchase interest, highlighting that marketing efforts involving influencers and consumers markedly affect brand image and market success (Sari & Fadhillah, 2021). Based on this background, this study aims to investigate the impact of celebrity endorsements and testimonials on the purchase intention of The Originote products among students in Ngawi Regency. The research is expected to offer deeper insights into effective marketing strategies for local skincare brands and enhance understanding of how external factors like celebrities and testimonials influence consumer buying decisions.

METHOD

This study employs a quantitative methodology grounded in a positivist paradigm. The approach focuses on testing the impact of the studied variables by using measurable data that can be statistically analyzed. Emphasizing hypothesis testing, this quantitative research relies on collecting numerical data and applying statistical techniques to draw conclusions that are generalizable. The research design applied is survey research, which is suitable for gathering information about the influence of celebrity endorsements and testimonials on consumer purchase intentions regarding The Originote skincare products. Surveys enable researchers to obtain data from a representative sample, thus providing a comprehensive understanding of the relationships between the variables examined. The primary data collection tool used in this study is a questionnaire administered to respondents. The conceptual framework of this study is developed to examine the effect of independent variables, namely Celebrity Endorsement (X_1) and Testimonials (X_2), on the dependent variable, which is the Purchase Interest (Y) in The Originote skincare products among students in Ngawi Regency.

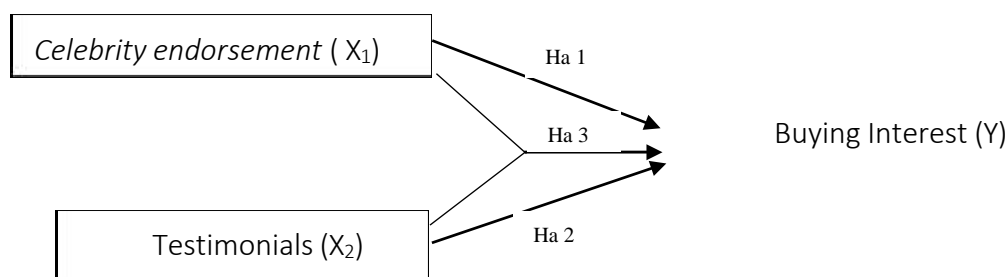


Figure 1. Research design

Information :

Ha 1: Celebrity endorsement on buying interest

Ha 2: Testimonials on buying interest

Ha 3: Celebrity endorsements and testimonials affect buying interest

The population targeted in this study consisted of students in Ngawi Regency. A purposive sampling technique was employed to select the sample, focusing on individuals who met specific criteria, such as being active users of skincare products and having social media accounts. A total of 100 respondents who fulfilled these criteria were chosen to represent the student population in Ngawi Regency. This non-probability sampling method was applied because the research aimed to focus specifically on market segments relevant to the study's topic.

The questionnaire in this study employed a Likert scale consisting of four response options: "strongly agree," "agree," "disagree," and "strongly disagree." To measure Celebrity Endorsement, the indicators used include Visibility, which relates to how well-known a celebrity is among the public and their ability to capture audience attention; Credibility, which evaluates the trustworthiness of the celebrity and their influence on consumer attitudes and behaviors; Attractiveness, assessing the celebrity's physical appeal or personality traits that enhance advertising effectiveness; and Influence, which gauges how effectively the celebrity can persuade consumers to purchase the endorsed products. For the Testimonials variable, the indicators comprise Attractiveness, focusing on the consumer's appreciation of the testimonial giver's appearance or character; Credibility, referring to the testimonial provider's trustworthiness, integrity, expertise, and experience in swaying consumer decisions; and Spontaneity, which measures the naturalness and unplanned nature of the testimonial, often making it more persuasive to consumers. Regarding Purchase Interest, the indicators include Transactional Interest, reflecting consumers' tendency to buy the product; Referential Interest, indicating their inclination to recommend the product to others; Preferential Interest, describing the preference for a particular product; and Explorative Interest, representing consumers' desire to seek more information about the product of interest.

RESULTS

This research aims to examine the effect of celebrity endorsement and testimonials on consumers' purchasing interest. To achieve this, data was gathered through questionnaires distributed to 100 respondents who use skincare products, focusing on students in Ngawi Regency. The questionnaires were administered in a controlled manner, utilizing a Likert scale ranging from 1 to 4. The study involves two independent variables: celebrity endorsement and testimonials. Each variable was measured using an average of four questionnaire items designed specifically to capture relevant information.

Table 1 Characteristics of when to know about skincare products

Getting to know skincare since	Frequency	Presentation
SMP	35	35 %
SMA	40	40 %
Kuliah	25	25 %
TOTAL	100	100 %

Source: Processed Data, 2024

Based on Table 4.1, this study involved a sample of 100 respondents. The data shows that 35% of respondents became familiar with skincare products during high school, 40% during junior high school, and 25% during college. These results indicate that most respondents were introduced to skincare products starting from junior high school, which is higher compared to those introduced during high school or college.

Table 2 Characteristics of Know about Originote products

Know about Originote products	Frequency	Presentation
Ya	55	55 %
Tidak	45	45 %
TOTAL	100	100 %

Source: Processed Data, 2024

Referring to Table 4.2, the study sampled 100 respondents regarding their awareness of skincare products. Among them, 55% responded affirmatively, while 45% responded negatively. This indicates that the majority of respondents are familiar with and aware of The Originote products.

Table 3 Characteristics of Original Users

Original User	Frequency	Presentation
Ya	61	61 %
Tidak	39	39 %
TOTAL	100	100 %

Source: Processed Data, 2024

Based on Table 4.2, this study involved 100 respondents, with 61% identifying themselves as users of The Originote products, while 39% reported not using them. This data indicates that, on average, a majority of respondents actively use The Originote skincare products.

Table 4 Characteristics of the recommended purchase of The Originote products

Recommendations from	Frequency	Presentation
Self-will	38	38 %
Family	27	27 %
Friends	35	35 %
TOTAL	100	100 %

Source: Processed Data, 2024

Referring to Table 4.4, this study surveyed 100 respondents about their sources of purchase recommendations for The Originote products. Among the respondents, 38% reported making purchases based on their own decision, 27% were influenced by family recommendations, and 35% were guided by friends. These results indicate that the majority of respondents prefer to decide independently when purchasing The Originote products.

Table 5 Characteristics of offline and online purchases

Recommendations from	Frequency	Presentation
<i>Online</i>	46	46 %
<i>Offline</i>	54	54 %
TOTAL	100	100 %

Source: Processed Data, 2024

Based on Table 4.5, this study involved 100 respondents regarding their purchasing methods for The Originote products. The data shows that 46% of respondents purchased offline, while 54% made their purchases online. This indicates that a slightly higher proportion of respondents prefer buying The Originote products through online channels.

Table 6 Characteristics of online shopping for The Originote products, how many times?

Recommendations from	Frequency	Presentation
1 kali	39	39 %
2-5 kali	34	34 %
> 5 kali	27	27 %
TOTAL	100	100 %

Source: Processed Data, 2024

According to Table 4.6, this study surveyed 100 respondents regarding the frequency of their online purchases of The Originote products. The results indicate that 39% bought the products once, 34% made purchases between two to five times, and 27% bought more than five times. These findings suggest that most respondents have purchased The Originote products only once.

Table 7 Characteristics of the frequency of shopping for The Originote products

Recommendations from	Frequency	Presentation
1 time	43	43 %
2 times	27	27 %
3 times	16	16 %
4 times	14	14 %
TOTAL	100	100 %

Source: Processed Data, 2024

Based on Table 4.6, this study surveyed 100 respondents regarding how often they purchase The Originote products. The data shows that 43% bought the products once, 27% twice, 16% three times, and 14% four times. These results indicate that most respondents have only purchased The Originote products once.

The results of respondents' answers from the 3 variables studied are Celebrity Endorsement (X1), Testimonials (X2), and Purchase Interest (Y).

Table 8 Results of Respondents' Answer Description

VARIABLE	AVERAGE
<i>Celebrity Endorsement (X1)</i>	
X1.1	3,18
X1.2	3,03
X1.3	3,16
X1.4	3,17
X1.5	2,97
X1.6	2,98
<i>Testimonials (X2)</i>	
X2.1	2,99
X2.2	3,11
X2.3	3,21
X2.4	3,51
X2.5	3,13
X2.6	3,08
<i>Purchase Interest (Y)</i>	
Y.1	2,84
Y.2	2,81
Y.3	3,12
Y.4	3,08
Y.5	3,03
Y.6	3,16

Source: Processed Data, 2024

Based on the results of the validity and reliability tests, it can be concluded that the data used in this study have met the required standards. In the validity test, each question item in the Celebrity Endorsement, Testimonial, and Purchase Interest variables showed a calculated r value greater than the table r , which means that all items in this questionnaire are valid and can be used for further research. This shows that the data collection instrument used can measure the intended variables accurately. Meanwhile, in the reliability test, the test results showed that the Cronbach's Alpha value for each variable was greater than 0.6, which indicates that the questionnaire used in this study is reliable. Thus, the data obtained from the questionnaire can be relied on for further analysis and provide consistent results if retested.

The results from the normality, multicollinearity, and heteroscedasticity tests indicate that the data in this study satisfy the classical assumptions necessary for regression analysis. The normality test yielded an Asymp.Sig value of 0.128, which exceeds the 0.05 threshold,

suggesting that the data follows a normal distribution. The multicollinearity test revealed that the Tolerance values for both Celebrity Endorsement and Testimonial variables are above 0.10, while the VIF values are below 10.00, indicating no multicollinearity issues among the independent variables. Additionally, the heteroscedasticity test, performed using the Glejser method, showed Sig. values greater than 0.05 for both variables, implying the absence of heteroscedasticity in the regression model. Overall, these findings confirm that the dataset is appropriate for further statistical analysis.

DISCUSSION

The analysis results indicate that celebrity endorsement positively and significantly affects consumers' purchase interest in The Originote skincare products. The more engaging and relevant the celebrity featured in advertisements, the greater the consumer's interest in purchasing. This finding aligns with Suhardi & Irmayanti's (2019) research, which highlights that celebrities' appeal in marketing can capture consumer attention, build trust in the product, and ultimately drive purchasing decisions. From the researchers' perspective, celebrity involvement in promotions serves not only as an eye-catching element but also as a symbol of trust that shapes consumer perceptions regarding product quality and credibility. Consumers often develop an emotional connection with celebrities they admire, making them more confident and motivated to buy products endorsed by these figures. Furthermore, when celebrity endorsements align well with the product's image, they strengthen the brand's image and positioning, especially within the competitive skincare industry.

In addition to celebrity endorsements, the analysis reveals that testimonials also have a significant positive effect on purchase intention. Consumers are generally more inclined to buy a product after encountering testimonials that are engaging, distinctive, and credible. This is supported by research from Sriyanto et al. (2019), which shows that authentic and positive experiences shared by previous users can strongly impact consumer buying decisions. From the researchers' viewpoint, testimonials hold strategic importance as they foster social trust—often referred to as social proof—essential for consumers when making purchase choices, especially in the current digital age. Observing favorable experiences from other users not only boosts consumers' confidence in the product's quality but also reinforces the perception that the product delivers tangible benefits. Honest, detailed, and relevant testimonials serve as powerful persuasive tools that help alleviate consumer doubts prior to making a purchase.

The combined effect of celebrity endorsement and testimonials has been found to positively and significantly influence consumers' purchase interest in The Originote skincare products. When these two factors are integrated effectively, consumers tend to feel more compelled to buy the product due to the appeal of celebrities coupled with the trust established through testimonials from other users. This combination fosters positive emotions and a strong desire to make an immediate purchase. Researchers consider the synergy between celebrity endorsements and consumer testimonials as a highly relevant marketing approach to navigate the intense competition within the skincare industry. Celebrity endorsements help capture initial attention and create a favorable product image, while testimonials reinforce credibility and build consumer confidence in the product's benefits. When these elements are consistently presented across various promotional channels—particularly on social media and digital platforms popular among the target skincare audience—their impact on purchase interest is maximized. This finding also highlights that modern consumers value not only celebrity

popularity but also social proof through authentic user experiences as a critical factor in their buying decisions.

Additionally, this study's findings suggest that the influence of celebrity endorsement extends beyond mere physical attractiveness or fame. It also closely relates to the celebrity's credibility, expertise, and alignment with the product's image. Previous research, such as that by Erdogan (1999), highlights three key dimensions affecting endorsement effectiveness: trustworthiness, expertise, and attractiveness. In the case of The Originote, the selected celebrities are not only widely recognized but also possess an image that aligns well with the beauty and skincare industry. This alignment enhances consumer confidence in the products and increases the likelihood of purchase. The researchers believe that companies should carefully select celebrities who are not just popular but also embody values consistent with the brand's identity, ensuring that promotional messages resonate effectively with the intended audience.

Consumer testimonials also play a crucial role in shaping the perceptions and beliefs of prospective buyers through social influence and digital word-of-mouth channels. Nowadays, consumers often seek references and reviews before making purchasing decisions, particularly for skincare products that directly impact health and appearance. Testimonials shared on social media, e-commerce platforms, or official company websites tend to be perceived as more trustworthy than traditional commercial advertisements. Researchers argue that testimonials from consumers with experiences similar to those of potential buyers are more effective in establishing relevance and reducing perceived risks. Consequently, companies should actively manage consumer testimonials by not only showcasing positive feedback but also openly addressing criticisms and suggestions, thereby enhancing brand credibility among consumers. This aligns with the concept of electronic word of mouth (e-WOM), which has become a strategic element in fostering consumer trust in today's digital landscape.

CONCLUSION

Based on the hypothesis testing and multiple linear regression analysis, it can be concluded that both celebrity endorsement and testimonials positively and significantly affect the purchase interest in The Originote skincare products among students in Ngawi Regency. Individually, celebrity endorsement has a significant impact on purchase interest, as indicated by a significance value of 0.016, while testimonials also show a positive influence, although with a higher significance value of 0.309. Furthermore, the F-test results demonstrate that celebrity endorsement and testimonials together significantly influence purchase interest, with a significance value of 0.001. Therefore, both variables contribute meaningfully, both separately and simultaneously, to enhancing consumers' interest in purchasing the product.

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