


The Influence Of Social Media, Celebrity Endorsers And Product Quality On Consumer Buying Interest In Dabe Beauty Products In Jakarta

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Article Info	ABSTRACT
Keywords: Social media, Celebrity endorser, Product quality, Purchase interest	In order to cope with the increasing consumer interest in skincare products, companies are required to be more innovative and creative in competing in the market. Advances in technology and social media allow the cosmetics industry to grow rapidly. Through social media, consumers can easily search and get products that suit their needs. Dabe Beaute creates innovative products and utilises social media as a promotional tool that provides information about the variety of products and their quality. This research method uses quantitative methods with 'nonprobability sampling' sampling techniques, namely purposive sampling. Data collection techniques through distributing online questionnaires to 100 respondents and processed with SPSS version 25. The analysis method used is multiple linear regression. The results of hypothesis testing show that Social Media and Celebrity Endorser have a significant effect on Purchase Intention, while product quality has no significant effect on Purchase Intention of Dabe Beaute skincare in the city of Jakarta. Companies should expand research by adding other factors besides social media, celebrity endorsers and product quality that can influence buying interest.
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INTRODUCTION

The development of cosmetic products has been growing rapidly lately. This can be seen from the increasing number of types of cosmetic products offered by manufacturers, both imported and domestically produced, both imported and domestically produced. The development of cosmetic products results in the level of competition in the cosmetic business world also getting tighter. Therefore, to face intense competition, companies must continue to develop creativity, and the latest innovations from the products produced to be superior to competitors' products. One of the many needs that arise to beautify and care for themselves to increase self-confidence is skincare cosmetic products. Based on data from the Central Statistics Agency (BPS) in the first quarter of 2020, the meeting of the pharmaceutical chemical industry, and traditional medicines including cosmetics grew 5.59%. The growth of the cosmetics market in Indonesia is also projected to increase by 7% in 2021. (databoks.co.id). One of the factors driving this increase is the demand from the market which is quite large so that the need for cosmetics is starting to turn into one of the important needs.

One of the cosmetic products that has a lot of sales is Dabe Beaute ... Dabe Beaute is one of the domestic cosmetic products inaugurated in 2021 which was founded by Bella Shofie and her husband Daniel Rigan. Dabe Beaute stands for D is The, A is Amazing B is Beaute and E is Excellent,. Dabe Beaute also has a BPOM permit and is also Halal certified, of course it is safe to use. Dabe Beaute itself has many kinds of treatments such as products that counteract whitening from premature aging, submit acne-prone skin, dry skin and a radiant finish. Dabe Beaute is also one of the brands that use social media and celebrity endorsers as an effort to introduce their products.

The development of technology has increasingly proven its sophistication, so that now new media or social media is able to influence society in online communication and marketing. Social media as a form of interactive communication media that allows for two-way interaction or feedback. (M.L Kent, 2013). Promotional strategies using social media are very helpful for product sales because they make it easier for business people to market effectively, can reach many people in a short time, disseminate information and respond faster and are widely accessible at a lower cost, so that companies can achieve the desired sales targets. The role of social media is able to make consumers who are far away in the location can still reach. Dabe Beaute is one of the brands that uses online marketing strategies through social media. Dabe Beaute promotes its products via the internet using online media Instagram, Tiktok, and other online buying and selling marketplaces, where this online media is widely used or accessed by the public today with the achievement of 16 K followers for Instagram accounts and 43.3 K for Tiktok accounts and the cause Dabe Beaute is becoming increasingly popular among the public which encourages buying interest.

In an effort to increase sales, companies often use celebrities to promote a product through their personal accounts on social media. Promotion can be done through advertising media, advertisements that use celebrity endorsers can have an influence on buying interest, when advertisements use celebrity endorsers, the attractiveness and popularity of these celebrities can be expected to provide a sense of interest for the public (Wijaya and Sugiharto, 2015). The use of the right celebrity who has high appeal can increase sales of products to be marketed, and a well-known celebrity with many fans will create a good brand image in the minds of the public because they assume that the celebrity has tastes that are able to represent consumer needs. Dabe Beauty uses top celebrities as Celebrity Endorsers such as Ayu Ting Ting, Jessica Iskandar, Lesti Kejora, Rizky Billar Ruben Onsu, Mulan Jameela who are popular celebrities with a very large number of social media personal account followers, of course, can quickly introduce products to consumers. The use of these celebrities certainly has the aim that the credibility of the celebrity is considered good, the expertise is good, the personality is a good person, so that everything is expected to influence buying intention.

Another factor that influences consumer buying interest is product quality. Product quality is of great concern to consumers who want to decide to buy a product. Product quality shows that the products sold by a company have more selling points that competing products do not have (Fatmawati & Soliha, 2017). With high product quality, consumers will also be interested in the product and are interested in making purchases because consumers who buy want to get quality products. Therefore, Dabe Beaute always ensures that the best quality

is always the main choice for consumers and Dabe Beaute also offers several skin treatments according to the skin type of each consumer. Using Dabe Beaute products can make the skin bright, glowing and already listed halal and bpom labels can certainly convince consumers that Dabe Beaute products do not contain harmful ingredients and are safe for use every day. Consumers in deciding to make a purchase are based on many factors and considerations. Purchase interest can measure the likelihood of consumers to buy a product, the higher the interest, the higher the willingness of consumers to make purchases (Saqib et al. 2015). Consumer buying interest is also the most important thing in the progress of a business, because the more consumers want to decide to buy a product, the greater the opportunity for the business to get profits and regular customers. Based on the above background, the researcher is interested in conducting further research on 'the influence of social media, celebrity endorsers and product quality on consumer buying interest in Dabe Beaute products in Jakarta City'.

Based on the formulation of the problem, the objectives in this study are to: To determine the effect of Social Media on consumer buying interest in Dabe Beaute products in the city of Jakarta. To determine the effect of Celebrity Endorser on consumer buying interest in Dabe Beaute products in the city of Jakarta. To determine the effect of Product Quality on consumer buying interest in Dabe Beauty products in the city of Jakarta. To determine the effect of Social Media, Celebrity Endorser and Product Quality on consumer buying interest in Dabe Beaute products in the city of Jakarta.

Literature Review

Marketing Management

Kotler and Keller (2016: 27) are as follows 'Marketing management as the art and science of choosing target amrkets and getting, keeping, and growing customers through creating, delivering and communicating superior customer value' which means marketing management is the art and science of choosing target markets and getting, maintaining and increasing the number of customers through creating, delivering and communicating superior customer value '.

Social Media

Tjiptono (2015: 395) Social media reflects the sharing of new sources of online information that are created, circulated, and used by consumers with the aim of educating each other about products, brands, services in a marketing, In essence, social media is an internet-based technology that facilitates conversation. Prasetyo (2012: 10) social media is online publishing and communication tools, sites, and purposes of the Web rooted in conversation, engagement, and participation. According to Tjiptono (2015: 396) explains that social media indicators are as follows: 1) Context (context); 2) Communication (communication); 3). Collaboration; and 4). Connection.

Celebrity Endorser

Shimp (2013: 335) defines celebrity endorsers as television stars, film actors, athletes, politicians, famous people, and sometimes celebrities who have died (opening vignette) who are widely used in magazine advertisements, radio spots, and television advertisements to support a product. Kotler & Keller (2012: 159) Celebrity endorser is the use of a source as an

attractive or popular figure in advertising, this is one of the creative ways to convey messages so that the messages conveyed can achieve higher attention and can be remembered. According to Shimp (2014: 259) that celebrity endorser indicators are as follows: 1) Trust; 2). Expertise; and 3). Attractiveness

Product Quality

Kotler and Armstrong (2012: 354), say that product quality is the ability of a product to carry out its functions, including durability, reliability accuracy, ease of operation and repair, and other valuable attributes. Gitosudarmo (2008: 155) Product quality is the ability of a product to perform its function. According to Saleleng et al (2014: 1060) indicators to measure product quality are as follows: 1). Performance; 2). Reliability; 3). Speciality; and 4). Durability.

Purchase Interest

Kotler and Keller (2016: 181) Purchase interest is how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another. If the benefits are greater than the sacrifice to get it, the urge to buy is higher. (Morissan, 2014: 84) Purchase Intention is the stage of the purchase decision where a point in the buying process, consumers must stop evaluating the purchase decision. buying process, consumers must stop evaluating, consumers begin to lead to interest and desire to buy with the tendency to buy certain brands. According to Ferdinand (2014: 8) indicators of buying interest are as follows: 1). Transactional interest; 2). Referential interest; 3). Preferential interest; and 4). Explorative interest.

Previous Research

Geraldine and Susanti (2021) The Effect of Brand, Product Quality, Social Media and Price on Consumer Purchase Interest in Wardah Brand Products. The results showed that brand image does not significantly affect consumer buying interest in Wardah brand products, then product quality has a significant effect on consumer buying interest in Wardah brand products, then social media has a positive effect on consumer buying interest in Wardah brand products, and finally price has a good effect on consumer buying interest in Wardah brand products.

Putri and Istiyanto (2021) The Effect of Price, Product Quality, and Celebrity Endorser on Buying Interest in Scarlett Whitening Products. The results showed that the price, product quality, and celebrity endorser variables had a significant effect on buying interest in Scarlett Whitening products in Surakarta. Poluan and Karuntu (2021) The Effect of Price, Product Quality and Service on Buying Interest in Beef Cattle During the Covid-19 Pandemic in Beriman Market, Tomohon City, North Sulawesi Province. The results showed that price, product quality and service simultaneously had a significant effect on buying interest in beef cattle during the pandemic.

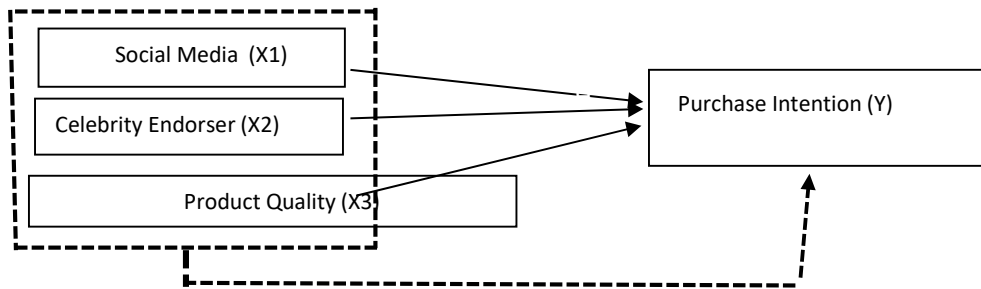


Figure 2.2 Thinking Framework

Hypothesis

Based on the formulation of the problem and the research objectives previously described, the hypothesis can be prepared as follows :

- H1 : There is a significant influence between Social Media on consumer buying interest in Dabe Beaute products in the city of Jakarta.
- H2 : There is a significant influence between of Celebrity Endorser on consumer buying interest in Dabe Beaute products in the city of Jakarta.
- H3 : There is a significant influence of Product Quality on consumer buying interest in Dabe Beauty products in the city of Jakarta.
- H4 :There is a significant influence of Social Media, Celebrity Endorser and Product Quality on consumer buying interest in Dabe Beaute products in the city of Jakarta.

METHOD

Population and Sample

According to Sugiyono (2013) ‘the sample is part of the number and characteristics of a population’. Sampling in this study using Non probability Sampling method with purposive sampling technique, namely determining the sample based on the results of certain considerations. These considerations are usually in line with the research objectives or formulations. The sample in this study were consumers of Dabe Beaute skincare products who live in the Jakarta area. With a purposive sampling method whose population size is unknown, it is determined using the Lemeshow formula, totalling 100 respondents (Setiawan et al., 2022).

Data Collection and Analysis Techniques

The data in this study were obtained from the first source through the results of filling out questionnaires and from internet sites, libraries and various sources that have been processed by other parties which are usually presented in the form of journals, papers, articles and books where these sources contain information that is still related to the issues discussed in this study.

After all the necessary data is collected, data analysis is then carried out. Data analysis is an activity of classifying, interpreting and calculating data processed by systematic methods to simplify data results into a format that can be more easily understood and

interpreted (Siyoto & Sodik, 2015). The method used is by using statistical software SPSS (Statistical Package for Social Science) Version 25.

RESULTS AND DISCUSSION

Validity Test

The validity test is a test that serves to see whether a measuring instrument is valid (valid) or invalid (Janna & Herianto, 2021). The measuring instrument in question is each of the questions contained in the questionnaire. The validity test is where each question item is said to be valid if the rcount value is greater than the rtable value and each question item is said to be invalid if the rcount value is smaller than the rtable value. To find out the value of rtable, it is done using the formula $r_{table} = (a, n-2)$ based on the product moment table. This validity test is known that $n = 100$ and $a = 5\%$ then $r_{table} (5\%, 100-2) = 0.197$

Table 1. Validity Test

Variabel	Item	R-Table	R-Count	KDescriptionet
Social Media (X1)	X1.1	0,197	0,735	VALID
	X1.2	0,197	0,710	VALID
	X1.3	0,197	0,732	VALID
	X1.4	0,197	0,763	VALID
	X1.5	0,197	0,751	VALID
Celebrity Endorsement (X2)	X2.1	0,197	0,824	VALID
	X2.2	0,197	0,780	VALID
	X2.3	0,197	0,739	VALID
	X2.4	0,197	0,725	VALID
	X2.5	0,197	0,549	VALID
Product Quality (X3)	X3.2	0,197	0,682	VALID
	X3.2	0,197	0,758	VALID
	X3.3	0,197	0,785	VALID
	X3.4	0,197	0,642	VALID
	X3.5	0,197	0,807	VALID
Purchase Interest (Y)	Y1	0,197	0,779	VALID
	Y2	0,197	0,72	VALID
	Y3	0,197	0,727	VALID
	Y4	0,197	0,615	VALID
	Y5	0,197	0,678	VALID

Source : Primary data processed, 2024

Based on the validity test results in the table above, it shows that all variable items have $r_{count} > r_{table}$ (0.197). It can be said that all question items in the research instrument are declared valid. Based on the validity test results in the table above, it shows that all variable items have $r_{count} > r_{table}$ (0.197). It can be said that all question items in the research instrument are declared valid.

Table 2. Reliability Test

No.	Variable	<i>Cronbach'sAlpha</i>	Description
1.	Social Media (X1)	0,784	Reliabel
2.	Celebrity Endorser (X2)	0,779	Reliabel
3.	Product Quality (X3)	0,786	Reliabel
4	Purchase Interest (Y)	0,746	Reliabel

Source : Primary data processed, 2024

Based on the reliability test results in the table above, it shows that all research instruments have a Cronbach's Alpha coefficient > from 0.60. It can be said that all instruments in this study are declared reliable.

Classical Assumption Test

Normality Test

The normality test aims to test whether the two data (dependent and independent) to be analysed have a normal distribution or not. According to Imam Ghozali, a good regression model is to have a normal or near normal data distribution (Roswirman & Elazhari, 2022). The normality test was carried out using Kolmogorov Smirnov by paying attention to Asymp.Sig (2-tailed). If the Asymp.Sig (2-tailed) value is greater than 0.05, it can be said that the data is normally distributed and if the Asymp.Sig (2-tailed) is smaller than 0.05, the data is not normally distributed (Dunakhri, 2019).

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
N		Unstandardized Residual
		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	188.207.027
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.057
	Test Statistic	.060
	Asymp. Sig. (2-tailed)	.200 ^{c,d}

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. This is a lower bound of the true significance.

Source : Primary data processed, 2024

Based on the Kolmogorov- Smimov normality test output in the table above, the Asymp. Sig (2- tailed) of 0.200 which shows that the value is greater than 0.05 (0.200 > 0.05). Thus it can be said that the residual value of the data is normally distributed.

Multicollinearity Test

According to Imam Ghozali, the multicolonierity test aims to test whether the regression model found a correlation between independent variables (independent). A good regression model is when the independent variables have no relationship with each other. The

multicollinearity test is said to be uncorrelated when the Tolerance value is greater than 0.10 and the VIF value is less than 10.00 (Huda & Shony Azar, 2021).

Table 4 Multicollinearity Test

Model	Coefficients		Collinearity Statistics	
			Tolerance	VIF
1	Social Media		.700	1.428
	Celebrity Endorser		.601	1.664
	Product Quality		.627	1.595

a. Dependent Variable: Purchase Interest

Source : Primary data processed, 2024

Based on the table above, it can be stated that all independent variables (independent) each have a Tolerance value greater than 0.10 and a VIF value of less than 10. So it can be said that the independent variables have no correlation with each other and no multicollinearity is identified.

Heteroscedasticity Test

According to Imam Ghozali, the heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from observation residuals to other observations (Huda & Shony Azar, 2021). The heteroscedasticity test can use the ScatterPlot and Glejser methods. The Glejser method is that if the Sig. (significance) value of the variable is greater than 0.05, there are no symptoms of heteroscedasticity in the regression model and in the Scatterplot method if there is no clear pattern and the points spread above and below the number 0 on the Y axis, it indicates that there is no heteroscedasticity.

Table 5 Heteroscedasticity Test

Model	Unstandardized		Standardized	t	Sig.	
	Coefficients		Coefficients			
	B	Std. Error	Beta			
	(Constant)	3.539	1.311		2.699	.008
1	Social Media	-.076	.056	-.162	-1.358	.178
	Celebrity Endorser	-.052	.065	-.104	-.803	.424
	Product Quality	.029	.067	.054	.432	.667

a. Dependent Variable: ABS_RES

Source : Primary data processed, 2024

Based on the table above, data has been presented which shows that the significance value of each variable has a value greater than 0.05, so it can be stated that heteroscedasticity does not occur

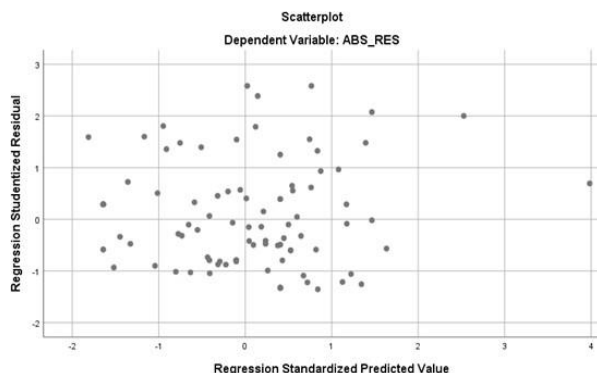


Figure 1. Scatter plot

Source : Primary data processed, 2024

Based on the image above, it shows points that do not have a particular pattern that spread up and down the X and Y axes. So, it can be said that there are no symptoms of heteroscedasticity.

Hypothesis Testing

T Test (Partial)

According to Ghozali, the t test or partial test basically shows how far the influence of an independent variable individually is in explaining variations in the dependent variable (Roswirman & Elazhari, 2022). The T test can be determined through hypothesis testing, namely if the Tcount value is greater than Ttable using a confidence interval of 95% or $\alpha = 0.05$ or a significance value <0.05 then H_0 is rejected and H_1 is accepted and vice versa.

Table 6 T Test (Partial)

Model	Coefficients ^a			t	Sig.
	Unstandardized		Standardized		
	B	Std.Error	Beta		
(Constant)	5.498	2.136		2.574	.012
Social Media	.201	.091	.213	2.200	.030
Celebrity	.396	.106	.391	3.749	.000
1 Endorser					
Product Quality	.127	.110	.119	1.162	.248

a. Dependent Variable: Purchase Interest

Source : Primary data processed, 2024

Based on the table above, the t test results can be described as follows:

1. The significance value on social media promotion (X1) on buying interest in Dabe Beaute products (Y) is $0.030 < 0.05$ and the value of Thitung is greater than Ttabel ($2.200 > 1.984$) then H_0 is rejected and H_1 is accepted. So it is stated that there is a significant identification of the influence of social media promotions on buying interest.

2. The significance value of celebrity endorsers (X2) on buying interest in Dabe Beaute products (Y) is $0.00 < 0.05$ and the value of Thitung is greater than Ttabel ($3.749 > 1.984$) eating H0 is rejected and H1 is accepted. So it is stated that there is a significant identification of the effect of product variations on buying interest.
3. The significance value of product quality (X3) on buying interest in Dabe Beaute products (Y) is $0.248 > 0.05$ and the Thitung value is smaller than the Ttable ($0.162 < 1.984$) eating H0 is accepted and H1 is rejected. So it is stated that there is no significant identification of the effect of product quality on buying interest.

F Test (Simultaneous)

According to Ghozali, the F test is used to determine whether the independent variables contained in the regression equation jointly affect the value of the dependent variable, with $\alpha = 5$ per cent (Roswirman & Elazhari, 2022). The F test can be known through hypothesis testing, namely if the Fcount value is greater than Ftable or the significance value < 0.05 then H0 is rejected and H1 is accepted and vice versa.

Table 7 F Test (Simultaneous)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regressi	208,07	3	69,3	18,9	.000
	on	3		58	87	b
	Residual	350,677	96	3,653		
	Total	558,750	99			

a. Dependent Variable: Purchase Interest
 b. Predictors: (Constant), Product Quality, Social Media, Celebrity Endorer

Source : Primary data processed, 2024

Based on the table above, data has been presented that shows the Fcount value is greater than the ftable ($18.987 > 2.698$) and the significance value is less than 0.05, namely $0.000 < 0.05$, so H0 is rejected and H1 is accepted. Thus it can be stated that the independent variable simultaneously affects the dependent variable.

Test the Coefficient of Determination

Partial Coefficient of Determination

The partial coefficient of determination is used because it can explain the magnitude of the contribution of each independent variable to the value of the dependent variable partially (Yosepha, 2021). The value of the partial coefficient of determination can be determined through the calculation of effective contribution (SE) and relative contribution (SR), where the calculation uses the results of correlation and regression analysis (Fadhillah & Saputra, 2021).

Table 8 Test the Coefficient of Determination

Variable	Regression	Correlation	R Square
	Coefficient (Beta)	Coefficient (R)	
Social Media	0,213	0,464	0,372
Celebrity Endorser	0,391	0,566	
Produkct Quality	0,119	0,443	

Source : Primary data processed, 2024

Based on table 4.11, the results of the regression coefficient and correlation coefficient used for the calculation of the Effective Contribution (SE) and Relative Contribution (SR) formulas are obtained. The magnitude of the influence of Social Media on Purchase Interest is calculated by the effective contribution (SE) formula, namely $SE (X1) = \text{BETAx X Correlation Coefficient} \times 100\% = 9.88\%$ and relative contribution (SR), namely $SR (X1) = \text{SR (X)\%} = \text{SE (X)\%} / \text{R Square} = 26.55\%$.

Furthermore, the magnitude of the influence on Celebrity Endorser on Purchase Intention is calculated by the effective contribution (SE) formula, namely $SE (X2) = \text{BETAx X Correlation Coefficient} \times 100\% = 22.13\%$ and relative contribution (SR), namely $SR (X1) = \text{SR (X)\%} = \text{SE (X)\%} / \text{R Square} = 59.49\%$. While the amount of influence that Product Quality has on Purchase Intention is calculated by the effective contribution (SE) formula, namely $SE (X3) = \text{BETAx X Correlation Coefficient} \times 100\% = 5.27\%$ and the relative contribution (SR), namely $SR (X3) = \text{SR (X)\%} = \text{SE (X)\%} / \text{R Square} = 14.17\%$.

Simultaneous Coefficient of Determination

The simultaneous coefficient of determination test is carried out to determine the extent to which the independent variables as a whole provide the information needed to predict variations in the dependent variable. The simultaneous coefficient of determination is determined by the Adjusted R Square value (Roswirman & Elazhari, 2022).

Table 9 The simultaneous coefficient of determination test

Model	R	Model Summary ^b		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	.610 ^a	0,372	0,353	1,911

a. Predictors: (Constant), Product Quality, Social Media, Celebrity Endorser
 b. Dependent Variable: Purchase Interest

Source : Primary data processed, 2024

Based on the table above, the coefficient value (R) = 0.610 states that the relationship between the independent variables has a strong enough influence on the dependent variable, which is 61%. While the simultaneous determination coefficient value is that the independent variable contributes to the dependent variable by 35.3%. While the remaining 64.7% (100% - 35.3%) is influenced by other factors outside this study.

Multiple Linear Regression Tests

Multiple linear regression analysis tests are carried out to measure how much the relationship is between two or more variables and make estimates of the value of Y on X (Digdowiseiso, 2017). The following is the general form of the multiple regression equation used in this study:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

Y = Purchase Intention = Constant

X1 = Social Media X1 = Celebrity Endorser X1 = Product Quality

B1,b2 = Regression Coefficient

e = Error (standard error)

Table 10 The Multiple Linear Regression

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.498	2.136		2.574	.012
1 Social Media	.201	.091	.213	2.200	.030
Celebrity Endorser	.396	.106	.391	3.749	.000
Product Quality	.127	.110	.119	1.1	.248

a. Dependent Variable: Purchase Interest

Source : Primary data processed, 2024

Based on the table above, the multiple linear regression equation can be obtained as follows:

$$Y = 5.498 + 0.201X_1 + 0.396X_2 + 0.127X_3$$

With information:

1. From the results above the constant value is 5.498. If the social media, celebrity endorser and product quality are 0, the purchase interest variable is worth 5.498.
2. The Social Media coefficient shows a positive value of 0.201. This means that if Social Media increases by 1 unit while the other variables are constant, the amount of Purchase Interest will increase by 0.210.
3. The Celebrity Endorser regression coefficient (b2) shows a positive value of 0.396. This means that if Celebrity Endorser increases by 1 unit while the other variables are constant, the amount of Purchase Intention will increase by 0.396.
4. The Product Quality regression coefficient (b3) shows a positive value of 0.127. This means that if Product Quality increases by 1 unit while other variables are constant, the amount of Purchase Intention will increase by 0.127.

CONCLUSIONS

From the results of the research above, several conclusions can be drawn as follows: Based on the results of the T test (partial) which shows the value of T_{hitung} is greater than T_{tabel} , namely $2.200 > 1.984$ and has a significance value of less than 0.05, namely $0.030 < 0.05$, so that the first hypothesis in the problem formulation is acceptable. It can be said that social media partially has a significant and positive effect on buying interest, which means that if social media promotion goes well, it can affect the level of interest in buying Dabe Beaute skincare products for consumers who live in the city of Jakarta. Based on the results of the T test (partial) which shows the value of T_{hitung} is greater than T_{tabel} , namely $3.749 > 1.984$ and has a significance value of less than 0.05, namely $0.000 < 0.05$, so that the second hypothesis in the formulation of the problem is acceptable. It can be said that celebrity endorsers partially have a significant and positive effect on buying interest, which means that if there are many celebrity endorsers according to consumer expectations, it can increase buying interest in Dabe Beaute skincare products for consumers domiciled in the city of

Jakarta. Based on the results of the T test (partial) which shows the value of T_{hitung} is smaller than T_{tabel} , namely $1.162 < 1.984$ and has a significance value of more than 0.05, namely $0.248 > 0.05$, so that the third hypothesis in the formulation of the problem is unacceptable. It can be said that product quality partially has no significant effect on purchase intention, meaning that the quality of Dabe Beaute skincare products does not affect buying interest in consumers who live in the city of Jakarta. Social media, celebrity endorsers and product quality simultaneously or together have a significant effect on buying interest in Dabe Beaute skincare products for consumers who live in the Jakarta city area. This can be seen from the results of the F test which shows the F_{count} value is greater than the f_{tabel} ($18.987 > 2.698$) and the significance value is less than 0.05, namely $0.000 < 0.05$, so that the fourth hypothesis in the problem formulation is acceptable. In this study, social media variables have a large influence on buying interest, which is 9.88%. In the celebrity endorser variable, the influence on buying interest is dominated by 22.13%. Meanwhile, product quality only has a magnitude of influence on buying interest of 5.27%. Simultaneously social media, celebrity endorsers and product quality affect consumer buying interest in Dabe Beaute skincare products for consumers in Jakarta, namely 35.3% and the remaining 64.7% is influenced by other variables not examined in this study. Based on the above conclusions, several suggestions can be given, namely as follows: For the company whose products are the object of this research, namely Dabe Beaute, it is recommended that the company maintain and improve factors related to social media and celebrity endorsers who are the attraction of the products offered. The company needs to pay more attention to product quality at Dabe Beaute, it is hoped that it can focus more on variable indicators of product quality so that it can become a value that can generate consumer buying interest in the future. In addition, determining to whom the marketing focus is directed can also help the marketing process run more promisingly.

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