THE IMPACT OF CELEBRITY ENDORSE NAGITA SLAVINA AND ONLINE CUSTOMER REVIEW ON PURCHASE DECISION
(Survey on Ms. Glow Skincare Consumer in Subang)

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Abstract
Growth rate of beauty products company that innovates, is increasing product sales with marketing strategies, including by promoting using Celebrity Endorses, and Online Customer Reviews. This research focus on Ms. Glow product which is widely used by Indonesian consumers specifically Subang Regency. This study aims to analyze how the influence of Celebrity Endorse, and Online Customer Review on consumer purchasing decisions on Ms. Glow in Subang Regency.
The method used in this research is descriptive and verification types of research. The population in this study are consumers who use Ms. Glow in Subang Regency. The sampling technique used is the probability sampling technique with the Stratified random sampling method. Data was collected by distributing questionnaires to 120 respondents from 30 Subang subdistrict.
The results of this study indicate that Celebrity Endorse, and Online Customer Reviews have an effect on purchasing decisions. So, it is expected that the MS company. Glow to always be able to improve the quality of Celebrity Endorsement and pay more attention to the use of Online Customer Reviews to be able to improve purchasing decisions. Suggestions for further researchers are expected to add variables and develop research and use different research methods so that research results are more varied.

Keywords: Celebrity endorse, Online customer review, and Purchase decision

INTRODUCTION

Based on data from the Association of Indonesian Cosmetic Companies and Associations (PPAK Indonesia), it predicts that sales in 2021 will grow by 7 percent to US$7.45 million from US$6.95 million in 2020. Then in the last five years the Food and Drug Supervisory Agency (BPOM) noted that there were 185,290 cosmetic products distributed in society. With temporary data from the Ministry of Industry in 2018 there were 53 new small and medium scale cosmetic industries. The data accumulates the total cosmetics industry to 760 companies, of which 95 percent are filled by IKM and only 5 percent are large-scale industries.

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PICT 1
Data for the Top 5 Facial Care Brands in E-Commerce for May 2021
Source: Compas.co.id , 2021

Based on the data in the image above Ms. Glow is the skincare product with the highest sales, which is Rp. 74.82 billion in e-commerce sales in May 2021, compared to other facial care brands such as Scarlett with sales of Rp. 29.78 billion, Something Rp. 22.45 billion, Avoskin Rp. 15.6 billion, and Garnier as much as Rp. 12.46 billion. This reinforces the fact that Brand Ms. Glow has succeeded in building the trust and satisfaction of its consumers.

Before making a purchase, consumers will definitely consider and look for which products are good and can meet their needs so they decide to buy a product. Alma (2016: 96) suggests that product purchasing decisions are consumer decisions that are influenced by economics, finance, technology, politics, culture, products, prices, locations, promotions, physical evidence, people, process. So as to shape the attitude of consumers to process all information and draw conclusions in the form of responses that appear what products will be purchased.
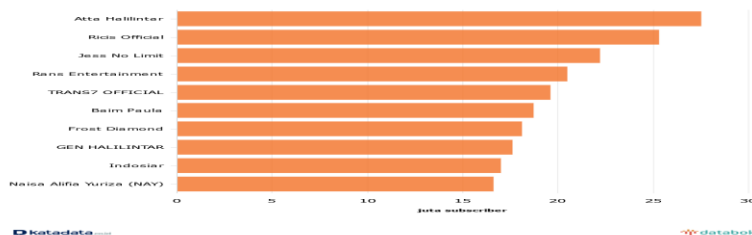
Research by Khan & Lodhi (2016) suggests that advertising stars play an important role in increasing purchasing decisions if advertising stars build a positive image towards the target market effectively and have appeal in influencing consumers. According to Shimp in Febriyanti and Wahyuati (2016).

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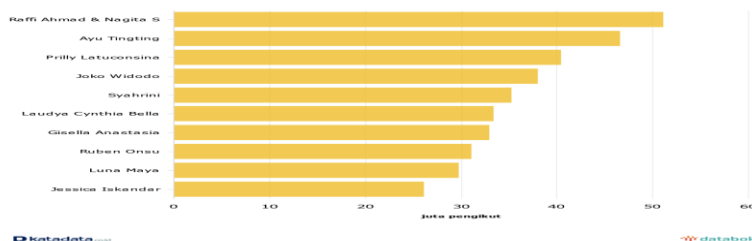
PICT 2
Instagram follewers.
Source: Katadata.co.id, 2021

PICT 3
Subscriber **Youtube sucscriber**
Sumber: Katadata.co.id, 2021

Nagita Slavina, who has a YouTube channel under the name Rans Entertainment, is ranked the 4th highest in Indonesia. Based on the report above, the highest number of subscribers was achieved by Atta Halilintar, who recorded 27.5 million in May 2021. Meanwhile, Rans Entertainment is in fourth place with 22.2 million subscribers each. Compared to celebrity Paula Vanhoeven, who is also a celebrity endorser, Ms. Glow with a total YouTube subscriber of 18.1 million, Nagita Slavina is superior.

Jumlah pengguna internet Indonesia mengalami pertumbuhan. We Are Social/Hootsuite Foto: We Are Social/Hootsuite

PICT 4
Number of Internet and Social Media Users in Indonesia in 2021
Source: inet.detik.com (2021)

Based on Mirza (2013) suggests that Online Consumer Reviews are used as a means for consumers to find and obtain information that will later influence purchasing decisions. Followed by high ratings and customer reviews, in line with the opinion of Sutanto & Aprianingsih (2016) online consumer reviews are part of electronic word of mouth and can be interpreted as marketing communications with the latest media which can influence and also play a role in the purchasing decision process. According to Chen & Xie (2008), Online Consumer Review is a form of communication from electronic word-of-mouth (eWOM) that influences consumer buying behavior and decisions.

Data shows that 91% of millennials trust online reviews as much as they trust their friends and family, 83% of customers do not trust advertisements, 72% of customers will not make a buying decision before reading reviews, and only 6 of consumers do not trust reviews from other customers..

Previous research by Misra, Mehra, and Kaur (2019) shows that celebrity endorsements influence consumer purchasing decisions that the main factors that enhance celebrity images are their attractiveness, familiarity, credibility, and reliability. On the other hand, research conducted by Rahma, Slamet (2021) showed negative results that Celebrity endorsed Nagita Slavina did not significantly influence purchasing decisions, but basically the respondents did not deny that these celebrities did not have attractiveness and popularity. They agreed that Celebrity endorsed Nagita Slavina had an aura of a star.

Previous research conducted by Prasetyo, Aziz, et al (2020) showed that the online customer review variable had no significant effect on consumer purchasing decisions. These results are different from research conducted by Rahma, Slamet (2021), which shows the positive effect of online customer review variables on consumer purchasing decisions.

This study develops and expands on previous research conducted by Prasetyo, Aziiz, et al (2020) and research conducted by Rahma, Slamet (2021) by focusing on the variable Celebrity endorsement and Online customer review of purchasing decisions by developing the following research questions:

1. How Celebrity endorse Ms. Consumers. Glow in Subang Regency?
2. How is Online Customer Review on Consumers Ms. Glow in Subang Regency?
3. How is the purchasing decision on the consumer Ms. Glow in Subang Regency?
4. How Celebrity Endorsement and Online Customer Review on Consumer Purchase Decisions Ms. Glow in Subang Regency?

METHOD

This research is empirical research, it is quantitative research using a descriptive verification research method. In order to answer the research questions, we used primary data by distributing questionnaires to 120 respondents from Subang district residents who came from 30 sub-districts who were ms-Glow users, and secondary data. obtained by literature study.

The object of this research is celebrity endorse Nagita Slavina and online customer review and its influence on purchasing decisions with the MS-Glow consumer observation unit in Subang district. The primary data obtained was processed using the SPSS version 22 application tool.

According to Sugiyono (2016: 38) defines the notion of research variables are all forms of elements contained in the research determined by the researcher, to be studied in order to obtain information about it, then the conclusion is drawn, there are two independent variables in this study, namely celebrity endorse and online customer review, and there is one dependent variable, namely purchasing decisions.

In this study, researchers used a numerical scale to analyze the results of measuring the value of both the independent variable and the dependent variable. Cooper & Schindler (2013) suggested that a numerical scale uses the exact interval values to measure the differences in their point scales. Numerical scales have terms of 5-point, 7-point, or 10-point scales. In this study using 7-point scales.

RESULTS AND DISCUSSION

Data quality test

To answer the results of the questions and statements submitted, a data analysis method is needed. In this study, researchers used validity and reliability tests, then data analysis methods descriptive statistical tests, classical assumption tests, and multiple regression tests on research instruments on questionnaire statements submitted to respondents.

Validity test

The results obtained from the validity of the measuring instruments used to measure each variable, the following results are obtained:

Table 1
Celebrity Endorse Validity

No	r Hitung	r Tabel 5%	Keterangan
1	0,682	0,1793	Valid
2	0,619	0,1793	Valid
3	0,463	0,1793	Valid
4	0,686	0,1793	Valid
5	0,582	0,1793	Valid
6	0,792	0,1793	Valid

Sources: SPSS data, 2022

Table 2
Online Customer Review Validity

No	r Hitung	r Tabel 5%	Keterangan
1	0,686	0,1793	Valid
2	0,690	0,1793	Valid
3	0,699	0,1793	Valid
4	0,636	0,1793	Valid
5	0,764	0,1793	Valid
6	0,668	0,1793	Valid
7	0,662	0,1793	Valid

Sources: SPSS data, 2022

Table 3
Buying decision Validity

No	r Hitung	r Tabel 5%	Keterangan
1	0,553	0,1793	Valid
2	0,535	0,1793	Valid
3	0,396	0,1793	Valid
4	0,545	0,1793	Valid
5	0,546	0,1793	Valid
6	0,591	0,1793	Valid
7	0,402	0,1793	Valid
8	0,606	0,1793	Valid
9	0,431	0,1793	Valid
10	0,645	0,1793	Valid
11	0,614	0,1793	Valid
12	0,553	0,1793	Valid

Sources: SPSS data, 2022

From the table above it can be interpreted that all instrument measurements for all variables are said to be valid and can be used.

Reliability test

The reliability test is a tool to measure whether or not a questionnaire is reliable/reliable which is an indicator of each variable or construct. In this study the reliability test used the SPSS version 22 program with Cronbach alpha statistical testing, with the statement that if the Cronbach alpha value was > 0.7, the variable being tested was reliable and vice versa, if the Cronbach alpha value was <0.7, the variable being tested was not reliable. The following are the results of testing each - each variable is as follows:

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Table 4
Celebrity Endorser, Online *Customer Review,* **Keputusan Pembelian reliability test**

Variabel	Cronbach's Alpha	Keterangan
Celebrity Endorser	0,711	Reliabel
Online customer review	0,811	Reliabel
Keputusan Pembelian	0,768	Reliabel

Sources: SPSS data, 2022

From the results of the reliability test, it can be concluded that all questionnaires for each variable are said to be reliable or consistent and can be used as instruments in research.

Respondents' Responses Regarding Celebrity Endorse Nagita Slavina on Ms. Glow Product
In distributing the questionnaire, respondents will provide their responses to each statement about how Celebrity endorses Nagita Slavina on Ms. Glow, the results of the questionnaire will then be analyzed to describe the respondents' responses to Celebrity endorse Nagita Slavina on Ms. glow.

Table 5
*Celebrity Endor*se **Score**

Variabel (X_1)	Dimensi	Indicator	Poin	Actual score	Ideal score	%
*Celebrity Endor*se	Credibility	Expertise Level	1	684	840	81,4
		Trust Level	2	653	840	77,7
	Attractiveness	Level of Compatibility	3	654	840	77,8
		Familiarity Level	4	666	840	79,3
		Liked Level	5	718	840	85,5
	Power	Power level affects Thought	6	674	840	80,2
TOTAL				4.049	5.040	80,32

Sources: SPSS data, 2022

Shows that the total score obtained by the variable (Celebrity Endorse) is 4,049 with a maximum score of 5,040, in proportion to 80.32%

Response from respondent about *Online Customer Review* of Ms. Glow Ms. Glow Product
To find out how respondents evaluate the online customer review variables on Ms. Glow products. So below is the number of respondents' ratings who have answered questions from each Online customer review indicator

Table 6
Online Customer Review score

Variabel	Dimensi	Indicator	Poin	Aktual score	Ideal score	%
Online Customer Review	crediblity	*Trustworthy*	1	683	840	81,3
		Honest	2	678	840	80,7
	Skill	*Professional*	3	651	840	77,5
		Usefull	4	678	840	80,7
		Likable	5	677	840	80,6
	Pleasant	*Interesting*	6	621	840	74

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Variabel	Dimensi	Indicator	Poin	Aktual score	Ideal score	%
		Likely To Buy From This Website	7	660	840	78,6
		TOTAL		4.648	5.880	79%

Sources: SPSS data, 2022

Shows that the total score obtained by variable X2 (Online Customer Review) from respondents' responses to 7 indicators is 4,648 with a maximum score of 5,880, as a percentage of 79%.

Respondents' Responses Regarding Purchase Decisions on Ms.Glow Products
Table 7
Purchase Decision Score

Variabel	Dimensi	Indicator	Poin	Aktual Score	Ideal score	%
Keputusan Pembelian	Problem recognation	self	1	675	840	80,3
		Family	2	656	840	78
		Sicoal/culture	3	654	840	77,8
	Information search	Personal Sources (family, friends)	4	665	840	79
		Commercial Sources (Ads, resellers, displays)	5	673	840	80
		Public Sources (Mass Media)	6	690	840	82
		Experience Resources (Product Usage	7	660	840	78,5
	Alternatif evaluation	Efforts to Meet Needs	8	675	840	80,3
		Look for the benefits of each product	9	668	840	79,5
	Buying decision	Pengaruh pasar	10	668	840	79,5
		Influence from the environment	11	664	840	79
	Post purchase behavior	Customer Satisfaction	12	679	840	80,8
	Total			8.027	10.080	79,5

Sources: SPSS data, 2022

Shows that the total score obtained by the variable Y (Purchasing Decision) from respondents' responses to 12 indicators is 8,027 with a maximum score of 10,080, as a percentage of 79.5%

Descriptive Statistics Test

Descriptive statistical test is intended to describe a data that is seen from the average value (mean), standard deviation, maximum, minimum, range, sum, kurtosis, and skewness (a measure of asymmetry in the distribution of variable profitability).

Table 8
Descriptive statistic test

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
CELEBRITY ENDORSE	120	26.00	42.00	4048.00	33.7333	2.96686
ONLINE CUSTOMER REVIEW	120	31.00	47.00	4692.00	39.1000	3.57018
KEPUTUSAN PEMBELIAN	120	57.00	77.00	8047.00	67.0583	4.42547
Valid N (listwise)	120					

Sources: SPSS data, 2022

Normality test

The Normality test in this study uses the Kolmogorov-Smirnov formula at a significant level of 5%, which means that the data will be normally distributed if the probability value (sig) is > 0.05, and the data can be categorized as abnormal if the probability value (sig) is <0.05. The results of the Normality Test in this study are as follows:

Table 9
Kolmogorov-Smirnov test

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	120
Asymp. Sig. (2-tailed)	.182[c]

Sources: SPSS data, 2022

Multicollinearity Test

Multicollinearity test was carried out to indicate whether there is a regression model in the correlation between independent variables. The regression model is said to be good if there is no correlation between the two independent variables or there are no symptoms of multicollinearity.

Table 10
Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	CELEBRITY ENDORSE	.541	1.849
	ONLINE CUSTOMER REVIEW	.541	1.849
a. Dependent Variable: KEPUTUSAN PEMBELIAN			

Sources: SPSS data, 2022

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Multiple Regression Analysis

Multiple regression analysis test is used to measure how strong the influence of two or more independent variables on the dependent variable. According to Sugiyono (2016:252)

Tabel 11

Multiple Regression Test
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	33.672	3.933		8.561	.000
	Celebrity endorse	.517	.147	.346	3.509	.001
	Online customer review	.408	.122	.329	3.333	.001

a. Dependent Variable: BUYING DECISION
Sources: SPSS data, 2022

Partial Parameter Significance Test (T Test)

In this study the t test was conducted to determine the effect of the independent variables Celebrity endorse and Online customer review on the dependent variable Purchase Decision. In this study, the t-count value will be compared with the t-table value at the significance level (α) = 5% with degrees of freedom n-k-1.

Table 12
Partial test (T)
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	33.672	3.933		8.561	.000
	CELEBRITY ENDORSE	.517	.147	.346	3.509	.001
	ONLINE CUSTOMER REVIEW	.408	.122	.329	3.333	.001

a. Dependent Variable: purchasing decision
Sources: SPSS data, 2022

Simultaneous Significance Test (F Test)

In this study the F test was conducted to determine the effect of the independent variables Celebrity endorse and Online customer review on the dependent variable Joint Purchase Decision.

Table 13
Simultan test (F)

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	892.495	2	446.247	36.306	.000ᵇ
	Residual	1438.097	117	12.291		
	Total	2330.592	119			

A. Dependent variable: buying Decistion

B. Predictors: (constant), online customer review, celebrity endorse

Source: SPSS data processed, 2022

CONCLUSION

The total answers to the questionnaire variable X1 (Celebrity endorsement) were 120 respondents, with a total score of 4,049 in the interval scale range 3,805 - 4,421 as a percentage of 80.32% with a good description. This means that in this study it shows that Celebrity Endorse Nagita Slavina on Ms. Glow is considered good, Of all the indicators on the Celebrity Endorse Variable, the Liked Level indicator has the highest score with a total score of 718 out of a maximum score of 840 with a percentage value of 85.5%. This shows that the respondents gave a good assessment of the level of attractiveness of Celebrity endorse Nagita Slavina. While the indicator with the lowest rating is the Level of Trust with a score of 653 out of a maximum score of 840 with a percentage of 77.7%, meaning that most respondents have a low rating on the level of trust indicator. Based on the results of observations and short interviews conducted by researchers, some respondents believe that celebrity endorsers are trying to introduce and promote products, they are not serious about using these products because basically they are just doing their job.

The total questionnaire obtained for variable X2 (Online Customer Review) from 120 respondents' responses on 7 indicators is 4,648 with a maximum score of 5,880 as a percentage of 79%, is on a scale with a value range of 4,440 – 5,159 with good information. This means that in this study it shows that Online Customer Reviews on Ms. Glow is considered good, of all the indicators in the Online Customer Review Variables, it can be concluded that the Level of Trust indicator has the highest score with a total score of 683 out of a maximum score of 840 with a percentage value of 81.3%. This shows that the respondents gave a good rating on the level of trust from the Online Customer Review. While the indicator with the lowest rating is the Attractiveness Level with a score of 621 out of a maximum score of 840 with a percentage of 74%, meaning that most respondents have a low rating on the level of attractiveness indicator. Based on the results of observations and brief interviews conducted by researchers, the respondents considered that most of the online reviews were only in the form of star ratings on several e-commerce platforms, so the official website did not contain qualified information in searching for product information.

The total questionnaire obtained for the variable Y (Purchase Decision) from 120 respondents on 12 indicators is 8,027 with a maximum score of 10,080, as a percentage of 79.5%. a scale with a value range of 7,610 – 8,843 with good explanation. This means that in this study it shows that the Purchase Decision on Ms. Glow is considered good, of

all the indicators in the Purchasing Decision Variable, it can be concluded that the Customer Satisfaction Level indicator has the highest score with a total score of 679 out of a maximum score of 840 with a percentage value of 80.8%. This shows that the respondents gave a good assessment of the level of customer satisfaction from purchasing decisions. While the indicator with the lowest rating is the level of problem recognition based on culture/social with a score of 654 out of a maximum score of 840 with a percentage of 77.8%, meaning that most respondents have a low rating on the level of problem recognition based on culture/social. Based on the results of observations and brief interviews conducted by researchers, the respondents considered that basically the recognition of problems in the need for oneself usually occurs with awareness/changes in one's level of desire.

Through partial testing (T test) in this study it was successful in proving that partially Celebrity endorsement has a significant effect on the decision to purchase Ms.Glow products, this is proven that the results of the t count > t table are 3.509 > 1.980 with a significance level of 0.01 <0.05 which means the hypothesis is accepted. Partially, Online Customer Review has a significant effect on the decision to purchase Ms. products. Glow, this is proven that the result of the t count > t table is 3.333 > 1.980 with a significance level of 0.01 <0.05 which means the hypothesis is accepted. In addition, the simultaneous test (F test) showed the results of the Anova or F-test values obtained by F count of 36.306 greater than F table which was 3.073, with a significance level of 0.000 lower than α of 0.05. So it can be concluded that the celebrity endorse and online customer review variables simultaneously influence purchasing decisions.

If we look at the results of the Coefficient of Determination Test, we know that the Adjusted R Square value is 0.372. So it can be concluded that 37.2% of the variation in purchasing decisions is influenced by two variables, namely celebrity endorsements and online customer reviews. While the remaining 62.8% is explained by other variables that are not in this study.

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