

THE INFLUENCE OF INSTAGRAM ADS, CELEBRITY ENDORSERS, AND PRODUCT QUALITY ON PURCHASE INTENTIONS THROUGH THE BRAND IMAGE OF SCARLETT WHITENING PRODUCTS AS AN INTERVENING VARIABLE

Ika Novaliana

Sekolah Tinggi Ilmu Ekonomi (STIE) Nganjuk

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E-mail:
Novaika19@gmail.com

ABSTRACT

In this research, against the background of well-known beauty products that have emerged but do not yet have BPOM permits with low product prices and low quality, a strategy is needed to find out what variables influence the interest in buying Scarlett Whitening products. The aim of the researcher is to know simultaneously between Instagram advertisements, celebrity endorsers, and product quality that influence product purchase intention through the brand image of Scarlett Whitening products as an intervening variable. Researchers use a quantitative approach using a purposive sampling technique. The sample validity limit was calculated using the Slovin formula, obtained by a sample limit of 70 respondents. The research instrument used a closed questionnaire. The data analysis technique used multiple linear regression with the classical assumption test of normality, multicollinearity and heteroscedasticity in hypothesis testing. The results of the study prove that, partially, Instagram ads, celebrity endorsers, and product quality have a significant positive effect on purchase intention. The Simultaneous Hypothesis of Instagram advertising, celebrity endorsers, and product quality proved to have a significant effect on through the brand image of Scarlett Whitening products as an intervening variable with a sig. 0.000 with a coefficient of determination of 46.3% and product quality proved to have a significant effect on the brand image of Scarlett Whitening products as an intervening variable with a sig. 0.000 with a coefficient of determination of 46.3% and product quality proved to have a significant effect on the brand image of Scarlett Whitening products as an intervening variable with a sig. 0.000 with a coefficient of determination of 46.3%.

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1. INTRODUCTION

Beauty products, especially skin care or what is often called skincare in Indonesia, are currently experiencing rapid development in the market. However, there are still many people who still don't know how important this skincare product is. In addition, the use of a series of skincare should not be arbitrary because it has a recommended age limit for its use. Based on the statement (Octavia, 2022), the recommended age limit for using a series of skincare is from adolescence to adulthood.

Skincare products have a variety of brands and variants depending on the type of skin type and the skin needs of each person. Therefore, it is not easy for people who have less understanding and knowledge about skincare products, of course they will have difficulty choosing skincare products that are suitable and good. Not to mention the increasing number of competing brands, both locally and internationally, in increasing their sales in the country (Vien Dimyati, 2022). As a result of the rise of local and international brands that not least make consumers confused in choosing a product.

Basically, interest in buying a product is based on a tendency towards cheap or high prices for a product. So do not be surprised if the price is one of the factors behind this consumer behavior. Often, consumers choose products with the cheapest or most affordable prices even though the quality or benefits obtained are not very satisfactory (Supit, 2019). However, based on the statement (Pamuji, 2021) that the high price of a branded item does not guarantee better quality than a cheaper item, because the brand itself has a higher value than its quality.

Besides price, another factor is the brand or product name. In some consumers usually still prioritize the brand to be taken into consideration in determining their choices from various existing product

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alternatives. This is because consumer perceptions when using products with a good brand image make consumers able to increase their sense of comfort and trust in a product so that consumers return to using products with the same brand.(Yunaida, 2018). In addition, another factor that is taken into consideration of consumer buying interest is product quality.

The statement above is also supported by research from(Rizki, 2018)that said, a rational consumer will choose products with good quality, affordable prices and easily available. This is because the quality of the product desired by consumers concerns its benefits for fulfilling their needs and safety for consumers, so that consumers feel calm inside and out when using these products. adapt to existing changes. Therefore, when our way of life has changed due to the pandemic, the beauty industry has also changed. Product sales that used to be through offline stores, for example, are now mostly done online(Kompas.com, 2021). One example of being a sales medium is social media Instagram.

(Indika and Jovita, 2017), Instagram social media shows that creatively packaged photo communications are one of the most important factors in attracting consumer attention. The Instagram social media application that features photo or image sharing is proven to have a strong correlation in influencing consumer buying interest. So not a few social media Instagram is used as a media sales promotion.

(Puspitarini and Nuraeni, 2019)stated that the selection of Instagram as an active media promotion was based on the reason that Instagram has practicality and provides sales benefits, namely by simply uploading product photos or videos to an Instagram account, then these photos are seen by consumers and consumers are interested in buying. The advantage of Instagram is that the number of users is very large and continues to increase, making it easier to spread messages. And the use of social media that is used as a promotional media is usually by making advertisements for its products.

The use of advertising is used to expose products and promote the uniqueness of these products by using celebrity endorsers as advertisers to increase product sales. Celebrity endorser is a well-known figure who lends his name and plays himself as a representative customer for a company's product or service(Sanditya, 2019). These endorsers or advertisers can usually involve influencers, public figures, artists, and other well-known figures.

From the explanation above, there is a reason why the researcher took research with the title "The Influence of Instagram Ads, Celebrity Endorsers and Product Quality on Purchase Intentions Through the Brand Image of Scarlett Whitening Products as Intervening Variables (Case Study of STIE Nganjuk Students)", namely with the first reason that the researcher wanted to examine how far students use products from Scarlett Whitening, know the product well and other reasons that encourage the researcher's curiosity. In addition, the second reason the researcher chose research with STIE Nganjuk student case studies was because the first reason the researcher was currently studying at STIE Nganjuk and other reasons was due to time constraints.

2. LITERATURE REVIEW

1. Advertisement

Advertising is a form of communication to audiences, which has the aim of providing information by influencing consumers to create impressions and to satisfy consumer desires.(Sitorus and Utami, 2017). Whereas(Thamrin, 2020)defines that advertising is the use of mixed media by business sellers to provide persuasive information about products, services or organizations in order to be a powerful promotional tool.

(Indonesian Advertising Council, 2014)who argued that Advertising includes direct selling/ marketing, publicity, advertorial/ infotorial/ inspirational, sales promotion, huwara (adlib), media inserts, running text, animated logos/ brands , digital banners, social media campaigns, search engine advertising, add serving and all new forms of marketing communications, including those that utilize data technology.

2. Celebrity Endorser

According to(Andrianto et al., 2016)"The definition of Celebrity Endorser is utilizing an artist, entertainer, athlete and public figure which is widely known by many people for their success in their respective fields from the supported fields". Whereas(Windyastari & Sulistyawati, 2018)states that celebrity endorser support helps consumers to relate more to celebrities and can assist in developing a positive attitude towards the brand to increase consumer buying interest.

3. Product quality

According to (Wijaya, 2019) Quality is the ability of a product to carry out its functions including reliability or progress, durability, strength, product repair, ease of packaging and other characteristics. Meanwhile according to (Proxsis Surabaya, 2015), Quality is a product and service that goes through several stages of the process taking into account the value of a product and service without the slightest deficiency in the value of a product and service, and produces products and services according to high expectations from customers.

4. Purchase Interest

Purchase intention is how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another. When the benefits are greater than the sacrifices to get them, the urge to buy is higher (Cape, 2018). Purchase intention is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of probability that consumers make purchases (Widiastutik, 2019).

5. Brand Image

A mark is an indication in the form of a photo, name, word, letters, numbers, arrangement of colors or a mixture of these elements as well as symbols that have differentiating power and are used in trading activities of goods and services. In other words, a brand is a product or service whose dimensions differentiate or share the mark's boundaries in some way from other products or services designed to meet the same needs. (Zainurossalamia, 2020).

Brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand will be more likely to make a purchase (Amalia and Nst, 2017).

3. METHOD

This study uses a quantitative research method using a sampling technique using Non-Probability Sampling. Non-Probability Sampling is a sampling technique that does not provide opportunities for every member of the population to be included in the sample. So based on the explanation above, the researcher used a purposive sampling technique. (Dr. Riduwan, 2016) states that, "Purposive sampling or what is known as consideration sampling is sampling that is used by researchers in certain considerations in order to determine samples or take samples for certain purposes". So in this study, researchers

Retrieval of data in this study using a representative method of the population. by taking a sample that can represent the actual state of the population in the field. The population taken in this research was Nganjuk College of Economics (STIE) students taken from the 2018-2021 Academic Year with a population of 238 students. In this study, not all members of the population were taken but only a portion of the population due to limitations of the researchers in terms of research time, energy and population size so that researchers were only able to collect data on 70 students representing the population with a sample calculation error limit of 10%. This research with the help of data analysis tools in this study used SPSS version 25.0.

4. RESULTS AND DISCUSSION

Table 1 Validity Test

Variable	Statement	r-count	r-table	Ket.
Instagram Ads (X1)	Statement 1	0.697	0.235	Valid
	Statement 2	0.563	0.235	Valid
	Statement 3	0.663	0.235	Valid
	Statement 4	0.801	0.235	Valid
	Statement 5	0.885	0.235	Valid
	Statement 6	0.851	0.235	Valid
	Statement 7	0.907	0.235	Valid
	Statement 8	0.882	0.235	Valid
Celebrity Endorser (X2)	Statement 1	0.854	0.235	Valid
	Statement 2	0.881	0.235	Valid
	Statement 3	0.807	0.235	Valid
	Statement 4	0.927	0.235	Valid
	Statement 5	0.904	0.235	Valid
	Statement 6	0.873	0.235	Valid
Product quality	Statement 1	0.726	0.235	Valid

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(X3)	Statement 2	0.737	0.235	Valid
	Statement 3	0.861	0.235	Valid
	Statement 4	0.738	0.235	Valid
	Statement 5	0.811	0.235	Valid
	Statement 6	0.685	0.235	Valid
	Statement 7	0.747	0.235	Valid
	Statement 8	0.731	0.235	Valid
	Statement 9	0.743	0.235	Valid
	Statement 10	0.869	0.235	Valid
	Statement 11	0.701	0.235	Valid
	Statement 12	0.806	0.235	Valid
	Purchase Interest (Y)	Statement 1	0.900	0.235
Statement 2		0.871	0.235	Valid
Statement 3		0.845	0.235	Valid
Statement 4		0.878	0.235	Valid
Statement 5		0.871	0.235	Valid
Statement 6		0.768	0.235	Valid
Brand Image (Z)	Statement 1	0.783	0.235	Valid
	Statement 2	0.852	0.235	Valid
	Statement 3	0.834	0.235	Valid
	Statement 4	0.886	0.235	Valid
	Statement 5	0.812	0.235	Valid
	Statement 6	0.856	0.235	Valid

Based on the table above regarding the validity test, it can be explained that all statement items on Instagram advertising variables (X1), celebrity endorsers (X2), product quality (X3), buying interest (Y), and brand image (Z) have a value of $r_{count} > r_{table}$, then the statement items from the questionnaire can be said to be valid.

Table 2 Reliability Test Results

Variable	Cronbach Alpha	Nunnally Criteria (1967)	Decision
Instagram Ads	0.909	0.60	Reliable
Celebrity Endorser	0.938	0.60	Reliable
Product quality	0.934	0.60	Reliable
Purchase Interest	0.927	0.60	Reliable
Brand Image	0.910	0.60	Reliable

Based on the table above regarding the reliability test, it is known that the value of Cronbach Alpha (α) on Instagram advertising variables (X1), celebrity endorser (X2), and product quality (X3), purchase intention (Y) and brand image (Z) in this study is more greater than 0.60. This means that all variables are declared reliable.

Table 3 Normality Test Results
 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		70
Normal Parameters, b	Means	.0000000
	std. Deviation	3.81342151
Most Extreme Differences	absolute	.151
	Positive	.151
	Negative	-.138
Test Statistics		.151
asyp. Sig. (2-tailed)		.000c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Based on the test results in the table above, it shows that the Kolmogorov Smirnov test value in this study was 0.151 with a significance test value of 0.000.

Table 4 Multicollinearity Test Results

		Coefficientsa				Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients		tolerance	VIF
		B	std. Error	Betas	t		
1	(Constant)	-1,447	4,095		-.353	.725	
	Total_X1	.427	.097	.517	4,406	.000	.565 1,770
	Total_X2	.303	.148	.218	2056	.044	.691 1,447
	Total_X3	.050	.095	.062	.532	.597	.568 1,761

a. Dependent Variable: Total_Y

Based on these results, in the regression model there is no multicollinearity or perfect correlation between the independent variables, namely Instagram ads, celebrity endorsers, and product quality because the VIF value is less than 10 and the tolerance value is greater than 0.1.

Table 5 Heteroscedasticity Test Results

		Coefficientsa				Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients		tolerance	VIF
		B	std. Error	Betas	Q		
1	(Constant)	1,289	2,777		.464	.644	
	Total_X1	-.150	.066	-.359	-2,281	.026	.565 1,770
	Total_X2	.120	.100	.170	1,196	.236	.691 1,447
	Total_X3	.057	.064	.139	.888	.378	.568 1,761

a. Dependent Variable: ABS_RES

From the table above shows that all variables have a significant value greater than 0.05 so it can be concluded that the regression model in this study did not occur heteroscedasticity.

Table 6 Results of Multiple Linear Regression Tests

		Coefficientsa			
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	std. Error	Betas	t
1	(Constant)	1,447	4,095		.353
	Total_X1	.427	.097	.517	4,406
	Total_X2	.303	.148	.218	2056
	Total_X3	.050	.095	.062	.532

a. Dependent Variable: Total_Y

Based on the table above, the regression equation formed in this regression test is:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 1.447 + 0.427 X_1 + 0.303 X_2 + 0.050 X_3 + e$$

Based on the regression model, the results of multiple regression have the following meanings:

- Y = if the dependent variable will be predicted by the independent variable. Purchasing decision is the dependent variable in research whose value is predicted by Instagram Ads, Celebrity Endorsers, and Product Quality.
- a = 1.447 is the result of a constant value, meaning that if the variable Instagram Ads (X1), Celebrity Endorser (X2), Product Quality (X3) has a value of 0, then the variable Purchase Interest (Y) is 1.447.
- The beta coefficient value of the Instagram Ads variable (X1) has a positive value of 0,427. This means that if the Instagram Ads (X1) increase by one unit, the Celebrity Endorser (X2) and the Product Quality variable (X3) have a fixed value, then Buying Interest (Y) will increase by 0.427.

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- d. The beta coefficient value of the Celebrity Endorser variable (X2) has a positive value of 0,303. This means that if the Celebrity Endorser (X2) increases by one unit, Instagram Ads (X1) and the Brand Image variable (X3) have a fixed value, then Buying Interest (Y) will increase by 0.303.
- e. The beta coefficient value of the Brand Image variable (X3) has a positive value of 0,050. This means that if the Brand Image (X3) increases by one unit, Instagram Ads (X1) and Celebrity Endorser (X2) have a fixed value, then Buying Interest (Y) will increase by 0.050.

Table 7 (Partial) t test results

		Unstandardized Coefficients		Standardized Coefficients	
Model		B	std. Error	Betas	t
1	(Constant)	1,447	4,095		.353
	Total_X1	.427	.097	.517	4,406
	Total_X2	.303	.148	.218	2056
	Total_X3	.050	.095	.062	.532

a. Dependent Variable: Total_Y

Based on the table above regarding the (partial) t-test, it can be seen for determining the value of t table where the level of significance (α) = 0.05 (5%) and degrees of freedom (df) = $(n - k - 1)$ or $(70 - 3 - 1 = 61)$, so that a df of 61 is obtained, then the t table value is obtained at 0.252. Thus, partial testing can be carried out as follows:

1) Instagram Ads (X1)

It is known that the t value is calculated on the variable Instagram Ads (X1) of 4,406 with a significance of 0.000. This shows that the calculated t value is greater than t table ($4,406 > 0.252$) and a significance of less than 0.05 ($0.000 < 0.05$), the first hypothesis which states that Instagram Ads have a positive and significant effect on Buying Interest can be accepted.

2) Celebrity Endorser (X2)

It is known that the t value is calculated on the variable Celebrity Endorser (X2) of 2,056 with a significance of 0,044. This shows that the calculated t value is greater than t table ($2.056 > 0.252$) and a significance of less than 0.05 ($0,044 < 0.05$), then the second hypothesis which states that Celebrity Endorser have a positive and significant effect on buying interest, the truth can be accepted.

3) Product Quality (X3)

It is known that the t value is calculated on the variable Product quality (X3) of 0.532 with a significance of 0.597. This shows that the calculated t value is greater than t table ($0.532 > 0.252$) and a significance of more than 0.05 ($0.597 > 0.05$), then the third hypothesis which states Product quality (X3) does not have a positive and significant effect on Buying Interest, the truth can be rejected.

Table 8 F Test Results (Simultaneous)

		ANOVA			
Model		Sum of Squares	df	Mean Square	F
1	Regression	948,932	3	316,311	20,806
	residual	1003,411	66	15.203	
	Total	1952.343	69		

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X3, Total_X2, Total_X1

Based on table 4.20 above regarding the results of the F test (simultaneous) on the variable Instagram Ads (X1), Celebrity Endorser (X2), Product Quality (X3) on the variable Purchase Intention (Y). In column F, it is known that the calculated F value is 20,806 with a probability of 0.000. The determination of the F table shows that the degree of freedom (df) = $(n - k)$ or $(70 - 3 = 67)$ and $\alpha = 0.05$ shows that the f table is 2.74.

Then the value of F count $>$ F table ($20,806 > 2.74$) and the significance is below 0.05 ($0.000 < 0.05$) so it can be concluded that the variables Instagram Ads (X1), Celebrity Endorser (X2), Product Quality (X3) are significantly simultaneous significant effect on the variable Purchase Interest (Y).

Table 9 Determination Coefficient Test Results
Summary modelb

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.697a	.486	.463	3,899

a. Predictors: (Constant), Total_X3, Total_X2, Total_X1
 b. Dependent Variable: Total_Y

In the table above it can be seen that the relationship between Instagram Ads, Celebrity Endorsers, and Product Quality on Purchase Intention is high, with an Adjusted R Square of 0.463 meaning that buying interest is influenced by Instagram ads, celebrity endorsers, and product quality of 46.3 % while the remaining 53.7% is influenced by other variables outside the variables studied.

Discussion

This sub-chapter describes the discussion analysis of the tests that have been carried out. The explanation is done by focusing on theoretical aspects and methodological aspects. On the theoretical aspect, it is necessary to compare the premises that have been used to build hypotheses with the empirical reality in the field. Meanwhile, on the methodological aspect, it should be realized that there is no perfect research. These imperfections more or less affect the results of the study. With this explanation it can be concluded that the results of his research both partially and simultaneously, are as follows.

1. The Influence of Instagram Ads on Purchase Intention

The results of the partial test analysis show that the t-count value of Instagram Ads is 4,406 with a significant value of 0.000 <0.05, which means H1.0 is rejected, so Instagram Ads have a positive and significant effect on Purchase Intention.

The more you provide Instagram Ads, the more famous Scarlett Whitening products will be and will also help make your business more competitive. Because it is flexible and always keeps abreast of the times, so its existence is more guaranteed. By relying on Instagram ads, the promotion or marketing process is easier, namely playing with the cursor on the computer screen. Thus, it is very important the effect of Instagram advertising on the intention to buy Scarlett Whitening products.

2. The Influence of Celebrity Endorser on Buying Interest

The results of the partial test analysis show that the price t-count value (X2) is 2,056 with a significant value of 0.044 <0.05, which means that H1.0 is rejected, so Celebrity Endorser has a positive and significant effect on purchase intention.

The higher the value of consumer perceptions of *Celebrity Endorser*, the stronger the consumer's urge to buy. So *Celebrity Endorser* really influences buying interest in buying any product including Scarlett Whitening products.

3. Effect of Product Quality on Purchase Intention

The results of the partial test analysis show that the t-count value of Product Quality (X3) is 0.532 with a significant value of 0.568 <0.05, which means H1.0 is accepted, so product quality has a positive and significant effect on purchase intention.

When product quality (X3) decreases, the level of purchase interest will decrease, because consumers prefer to buy products with better product quality, due to the perception that product quality with a good image is more reliable than having a well-known brand image but the quality is not as expected.

4. The Influence of Instagram Ads, Celebrity Endorsers and Product Quality on Purchase Intentions Through Product Brand Image

The results of the simultaneous test analysis show that the calculated F value is equal to 20,806 with a significant value of 0.000 <0.05, which means H4.0 is rejected, then Instagram ads, celebrity endorsers and product quality have a positive and significant effect on purchase intention through product brand image.

If seen from the multiple linear regression analysis, the equation is obtained $Y = 1.447 + 0.427 X_1 + 0.303 X_2 + 0.050 X_3 + e$ where in the multiple linear regression equation it can be shown that the beta coefficient value X1 is 0.427 and is greater when compared to the X2 coefficient value which is 0.303 but

when compared to X3 it is 0.050 the X3 value is smaller. It is said that the Instagram ad variable has a greater influence on purchase intention than celebrity endorsers and product quality.

5. CONCLUSION

The results of the partial test analysis show that the t-count value of Instagram Ads means that Instagram Ads have a positive and significant effect on Purchase Intention.

The results of the partial test analysis show that the t-count value of Celebrity Endorser (X2), then Celebrity Endorser has a positive and significant effect on purchase intention.

The results of the partial test analysis show that the t-count value of Product Quality (X3) means Product Quality has a positive and significant effect on Purchase Intention.

The results of the simultaneous test analysis show that Instagram ads, celebrity endorsers and product quality have a positive and significant effect on purchase intention through the brand image of the product.

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