

# The Influence of Viral Marketing and Celebrity Endorsements on Purchasing Decisions for Ms Glow in Langsa City

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## Abstrak

The purpose of this study was to determine and analyze the effect of viral marketing, and celebrity endorsers on purchasing decisions. The research method used in this research is the quantitative method. The population in this study were users or consumers of MS Glow skincare in Langsa City. The sampling technique uses non-probability sampling techniques with a purposive sampling approach with a sample size of 100 respondents. The data analysis technique used is component-based SEM using PLS with SmartPLS 3.0 software. The results of this study indicate that viral marketing and celebrity endorsers influence the purchasing decision variable by 61.6%, and the remaining 38.4% is influenced by other variables outside this study. The viral marketing variable (X1) has a significant effect on purchasing decisions for MS Glow skincare in Langsa City because the p-value of 0.008 is smaller than 0.05 and the statistical value of 2.678 is greater than 1.96 with a positive influence because the original sample value is 0.360. Then the celebrity endorser variable (X2) has a significant effect because the p-value of 0.002 is smaller than 0.05 the statistical value of 3.119 is greater than 1.96 and the effect is positive because the original sample value is 0.495.

**Keyword:** Viral Marketing, Celebrity Endorsers, Purchasing Decisions.

## 1. INTRODUCTION

MS Glow is one of the famous skincare brands used by famous celebrities in Indonesia. Not only popular, MS Glow skincare products are very complete. In 2021 MS Glow received an award from the Indonesian Museum of Records (MURI). MS Glow received this award from MURI because it has formed a sales network with 78,147 MS Glow beauty product companies, and this number is the largest in Indonesia. MS Glow brand occupies the third position with total sales reaching Rp. 29.4 billion in the April-June 2022 period. The total sales are equivalent to more than 313 thousand transactions (compas.id). MS Glow is the best-selling skincare product from the top 10 local brands in E-commerce in 2022.

Based on the MS Glow Web search graph (Google, 2022), it can be seen that the decline in MS Glow skincare sales is evidenced based on Google trend data that in the last 1 (one) year there has been a downward trend in the community. interested in knowing MS Glow skincare products. By looking at the graph, interest in MS glow skincare products in the last 12 months obtained an average of 33-100. On July 17-23, 2022 MS Glow had experienced an increase by obtaining 100 searches. Then on July 24-30, 2022 there was a downward trend to only 63 searches. The lowest search with 33 occurred on November 20-26, 2022.

Viral marketing provides an opportunity for businesses to introduce their products more effectively and quickly to consumers, this effort is made by companies to introduce and also increase sales of their products. Viral Marketing strategies carried out by companies such as marketing their products through various social media, including TikTok social media. In the hashtag #msglowskincare with a total of 827.6 million views, we can see various videos that show how a person's face changes over time when using MS Glow skincare. This hashtag will help TikTok users expand the spread of their business marketing content. Then MS Glow has their business marketing content design. Then MS Glow has an attractive website design and contains testimonials given by MS Glow skincare users so that it can convince consumers of the products offered. This certainly attracts consumers to buy these products.

In December 2021, MS Glow was shocked by a viral video shared on the TikTok application. The video features a review before and after using MS Glow skincare products. Starting from one of the videos was uploaded by a netizen on a TikTok account with the username @khomsiah\_siti who discusses the condition of her face before using MS Glow. It looked smooth and clean, when using MS Glow skincare products within eight months the condition of her face changed. like squeezing acne and irritation. Finally, he stopped using MS Glow skincare. Then another netizen with the username TikTok @ovaa also uploaded a video about the MS Glow skincare product review. He said that before using MS Glow skincare products, the condition of his face was fine, but after six months of use, his face experienced the same thing, namely acne and irritation.

Netizens also commented on the video, various comments appeared pros and cons, some commented on experiencing the same thing and some commented that not all skincare products are suitable for use by all skin types as well as other interrelated comments (Lazarus sandya wella, 2021). So that because of this phenomenon it is allegedly resulting in a decrease in income. In previous research conducted by Kuhu, Tumbel, and Wenas (2019) Viral Marketing and Celebrity endorsers have no significant effect on Purchasing Decisions at Sang Pisang Manado. Meanwhile, in other studies, Kholiq and Sari (2021) show that Viral Marketing and Celebrity Endorsers

have a significant effect on purchasing decisions. The two studies show that there are still inconsistencies in the results obtained. With this inconsistency, of course, it is interesting to conduct further research on the effect of Viral Marketing and Celebrity Endorsers on purchasing decisions.

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## 2. RESEARCH METHODE

### 2.1 Research Framework

#### 2.1.1 Viral Marketing

According to Kotler and Armstrong (2018: 72) viral marketing is an advertising campaign that uses the power of word of mouth to spread through social media and other internet platforms. According to Glennardo (2018: 199) viral marketing is a marketing technique by utilizes the development of electronic media to achieve a goal that marketers want to achieve. Meanwhile, according to Wiludjeng and Nurlela (2013: 59) viral marketing is an activity or effort to influence the public by utilizing the power of word of mouth through online media, such as email and social networks. From the above understanding, it can be interpreted that viral marketing is word-of-mouth marketing, which is an internet version where one consumer recommends to other consumers by seeing or hearing information through electronic media or the internet.

Viral marketing indicators according to Wiludjeng and Nurlela (2013: 54) are as follows: (1) Product knowledge; (2) Clarity of product information; (3) Talking about the product.

The benefits of implementing viral marketing according to Chaffey (Haque Fawzi, 2022: 24) include wider marketing coverage, saving operational costs, finding and disseminating information becomes easier, supporting customer service without geography and time restrictions, and the control system will be easier.

#### **H1: The Effect of Viral Marketing on Purchasing Decisions**

Consumer behavior changes due to easy access to the internet. The ease of internet access is certainly useful when promoting MS Glow skincare products with a viral marketing strategy. According to Turban (2018: 382), viral marketing is a word-of-mouth marketing strategy using electronic media where consumers or companies share information and opinions with others about a product or service. Good utilization of social media in virtualizing a product can certainly influence consumers to buy a product through a product that goes viral and then spreads quickly as a result consumers feel curious about using the product and consumers are interested in making a purchase decision. With Viral marketing, consumers can find out more information about a Ms Glow skincare product.

#### 2.1.2 Celebrity Endorsment

Shimp (2014: 259) argues that celebrity endorser means a public figure who has expertise in a certain field who is known to many people and has an important role in expressing a product that is supported, so as to influence a person's behavior or attitude towards the advertised product.

According to Shimp (2014: 259) there are five characteristics of a celebrity endorser called the TEARS model, namely Trustworthiness, Expertise, Physical Attractiveness, Respect, Similarity. These five characteristics can be a reference for companies in choosing celebrity endorsers so that they influence consumer attention and the advertisements they star in become effective.

According to Schiffman and Kanuk in Natalia & Rumambi (2013) there are benefits and roles of celebrity endorsers, among others:

1. Testimonials: if a celebrity personally uses the product, they can testify to the quality and benefits of the product or brand being advertised or advertised brand.
2. Endorsement: there are times when a celebrity is asked to star in an advertisement for a product that they are not personally an expert in they are not personally an expert in.
3. Actor: celebrities are asked to promote a certain product or brand related to the role they star in a certain broadcast program.
4. Spokesperson: celebrities who promote a product, brand, or company for a certain period of time fall under the spokesperson role group.

#### **H2: The influence of celebrity endorsers on purchasing decisions**

One of the marketing strategies carried out by companies is to utilize celebrities to promote a product known as "celebrity endorsers". This celebrity endorser promotes a product with its appeal such as physical characteristics, intelligence, personality, and lifestyle. Based on the Uses and Gratifications theory, by Herbert Blumer and Eliu Katz, the effective use of social media by celebrity endorsers in advertising a product will certainly have an impact on purchasing decisions. This happens because consumers already know information about the specifications of the products advertised by celebrity endorsers in accordance with expectations and needs. endorser in accordance with consumer expectations and needs. The benefit of using the Celebrity endorser strategy is that consumers believe that the celebrity endorser of MS Glow skincare products can be

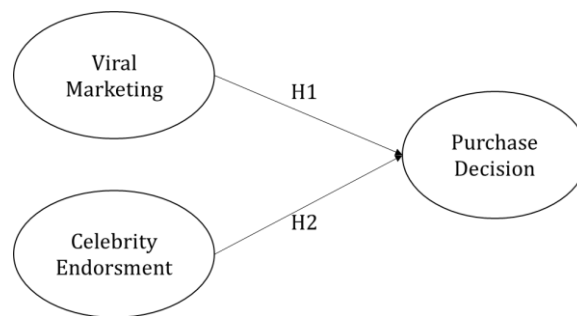
trusted and relied on, consumers also believe that the celebrity endorser of MS Glow skincare products can represent the MS Glow brand so that it encourages consumers to do the same thing to make purchases.

### 2.1.3 Purchase Decison

Kotler (2008: 190) purchasing decisions are the stages that consumers take before making a decision to purchase a product. Meanwhile, according to Tjiptono (2008: 19) is a step where the buyer knows the problem, looks for information related to a particular product or brand evaluates several of each alternative so that it can be used in solving the problem, and then directs them towards a purchase decision.

purchase decision. According to Kotler & Armstrong (2008: 179) there are five stages that consumers go through when deciding to buy a product or service. Namely need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

Based on the framework and description above, the hypothesis in this study is as follows:



**Figure 1.** Reserach Framework

Based on the research concept model, the research hypothesis is as follows:

**H1: Viral Marketing has a positive and significant effect on purchasing decisions.**

**H2: Celebrity endorsers have a positive and significant effect on purchasing decisions.**

## 2.2 Research Method

This research approach is a quantitative approach, which means that the research data is in the form of numbers and is analyzed using statistics. Researchers chose to use a quantitative approach because researchers wanted to describe the data found in the field objectively. This research uses Google Forms which are distributed through social media. This research was conducted from December 2022 to June 2023. The population in this study were MS Glow users or consumers in Bekasi City. This sampling technique uses purposive sampling, which is a sampling technique with certain considerations so that it is suitable for sampling (Sugiyono, 2014).

Considerations or sample criteria in this study are Respondents who live in Bekasi City, are at least 17 years old, and have purchased at least one MS Glow skincare product. Because in this study the population size is not known with certainty. So this study produced a sample of 100 respondents. Data analysis was carried out using the Partial Least Square (PLS) method using SmartPLS 3.0 software. PLS-SEM analysis consists of two submodels, namely the measurement model, or outer model, and the structural model, or inner model.

1. Outer model, which is a measurement model that connects manifests (indicators) with their latent variables (Ghozali & Latan, 2021). The measurement model with reflective indicators uses a validity and reliability test approach.
  - a. The validity test is used to measure the validity or validity of a questionnaire. There are several stages of testing carried out, namely convergent validity, average variance extraction (AVE), and discriminant validity.
  - b. The reliability test is carried out to ensure the accuracy, consistency, and accuracy of the instrument in measuring the construct. Measuring the reliability of a construct with reflexive indicators, it can be done in two ways, namely with Cronbach's Alpha and Composite Reliability.
2. Inner model, showing the relationship or strength of estimation between latent or constructing variables based on substantive theory (Ghozali & Latan, 2021). In the inner model using R-Square
3. Hypothesis testing in this study using SmartPLS which aims to determine the effect of exogenous variables (independent variables) on endogenous variables (dependent variables). Hypothesis testing is by performing a bootstrapping process using SmartPLS 3.0. bootstrapping calculates direct effects and indirect effects.

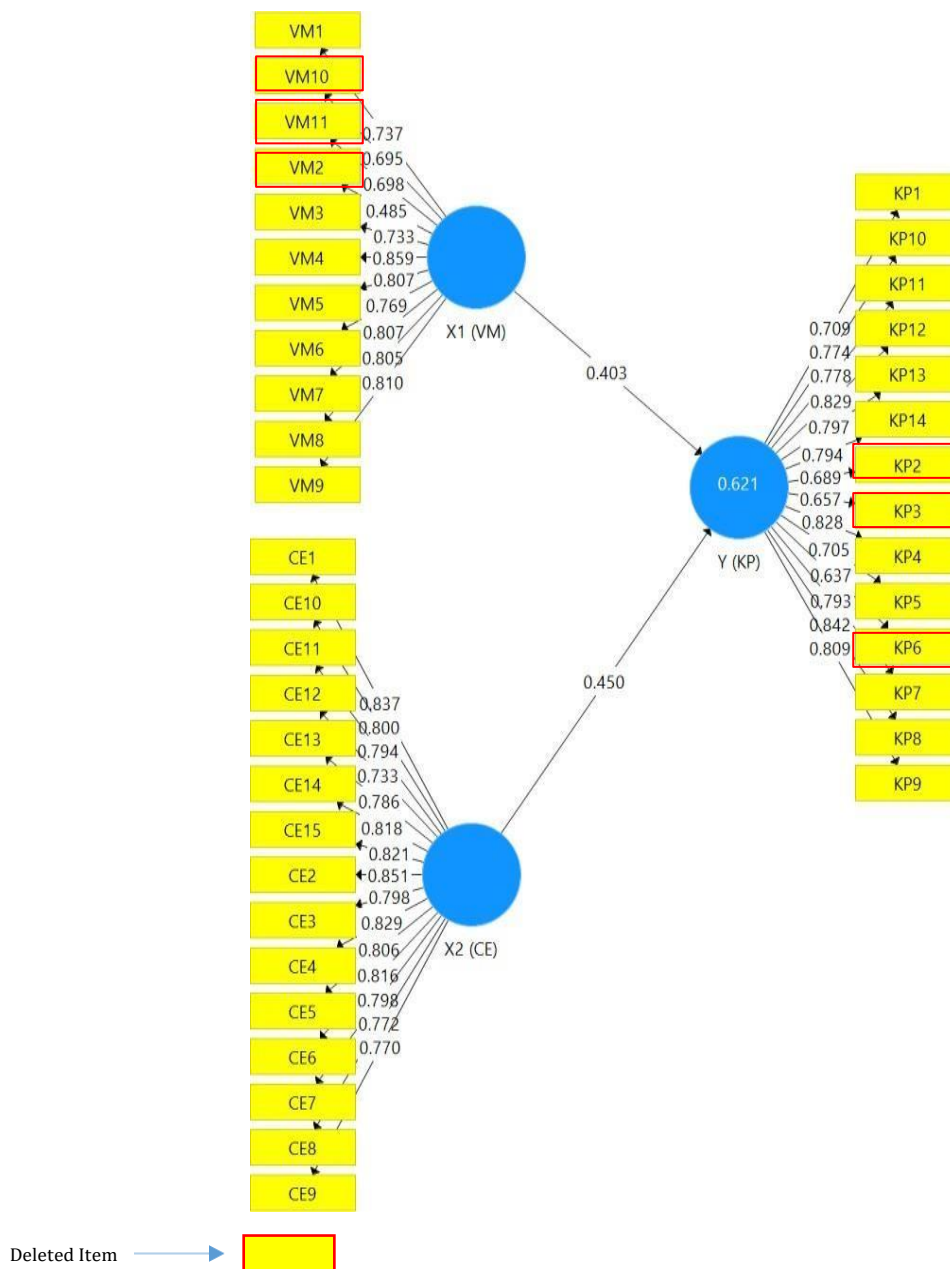
### 3. RESULT AND DISCUSSION

#### 3.1 Convergent Validity

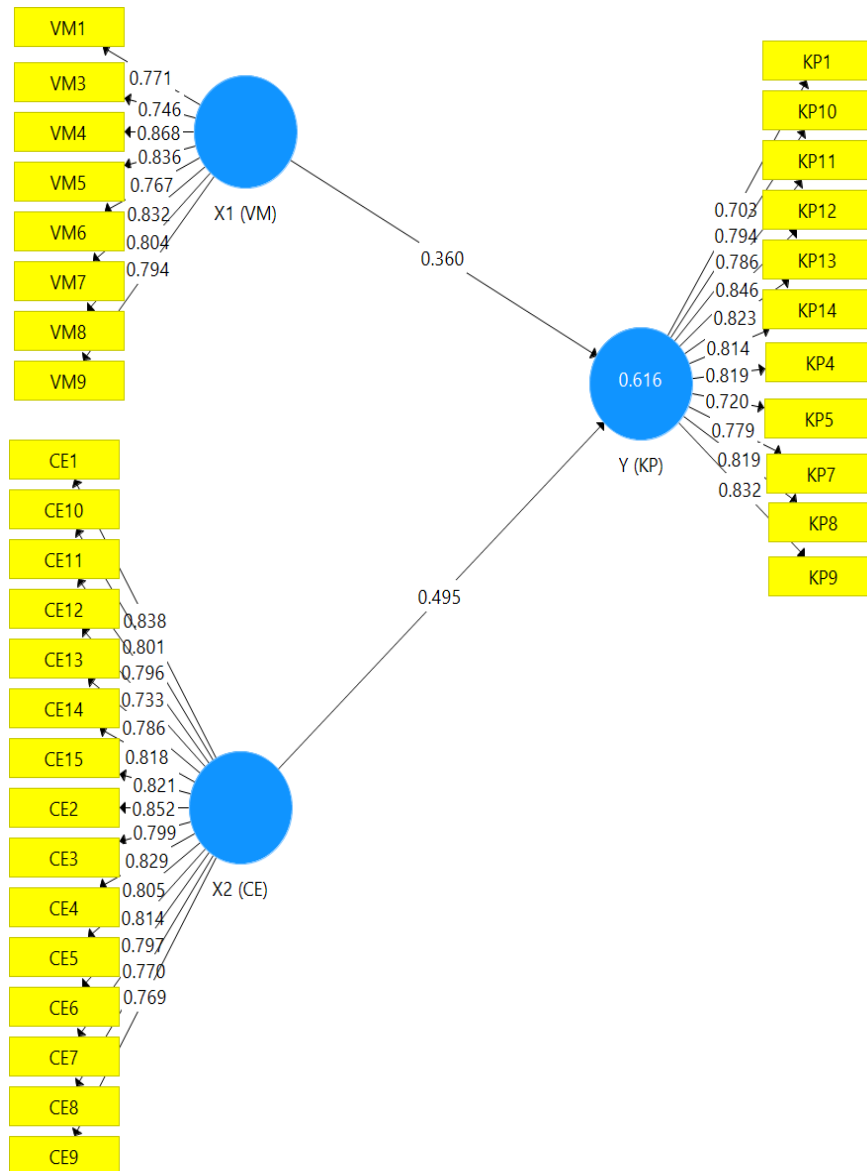
Convergent validity can be calculated by outer loading (loading factor) and Average Variance Extracted (AVE). From the results of the convergent validity test, there are several numbers that do not meet the criteria so that researchers have to eliminate several outer loading variables and Average Variance Extracted (AVE) that do not meet the criteria.

##### 3.1.1 Outer Loading (Loading Factor)

Referring to the opinion of Ghozali and Latan (2021: 68) that the outer loading value must be more than 0.7 for confirmatory research. So the researcher cleaned up the Outer Loading. This is done to get the validity and reliability of the research. The initial outer loading value (loading factor) obtained by the researcher is as follows:



**Figure 2.** First Loading Factor  
 Source : Data Processed Smartpls (2023)



**Figure 2.** Loading Factor  
 Source : Data Processed Smartpls (2023)

There are six (6) indicators that have been omitted, namely variable X1 (VM2) which is 0.485, variable X1 (VM10) which is 0.695, variable X1 (VM11) which is 0.698, variable Y (KP2) which has a value of 0.689, variable Y (KP3) which has a value of 0.657, and variable Y (KP6) which has a value of 0.637. This happens because the loading factor value of the convergent validity assessment is below 0.7 after eliminating the loading factor results (X1) viral marketing, (X2) celebrity endorsement, and (X2) celebrity endorsement. marketing, (X2) celebrity endorsers and (Y) purchasing decisions meet the standard, which is a value above 0.7, so all constructs are declared valid.

**3.1.2 Average Variance Extracted (AVE)**

Referring to the opinion of Ghazali and Latan (2021: 68) the Average Variance Extracted (AVE) value must be greater than 0.5.

**Table 1.** AVE (Average Variance Extracted).

Variable	Average Variance Extracted (AVE)
Viral marketing	0,645
Celebrity Endorsers	0,644
Purchase Decision	0,632

Source : Data Processed Smartpls (2023)

The Average Variance Extracted (AVE) value of the variables (X1) viral marketing, (X2) celebrity endorser, and (Y) purchasing decisions is above 0.5. Referring to the opinion of Ghazali and Latan (2021: 68) the Average Variance Extracted (AVE) value must be greater than 0.5. So it can be concluded that all construct indicators are



declared valid. The results of the calculation of the Average Variance Extracted (AVE) value and loading factor / outer loading show that all variables meet the criteria and of course result in the conclusion that the convergent validity test is acceptable. So, it can be concluded that this research instrument is valid and meets the criteria.

### 3.2 Discriminant Validity

#### 3.2.1 Cross Loading

The Cross Loading test is used to test that the outer loading value of the construct variable must be greater for the variable itself than for other variables. The cross-loading results of this study are:

**Table 2 Cross Loading**

Item	Viral marketing	Celebrity Endorsers	Purchase Decision
VM1	<b>0,771</b>	0,455	0,463
VM3	<b>0,746</b>	0,546	0,556
VM4	<b>0,868</b>	0,567	0,563
VM5	<b>0,836</b>	0,525	0,538
VM6	<b>0,767</b>	0,537	0,545
VM7	<b>0,832</b>	0,592	0,578
VM8	<b>0,804</b>	0,535	0,640
VM9	<b>0,794</b>	0,585	0,556
CE 1	0,577	<b>0,838</b>	0,622
CE 2	0,623	<b>0,852</b>	0,637
CE 3	0,597	<b>0,799</b>	0,581
CE 4	0,585	<b>0,829</b>	0,588
CE 5	0,548	<b>0,805</b>	0,563
CE 6	0,611	<b>0,814</b>	0,570
CE 7	0,515	<b>0,797</b>	0,547
CE 8	0,493	<b>0,770</b>	0,548
CE 9	0,492	<b>0,769</b>	0,528
CE 10	0,528	<b>0,801</b>	0,584
CE 11	0,539	<b>0,796</b>	0,707
CE 12	0,474	<b>0,733</b>	0,638
CE 13	0,532	<b>0,786</b>	0,520
CE 14	0,545	<b>0,818</b>	0,607
CE 15	0,495	<b>0,821</b>	0,597
KP1	0,562	0,506	<b>0,703</b>
KP4	0,566	0,671	<b>0,819</b>
KP5	0,517	0,615	<b>0,720</b>
KP7	0,487	0,523	<b>0,779</b>

Source : Data Processed Smartpls (2023)

In Table 2, it can be concluded that the construct is declared valid because the variable value is greater than the value of other constructs, and looking at the cross-loading value of each variable > 0.70, the indicator is declared valid (Ghozali and Latan, 2021: 69).

#### 2.2.2 Composite Reliability

It can be concluded that the average value of the extracted variance (AVE) is greater than 0.5 or the root value of the AVE is greater than the highest value of the correlation between constructs (Ghozali and Latan, 2021: 69).

**Table 4. Cronbach's Alpha Value and Composite Reliability**

	Cronbach's alpha	Composite reliability	AVE
Viral marketing	0,921	0,936	0,803
Celebrity Endorsers	0,960	0,964	0,802
Purchase Decision	0,941	0,950	0,795

Source : Data Processed Smartpls (2023)

Based on the table of Cronbach's Alpha results from viral marketing, celebrity endorsers, and purchasing decisions, the results are obtained more than 0.7. This means that the construct has good reliability or the questionnaire used as a tool in this study is reliable or consistent. This study is said to have a good discriminant validity value. It can be proven from the table above that the viral marketing variable has a root AVE value of 0.803 which is higher than the correlation between the celebrity endorser construct and purchasing decisions. Then the celebrity endorser AVE root value of 0.802 is greater than the correlation between viral marketing constructs of 0.679 with purchasing decisions. Then the root AVE value of the purchase decision of 0.795 is greater than the correlation between the viral marketing construct of 0.695 and the celebrity endorser construct of 0.739.

### 3.3 R-Square

**Table 5.** R-Square Test Results

	R- Square (R <sup>2</sup> )	Information
Purchase Decision	0,616	Moderate

Source : Data Processed Smartpls (2023)

It can be seen that the R square (R<sup>2</sup>) value is 0.616. This value shows that the viral marketing and celebrity endorser variables simultaneously influence the purchasing decision variable by 61.6%. The remaining 38.4% is influenced by other variables that are not in this study.

The R square (R<sup>2</sup>) value of 0.616 or in percent of 61.6% proves that the influence of viral marketing and celebrity endorser variables on purchasing decisions is in the medium category.

### 3.4 Hypothesis Testing

Hypothesis testing was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. These values are seen from the bootstrapping results. The rule of thumb used in this study is t statistics > 1.96 with a significance level p-value of 0.05 (5%) and a positive beta coefficient value. The hypothesis is accepted if the t-statistic value > 1.96 or the p-value significance level < 0.05 (5%) with a positive coefficient.

**Table 6** Direct Effect Value

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
X1 -> Y	0,360	0,351	0,134	2.678	0,008
X2 -> Y	0,495	0,509	0,159	3.119	0,002

Source : Data Processed Smartpls (2023)

For the first hypothesis, namely the effect of viral marketing on purchasing decisions, the p-value is 0.008 < 0.05 and the statistical value is 2.678 > 1.96. This shows that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, meaning that the viral marketing variable has a significant effect on the purchasing decision variable. Meanwhile, for the second hypothesis, namely the effect of celebrity endorsers on purchasing decisions, the p-value is 0.002 < 0.05 and the statistical value is 3.119 > 1.96. So that it shows H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, which means that the celebrity endorser variable has a significant effect on the purchasing decision variable.

## 4. CONCLUSION

Based on the results of the analysis and discussion, the authors can draw conclusions about the effect of viral marketing and celebrity endorsers on purchasing decisions for MS Glow skincare in Langsa City as follows: The viral marketing variable in this study has a positive and significant effect on purchasing decisions. The celebrity endorser variable in this study has a positive and significant effect on purchasing decisions.

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