The Effect of Electronic Word of Mouth, Brand Image, and Celebrity Endorsement on Interest in Buying Scarlett Whitening Products

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ARTICLE INFORMATION

ABSTRACT

This study aims to determine how the influence of Electronic Word of Mouth, Brand Image, and Celebrity Endorsement on Buying Interest in Scarlett Whitening Products (Study on Generation Z People in Tembalang District). This study uses a quantitative approach using primary data obtained from distributing questionnaires to respondents via google form. The sampling technique used was purposive sampling, the number of samples used was 100 people using the Lemeshow formula. The method of analysis in this study is multiple linear regression analysis with the help of the SPSS version 25 program: (1) Electronic Word of Mouth has a positive and significant effect on purchase intention of Scarlett Whitening. (2) Brand Image hasa positive but insignificant effect on buying interest in Scarlett Whitening. (3) Celebrity Endorsement has a positive but insignificant effect on buying interest in Scarlett Whitening. (4) Electronic Word of Mouth, Brand Image, and Celebrity Endorsement simultaneously have a positive and significant impact on Scarlett Whitening Purchase Intention.

INTRODUCTION

In the era of globalization and technological advancement, it has now changed the lifestyle and needs of people around the world. The presence of the internet and social media at this time can be said to be the main needs of the younger generation or commonly called generation Z. The presence of this technology greatly helps people in doing all activities more easily, to fulfill all their needs and desires. One of the needs that need to be met at this time is body and facial care products (Skincare). This is proven by a number of well-known local skincare products throughout Indonesia such as Wardah, White Lab, Skintific, Benings, Mineral Botanica, Azarine, MS Glow, Somethinc, Avoskin, and also Scarlett Whitening.

Scarlett Whitening is a local beauty brand founded in 2017 by Felicya Angelista and her husband, Caesar Hito. Researchers found that many people have been talking about and evaluating Scarlett Whitening products lately because they are very satisfied with them. Scarlett Whitening products are available in many online stores such as Shopee, Lazada, Tokopedia, Facebook, and Instagram (Putri, 2021 in Melani 2022). Scarlett Whitening products have recently become a hot topic among Indonesian social media netizens. The price of Scarlett Whitening is quite affordable compared to other similar products, so this makes Scarlett Whitening have a good brand image in the hearts of consumers.

Brand Image is a product identity from a company to differentiate the product from competitors' products, this can be in the form of a name, sign, term, symbol or design (Kotler and Armstrong, 2021). Ekonomika et al., (2017) in Astuti et al., (2021) defines that every businessman definitely wants the brand image of their product to continue to grow, therefore they invite famous celebrities to raise the brand image of their products. Scarlett Whitening started marketing its products for the first time with Instagram social media, Instagram itself has various interesting features to make it easier for its users to receive and share information. Celebrity endorsement is a famous person or star who is known to the public through social networks, television, and print media. According to Schiffman and Kanuk, (2007) Celebrity endorsement is famous people who are chosen by a company to promote their products or services by providing support or acting as actors in advertisements, as well as spokespersons in promoting the product.

Several researchers have tried to see the influence of electronic word of mouth, brand image and celebrity endorsement in influencing consumer purchasing interest, including research that has been found by Sumampouw et al., (2022) proving that electronic word of mouth has a positive influence on purchasing interest in Scarlett Whitening. On the other hand, Putri's research, (2023) proves that there is no positive and significant influence between electronic word of mouth on purchasing interest in Scarlett Whitening Skincare products, but its contribution is relatively small.

LITERATURE REVIEW

1. Purchase Interest
The interest in buying a product will spread to others along with someone's recommendation to use the product (Bearden & Netemayer, 2016). Buying goods and services offered by sellers is usually done because of interest or instinct. The benefit of recommendations to consumers is to provide a visual depiction of the functionality of a product from someone who has used it. How customers plan to buy a particular product or how many units of the product are needed is called purchase interest (Hafisa, 2018). Purchase interest is defined as the behavior shown by customers in response to goods that express a desire to buy (Kotler and Keller, 2009).

2. Electronic Word of Mouth
Turban et al., (2015) argue that electronic word of mouth marketing is one way to tell others about a product that they like or dislike. Information about goods and services is encouraged to be spread from one person to another. The electronic word of mouth marketing strategy describes the marketing communication section which includes elements in the form of oral, written, or social media communication related to the benefits and experiences when buying or using the product. It can be concluded that electronic word of mouth is an exchange of information between consumers of a particular product with other potential consumers on social media.

3. Brand Image
Brand image is the identity of a company's product to distinguish the product from competitors' products, which can be in the form of a name, sign, term, symbol, or design (Kotler & Armstrong, 2021). Brand image is the customer's observation and belief in a brand that is reflected in their memory or relationship. According to Kotler & Armstrong (2021), brand image is a collection of customer beliefs about a particular brand that is associated with goods, services, or companies, such as logos, business names, and other visual features. The difference can be seen from the rational, realistic, or functional nature of the product, which is related to the product performance of a brand. Based on this explanation, it can be concluded that brand mage is a company's identity that distinguishes its products from competitors' products to make it easier for consumers to remember the product.

4. Celebrity Endorsment
Celebrity endorsement is defined as an individual or group known to the wider community (artists, actors/actresses, YouTubers and celebrities with millions of followers on their accounts) who can influence consumer attitudes and behavior by telling them about the promoted product (Shimp et al., 2013). However, there is a greater possibility that consumers will be more interested in information provided by interesting or well-known sources (Kotler & Keller, 2012). During this process, celebrity endorsement can show their support by providing testimonials or statements, as well as providing personal confidence to consumers. In addition, celebrities can act as advertising stars and talk about products to represent a company. Celebrity endorsement has positive or great benefits because of their fame, talent, charm and credibility
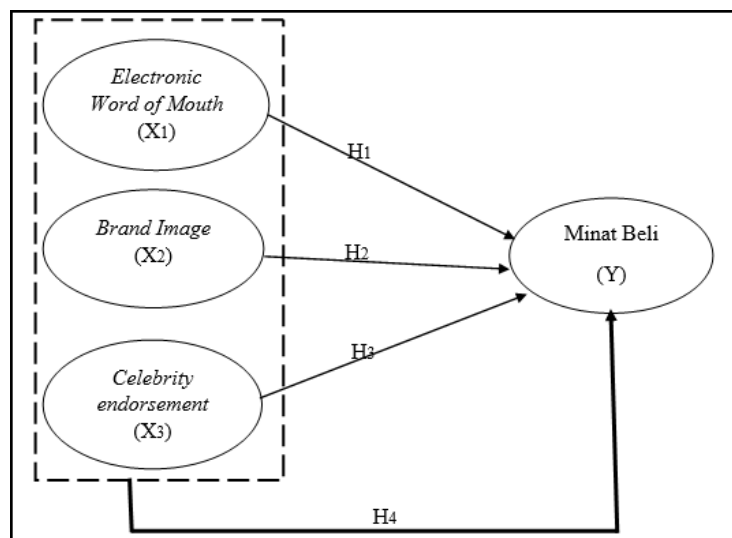

Figure 1. Conceptual framework

Hypothesis:
H1 = It is suspected that Electronic Word of Mouth has a positive and significant influence on the purchase interest of Scarlett Whitening products.
H2 = It is suspected that Brand Image has a positive and significant influence on the purchase interest of Scarlett Whitening products.
H3 = It is suspected that Celebrity endorsement has a positive and significant influence on the purchase interest of Scarlett Whitening products.
H4 = It is suspected that Electronic Word of Mouth, Brand Image, Celebrity endorsement have a positive influence simultaneously on the purchase interest of Scarlett Whitening products.

RESEARCH METHOD

The purpose of the study was to determine how much influence electronic word of mouth, brand image and celebrity endorsement have on the purchase interest of Scarlett Whitening products in the generation Z community in Tembalang District. As described by Sekaran and Bougie (2017), quantitative research involves the analysis of numerical data using statistical techniques or the database used is primary data. The independent variables in this study are electronic word of mouth, brand image, and celebrity endorsement. According to Sugiyono (2011), independent variables affect the dependent variable, namely the purchase interest of the product. The researcher collected data for the study by distributing online questionnaires with Google Forms to the generation Z community (aged 17-25 years) in Tembalang District.

The population of this study is the generation Z community (Aged 17-25 years) in Tembalang District who know about Scarlett Whitening products. Samples were taken from the Z population aged 17-25 years in Tembalang District who know about Scarlett Whitening products. The method used is purposive sampling used to take the number of studies and use the Lemeshow Formula to calculate the number of samples in this study because the population is too large to be known. so that 100 respondents were obtained as sample data.

The data analysis method used in the study was multiple linear regression analysis with the help of IBM SPSS software version 25 for windows. The goal was to test the influence of Electronic Word of Mouth, Brand Image, and Celebrity endorsement on Purchase Interest of Scarlett Whitening Products.

RESULTS

Table 1. Respondent Data

Respondent	Description	Frequency	Percentage	Total
Gender	Male	18	18%	100%
	Female	82	82%	
Age	17-20	37	37%	100%
	21-25	63	63%	
Job Status	Student	60	60%	100%
	Working	40	40%	

Source: Processed Primary Data (SPSS Descriptive Statistics Output) 2024

So that by using the data that has been collected through a questionnaire using gform in descriptive statistical testing of the variables Electronic Word of Mouth, Brand Image, and Celebrity endorsement on Purchase Interest which has been processed using the SPSS 25 application program.

Table 2. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Electronic Word of Mouth	100	7.00	15.00	13.0800	1.64335
Brand Image	100	10.00	15.00	12.9300	1.54564
Celebrity endorsement	100	10.00	15.00	13.0400	1.55648
Minat Beli	100	14.00	20.00	17.3800	1.75683
Valid N (listwise)	100				

Source: Processed Data (SPSS Descriptive Statistics Output) 2024.

Based on the data above, it can be concluded that out of 100 respondents, the Purchase Interest variable received the highest average value of 17.3800, and the Brand Image variable received the lowest average value of 12.9300. The Purchase Interest variable has the highest standard deviation of 1.75683, and the Brand Image variable has the lowest standard deviation of 1.54564.

Table 3. Validity test

No	Variabel	Pertanyaan	R hitung	R tabel	Keterangan
1	Electronic Word of Mouth (X1)	X1.1	0.863	0.196	Valid
		X1.2	0.902	0.196	Valid
		X1.3	0.724	0.196	Valid
2		X2.1	0.783	0.196	Valid
	Brand Image (X2)	X2.2	0.878	0.196	Valid
		X2.3	0.763	0.196	Valid
3	Celebrity endorsement (X3)	X3.1	0.839	0.196	Valid
		X3.2	0.877	0.196	Valid
		X3.3	0.804	0.196	Valid
4		Y1	0.781	0.196	Valid
	Minat Beli (Y)	Y2	0.662	0.196	Valid
		Y3	0.857	0.196	Valid
		Y4	0.744	0.196	Valid

Source: Processed Data (SPSS Descriptive Statistics Output) 2024.

From table 3. it is known that all questions have a calculated r value > r table, so it is concluded that the questions from all these variables are valid.

Table 4. Reliability Test

No	Variabel	Cronbach's Alpha	Standar Reliabel	Keterangan
1	Electronic Word of Mouth (X1)	0.776	0.70	Reliabel
2	Brand Image (X2)	0.731	0.70	Reliabel
3	Celebrity endorsement (X3)	0.791	0.70	Reliabel
4	Minat Beli (Y)	0.758	0.70	Reliabel

Source: Processed Data (SPSS Descriptive Statistics Output), 2024.

All questions related to the variables have been considered reliable, as shown in table 4.8 above, because the Cronbach's Alpha value of each variable is > 0.7.

Table 5. Normality test

Variabel	Signifikansi	Keterangan
Asymp.Sig. (2-*tailed*)	0.121	Normal

Source: Processed Data (SPSS Descriptive Statistics Output) 2024.

The One Sample Kolmogorov-Smirnov test obtained a significance value of 0.121, as shown in table 4.9 above. Since the result is more than 0.05, it can be concluded that the data is normally distributed.

Table 6. Multicollinearity Test

Variabel	Tolerance	VIF	Keterangan
Electronic Word of Mouth (X1)	0.982	1.018	No multicollinearity
Brand Image (X2)	0.889	1.124	No multicollinearity
Celebrity endorsement (X3)	0.897	1.115	No multicollinearity

Source: Processed Data (SPSS Descriptive Statistics Output) 2024.

All variables in this study have a tolerance value of > 0.10 and a VIF value of < 10. The Electronic Word of Mouth variable has a tolerance value of 0.982 and a VIF value of 1.108. The Brand Image variable has a tolerance value of 0.889 and a VIF value of 1.124. The Celebrity Endorsement variable has a tolerance value of 0.897 and a VIF value of 1.115. Thus, it can be concluded that none of the three variables show a correlation between them in the regression model used in this study.

Table 7. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	-1,874	1,245		-1,505	,136
	E-WOM	,104	,057	,182	1,831	,070
	Brand Image	,044	,059	,077	,737	,463
	Celebrity endorsement	,104	,059	,185	1,771	,080

Sumber : Data yang Diolah (*Output SPSS Descriptive Statistics*), 2024.

Source: Processed Data (SPSS Descriptive Statistics Output), 2024.

All sig values of the variables show values > 0.05, as shown in table 4.12. Therefore, these results prove that there is no heteroscedasticity in the regression model.

Table 8. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,780	2,465		3,967	,000
	Eectronic word of mouth (X₁)	,291	,113	,253	2,579	,011
	Brand image (X₂)	,056	,117	,049	,477	,634
	Celebrity endorsement (X₃)	,233	,116	,206	2,011	,047

Source: Processed Data (SPSS Descriptive Statistics Output), 2024

Table 9. t-Test Results (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,780	2,465		3,967	,000
	Eectronic word of mouth (X₁)	,291	,113	,253	2,579	,011
	Brand image (X₂)	,056	,117	,049	,477	,634
	Celebrity endorsement (X₃)	,233	,116	,206	2,011	,047

Source: Processed Data (SPSS Descriptive Statistics Output), 2024

With a significance level of 5%, the t-statistic test determines the relationship of partial influence of the variables electronic word of mouth, brand image, and celebrity endorsement. It is known that n = 100, and df = n - 2 = 100 - 2 = 98, and with a significance level of 5%. At an error level of α = 0.05, the t-table value (98; 0.05) is 1.661. In the t-test, the determined t-value will be compared with the t-table, if the t-count> t- table then H0 is rejected and Ha is accepted. However, if the t-count <t-table then H0 isaccepted and Ha is rejected. And if the sig level> 0.05 then H0 is accepted and Ha is rejected. If the sig level <0.05 then H0 is rejected, Ha is accepted.

Table 10. Simultan test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31,562	3	10,521	3,653	,015[b]
	Residual	273,610	95	2,880		
	Total	305,172	98			

Source: Processed Data (SPSS Descriptive Statistics Output), 2024

If the sign value is <0.05 and Fcount> Ftable, then the variable is considered to have an effect, as shown in table 4.15. Conversely, if the sign value is >0.05 and Fcount <Ftable,

then the variable is considered to have no effect. The results of the data processing above show that Fcount is 3.653> Ftable, which is 3.091, with a sign level of 0.015 <0.005. So it can be concluded that, together, the variables electronic word of mouth, brand image, and celebrity endorsement have a significant positive effect on purchasing interest.

Table 11. R-Square test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,322ᵃ	,103	,075	1,69709

Source: Processed Data (SPSS Descriptive Statistics Output), 2024.

As shown in table 4.16, the value obtained is 0.075, or 75%, which proves the relationship between the independent variable (X) and the dependent variable (Y) by 75%. Thus, it can be concluded that the electronic word of mouth (X1), brand image (X2), and celebrity endorsement (X3) variables influence purchasing interest (Y).

DISCUSSION

1. **The Influence of Electronic Word of Mouth on Purchase Interest**
   The results prove that the electronic word of mouth variable has a positive and significant effect on purchase interest. In other words, Scarlett Whitening's marketing approach using electronic word of mouth is very effective in optimizing customer purchase interest. The results of the t-test prove that the t-value is 3.967> t-table is 1.661, with a significance level of 0.011 <0.05, which proves that Ha is accepted and H0 is rejected. Therefore, it can be concluded that partially electronic word of mouth has a positive and significant effect on purchase interest.

2. **The Influence of Brand Image on Purchase Interest**
   The results prove that brand image has a positive but insignificant effect on purchase interest, with a t-value of 0.477 <t-table value of 1.661, and a significance level of 0.634> 0.05, meaning that H0 is accepted and Ha is rejected. Which means that partially brand image has a positive but insignificant effect on purchase interest. This proves that brand image will not cause an increase or decrease in customer purchase interest.

3. **The Influence of Celebrity Endorsement on Purchase Interest**
   The results prove that the celebrity endorsement variable has a positive but insignificant effect on purchase interest, with a t-value of 2.011> t-table value of 1.661, with a significance level of 0.047 <0.05, meaning that Ha is accepted and H0 is rejected. Therefore, it can be concluded that partially celebrity endorsement has a positive and significant effect on purchase interest.

4. **The Influence of Electronic Word of Mouth, Brand Image, and Celebrity Endorsement on Purchase Interest**
   The results of the research that has been studied, from the three X variables used, it turns out that there is one variable that has a significant positive influence on purchase interest, and there are two variables that have a positive but insignificant influence on purchase interest, namely the brand image variable and the celebrity endorsement variable. These two variables need to be studied further to find out

what factors cause these variables to have a positive but insignificant influence on purchase interest.

CONCLUSION

The author hopes that the objects, locations, and number of samples to be used in subsequent studies will be different from those used in this study, so that subsequent studies can provide new research.

This study can be used by companies as input to further improve important factors that will be the key to the company's success. Such as finding more attractive and competent celebrity endorsements in the field of beauty, as well as maintaining and improving the quality of Scarlett Whitening products so that people do not switch to other products. Scarlett Whitening also needs to improve the marketing strategy implemented to increase customer purchasing interest.

The author only used three variables in the study: electronic word of mouth, brand image, and celebrity endorsement. Therefore, it is hoped that other researchers will examine other variables that have not been studied in this study to increase consumer purchasing interest**.**

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