GRE B UCI

Global Research on Economy, Business, Communication and Information

The Influence of Viral Marketing and Celebrity Endorser Song Joong Ki on Consumers Purchase Intention of Scarlett Whitening Skincare Products in Jakarta

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Abstract: Nowadays, beauty products are increasingly diverse and growing many local brands are constantly emerging with various types. So that a new promotion method emerged, namely viral marketing and celebrity endorsers. Therefore, this research will specifically discuss viral marketing and celebrity endorsers to find out consumers purchase intentions towards Scarlett Whitening skincare products. The theories used in this study are viral marketing, celebrity endorsers, and purchase intentions. The independent variables in this study are viral marketing and celebrity endorsers, while the dependent variables in this study are purchase intentions. The object of this study is the skincare product Scarlett Whitening. Data collection was carried out by distributing questionnaires to 100 samples of male and female consumers aged at least 17 years and over who had seen advertisements for Scarlett Whitening skincare products on Instagram. Sampling is carried out by means of non-probability sampling with judgment sampling techniques. The data of this study were processed using SPSS 25. The results of this study are (1) viral marketing has proven to have a positive and significant effect on consumers' purchase intentions of Scarlett Whitening skincare products in Jakarta and (2) celebrity endorsers have been shown to have a positive and significant effect on consumers purchase intentions of Scarlett Whitening skincare products in Jakarta.

1.   Introduction

Nowadays, beauty products are increasingly diverse and growing, especially in Indonesia. Beauty products are considered to be one of the important needs for women. Many local brands continue to emerge that produce skin care products of various types. This is one of the drivers of the advancement of beauty products. Nowadays, beauty brands have the same product variations, but what distinguishes each of them is the advantages of their respective products.

With the support of the development of the internet which is increasingly popular, business people are now choosing marketing strategies that use the internet to communicate, inform, and promote their business with consumers. One of the promotional activities that can be done on the internet is to do promotions that are better known as internet networks or digital marketing. With the development of the times towards the era of digital marketing, traditional messages such as television have less impact on consumers.

This led to the emergence of a new promotion method, namely viral marketing. Viral marketing helps companies introduce their products to consumers more effectively and quickly. Viral marketing itself is described as one of the marketing techniques that companies use to spread the word through social media. To increase sales, businesses often prefer celebrities who promote their products and services through their personal social media accounts. The use of celebrity endorsers in promotions, also known as celebrity endorsers, allows marketers to differentiate their products from competitors' products in the market.

Viral marketing is mostly done by internet-based businesses by selling online stores that are on the rise today. Currently, beauty products in Indonesia are growing rapidly, starting from the form of promotion of each product carried out by various local brands, currently experiencing a significant increase. With this increase, many potential consumers have a habit of searching for product information on the Internet before buying a product. So that sellers use the internet as a means of providing information and promotions for the sale of their products so that they can increase purchase intentions from consumers. "Purchase intention is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using, and consuming or even in wanting a product" according to Kotler (2018:27).

One of the beauty brands that is widely discussed by the public today is Scarlett Whitening. Scarlett Whitening is a local beauty brand that is in great demand by consumers. With its main function as a skin lightener, this skincare is made with natural ingredients, halal certified, and BPOM licensed. In addition, Scarlett Whitening has launched facial, body, and hair care products.

The Scarlett Whitening business was founded in 2017 through a collaboration between the founder and owner of Scarlett Whitening and a skin and body care factory. In addition, Scarlett Whitening founder and owner Felicya Angelista has chosen to partner with artists and influencers to market their products

Scarlett Whitening uses celebrity endorsers to showcase her products. In doing so, Scarlett Whitening needs to pay attention to celebrities who convey messages about the products they are going to market. Scarlett Whitening collaborates with many artists and influencers to market her products. Rachel Venya, Acha Sinaga, Rossa, Natasha Wilona, and Aurel Hermansyah once advertised Scarlett Whitening. Even famous South Korean actors Song Joong ki and Twice once advertised and promoted Scarlett Whitening.

2.   Review Literature

2.1.   Purchase Intentions

According to Kotler & Keller (2016:198), purchase intention is the evaluation stage of purchasing decisions, where consumers form preferences between brands in a collection of choices and can also form an interest in buying a brand they like. Simamora (2022) stated that purchase intention is a preposition to purchase a product. It is a future behavior.

2.2. Viral Marketing

According to Kotler and Armstrong (2018:516), viral marketing is "A digital version of word of mouth marketing that involves creating videos, advertisements and other marketing content that is so contagious that consumers will look for the creator or forward the content to friends". Fitriana and Utami (2017:55) stated that viral marketing is "the desire to create an impulse to spread a message or information into a group network or in its social media circle".

2.3. Celebrity Endorser

According to Andrews and Shimp (2017:227), celebrity endorsers are television stars, film actors, famous athletes, and even deceased figures as advertising stars in media, ranging from print media, social media, and television media. Rabia et al. (2019), celebrity endorsers are used to attract consumers' attention, involving certain celebrities in advertisements will motivate people to get attention to the product because this strategy increases consumers' attention to branded products. Sari Dewi et al. (2020), celebrity endorsers are people who support a brand from a popular public figure and also a tool trusted by companies to communicate with the public to increase sales figures on products.

2.4. The Effect of Viral Marketing on Consumers Purchase Intentions

Viral marketing is a marketing strategy that encourages individuals to deliver marketing messages to others. This creates the potential for exponential growth in terms of the visibility and impact of your marketing messages. Purchase intent is a person's internal drive to purchase a product.

The results of Venna Melinda Mulyaputri and Sanaji's research entitled "The Influence of Viral Marketing and Brand Awareness on the Purchase Intention of the Kopi Kenangan Brand in the City of Surabaya" show the influence of viral marketing on purchase intentions, stating that the more attractive viral marketing carried out by a brand will increase consumers' purchase intentions towards the brand.

H1: Viral marketing affects consumers purchase intentions

2.5. The Influence of Celebrity Endorser Song Joong Ki on Consumers Purchase Intentions

Celebrity endorser is a popular promotional tool in the business world because using celebrities can be an attraction, and can be trusted by the public so that the products being promoted are known and known by consumers. The better the celebrity endorser,is expected to increase consumers' purchase intention to buy the product, on the contrary, if the celebrity endorser is not good, it will reduce consumers' purchase intentions. While the intention to buy is an impulse from within a person to purchase a product. Ismayanti and Santika showed that the influence of celebrity endorsers on purchase intentions, stating that the increasing role of celebrity endorsers, the more consumers' purchase intentions increased.

H2: Celebrity Endorser Song Joong Ki affects consumers purchase intentions

3.   Research Method

The object of the study was the skincare product Scarlett Whitening. Meanwhile, the subjects in this study were male and female consumers aged at least 17 years and over who had seen advertisements for Scarlett Whitening skincare products on Instagram. This research was conducted by filling out an online questionnaire for consumers of Scarlett Whitening skincare products in Jakarta.The sampling technique will be carried out by non-probability sampling. The approach used is judgment sampling, which is sampling based on certain criteria or considerations. With as many as 100 respondents.

The data analysis techniques used in this study are Validity Test, Reliability Test, Descriptive Analysis (Mean, Confidence Interval, Scale Ranges), Regression Analysis which consists of (1) Classical Assumptions Test (Residual Normality Test, Multicollinearity Test, Heteroskedasticity Test), (2) Model Significance Test (F Test), (3) Coefficient Significant Test (t-Test), (4) Coefficient of Determination Test (R^2).

4.   Result

4.1.   Respondents Profile

Table 1 shows that in terms of gender, most participants were women (62%), and in terms of age, the majority of participants were between the ages of 17-21 (57%). On The basis of occupation, most of the respondents were students (73%).

Table 1

Respondent Profiles (N = 100)

	Classification	Frequency	Percentage
Gender	Male	38	38%
	Female	62	62%
Age	17-21 years old	57	57%
	22-26 years old	26	26%
	27-31 years old	7	7%
	>31 years old	10	10%
Occupation	Student	73	73%
	Employee	23	23%
	Housewives	2	2%
	Self Employed	1	1%
	Other	1	1%

4.2.   Validity and Reliability Analysis

Table 2 Shows the results of validity tests conducted to 30 separate respondents and has been collected at the beginning. The statement indicator is declared valid, if the coefficient value is greater than 0.361 (r count > r table) so that the results can be reviewed in the following tables.

Table 2
Validity Test Results

Statement	r Count	r Table	Explanation
Viral Marketing			
The delivery of the message on the Scarlett Whitening advertisement by Song Joong Ki can be seen via Instagram	0.486	0.361	Valid
The messaging of Scarlett Whitening advertisements by Song Joong Ki on Instagram is trustworthy	0.528	0.361	Valid
The advertising message that Scarlett Whitening did make me interested in finding out the brand	0.410	0.361	Valid
Scarlett Whitening products provide a persuasive message for me to purchase her products	0.407	0.361	Valid
Scarlett Whitening's advertising message is widely discussed by the surrounding audience	0.462	0.361	Valid
Scarlett Whitening's advertising message is very interesting to tell others who are not familiar with the Scarlett Whitening brand	0.490	0.361	Valid
Celebrity Endorser			
Song Joong Ki has expertise in advertising Scarlett Whitening skincare products	0.478	0.361	Valid
Song Joong Ki has experience in advertising Scarlett Whitening skincare products	0.367	0.361	Valid
Song Joong Ki can be trusted in advertising Scarlett Whitening skincare products	0.362	0.361	Valid
In explaining skincare products Scarlett Whitening Celebrity gives an honest assessment	0.389	0.361	Valid
Song Joong Ki has such appeal that it is favored in advertising Scarlett Whitening skincare products	0.684	0.361	Valid
Song Joong Ki skincare products Scarlett Whitening related (connected/similar) to user profiles of Scarlett Whitening skincare products in general	0.411	0.361	Valid
Song Joong Ki has a strong charisma in advertising Scarlett Whitening skincare products so that you are confident in the benefits of Scarlett Whitening skincare products	0.478	0.361	Valid
Song Joong Ki has a strong charisma in advertising Scarlett Whitening skincare products so that you are interested in buying Scarlett Whitening skincare products	0.469	0.361	Valid
Purchase Intention			
I am interested in seeking information related to Scarlett Whitening skincare products	0.438	0.361	Valid
I am considering buying skincare brand Scarlett Whitening from the information obtained	0.660	0.361	Valid
After considering several brands, I am interested in purchasing Scarlett Whitening skincare products	0.635	0.361	Valid

Table 3 Shows the results of reliability tests conducted on 30 separate respondents and have been collected at the beginning. One variable can be declared reliable if the value of Cronbach's Alpha > 0.7, so that the reliability test results can be obtained as displayed in Table 3.

Table 3

Realibility Test Results

Cronbach's Alpha	N of Items
Viral Marketing	
0.728	6
Celebrity Endorser	
0.755	8
Purchase Intention	
0.746	3

4.3.   Descriptive Analysis

Table 4 shows the results of a descriptive analysis related to the average of each statement of each variable with a description of the scale range i.e. (1) 1.0 – 1.8 = Strongly Disagree (SD), (2) 1.81 – 2.6 = Disagree (D), (3) 2.61 – 3.4 = Neutral (N), (4) 3.41 – 4.2 = Agree (A), and (5) 4.21 – 5.0 = Strongly Agree (SA). Based on this information, the results of the descriptive analysis per variable can be seen as follows.

Table 4

Descriptive Analysis Result

Statement	Value					Mean	Interval
	SD	D	N	A	SA		95%
Viral Marketing							
The delivery of the message on the Scarlett Whitening advertisement by Song Joong Ki can be seen via Instagram		1	15	52	32	4,15	4,01-4,29
The messaging of Scarlett Whitening advertisements by Song Joong Ki on Instagram is trustworthy	1	5	20	44	30	3,97	3,79-4,15
The advertising message that Scarlett Whitening did make me interested in finding out the brand	1	5	17	53	24	3,94	3,77-4,11
Scarlett Whitening products provide a persuasive message for me to purchase her products	1	5	24	44	26	3,89	3,71-4,07
Scarlett Whitening's advertising message is widely discussed by the surrounding audience	1	4	18	36	41	4,12	3,94-4,30
Scarlett Whitening's advertising message is very interesting to tell others who are not familiar with the Scarlett Whitening brand		4	27	39	30	3,95	3,78-4,12
Viral Marketing Variable Final Score						4,00	3,88-4,12

Table 4 (Continued)

Statement	Value					Mean	Interval 95%
	SD	D	N	A	SA		
Viral Marketing							
Celebrity Endorser							
Song Joong Ki has expertise in advertising Scarlett Whitening skincare products		3	24	45	28	3,98	3,82-4,14
Song Joong Ki has experience in advertising Scarlett Whitening skincare products		3	23	47	27	3,98	3,82-4,14
Song Joong Ki can be trusted in advertising Scarlett Whitening skincare products		2	16	42	40	4,20	4,05-4,35
In explaining skincare products Scarlett Whitening Celebrity gives an honest assessment		9	26	31	33	3,86	3,66-4,06
Song Joong Ki has such appeal that it is favored in advertising Scarlett Whitening skincare products		1	17	38	44	4,25	4,10-4,40
Song Joong Ki skincare products Scarlett Whitening related (connected/similar) to user profiles of Scarlett Whitening skincare products in general	2	2	24	43	29	3,95	3,77-4,13
Song Joong Ki has a strong charisma in advertising Scarlett Whitening skincare products so that you are confident in the benefits of Scarlett Whitening skincare products		5	19	39	37	4,08	3,91-4,25
Song Joong Ki has a strong charisma in advertising Scarlett Whitening skincare products so that you are interested in buying Scarlett Whitening skincare products		6	19	40	35	4,04	3,86-4,22
Celebrity Endorser Variable Final Score						4,04	3,92-4,16
Purchase Intention							
I am interested in seeking information related to Scarlett Whitening skincare products	3	5	17	44	31	3,95	3,76-4,14
I am considering buying skincare brand Scarlett Whitening from the information obtained	4	4	16	45	31	3,95	3,75-4,15
After considering several brands, I am interested in purchasing Scarlett Whitening skincare products	5	5	15	51	24	3,84	3,64-4,04
Purchase Intention Variable Final Score						3,91	3,73-4,08

Note. SD = Strong Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strong Agree

Based on the final score of the viral marketing variable getting an average score of 4.00, then the scale range is in the agree range. Based on the final score of the celebrity endorser variable getting an average score of 4.04, then the scale range is in the agree range. Based on the final score of the purchase intention variable getting an average score of 3.91, then the scale range is in the agree range.

4.4. Regression Analysis

4.4.1. Test Classical Assumptions

4.4.1.1. Residual Normality Test

Expressed in Asymps using the Kolmogorov-Smirnov (K-S) nonparametric statistical test. Sig. (2-tailed) and hypotheses: (1) Ho= Normal distribution residual data. (2) Ha= Residual data are not normally distributed. Then compare the results of this analysis with the critical values. (1) When Sig number $> \alpha = 0.05$, the data are normally distributed. (2) Significant digits (Sig) < Sig. When $\alpha = 0.05$, the data are not normally distributed. According to Table 5, the results of this test appear as follows:

Table 5
Residual Normality Test Result

Test Classical Assumptions	Sig.	Explanation
Normality	0,173	Normally distributed residuals

Note. Sig = Signification

4.4.1.2. Multicollinearity Test

If the independent variables are correlated with each other, they are not orthogonal. Orthogonal variables are independent variables that have zero correlation values between the other independent variables. The main considerations in making the decision are: (1) If the VIF value is < 10 and tolerance 0.1, it does not occur or is multicollinear. (2) if the VIF value is > 10 tolerance 0.1, multicollinearity is introduced or not released. According to Table 6, the results of this test are as follows.

Table 6
Multicollinearity Test Result

Test Classical Assumptions	Variable	VIF	Explanation
Multicollinearity	Viral Marketing	3,250	No Multicollinearity Occurs
	Celebrity Endorser	3,250	No Multicollinearity Occurs

Note. VIF = Variance Inflation Factor

4.4.1.3. Heteroskedasticity Test

A person exhibits homoscedasticity if the residual variants persist from one observation to the next, and heteroscedasticity if there are deviations. Criterion (1) If the sig value is > 5%, there is no heteroscedasticity. (2) When the sig value < 5%, heteroscedasticity occurs. According to Table 7, the results of this test are:

Table 7
Heteroskedasticity Test Result

Test Classical Assumptions	Variable	Sig.	Decision
Heteroskedasticity	Viral Marketing	0,347	No Heteroskedasticity Occurs
	Celebrity Endorser	0,426	No Heteroskedasticity Occurs

4.4.2 Model Significance Test (F-Test)

The F-test tells us the importance of the regression model regardless of whether the study regression model works. His analysis using statistical hypotheses says: (1) How: 1 = 2 = 0. (2) Ha= Not all. (3) I = 0. The main criteria for determination are: (1) If the Sig > 0.05 or F calculate < F table then not reject H0 means that the regression model cannot be used. (2) If the Sig < 0.05 or F count > F of the table then reject H_0 means that the regression model can be used. According to table 8, the results of this test can be seen as follows

Table 8

Model Significance Test (F-Test) Result

F Score	Sig.
65,850	<0,001

4.4.3. Coefficient Significant Test (t-Test)

The t-test is performed to show how far an individual free or independent variable influences in explaining the variation of its dependent variables. The hypotheses used are (1) Ho: 1 = 0. (2) Ha: 1 > 0. The basis for decision makers is as follows, (1) If the value of Sig < 0.05 or t count > t table, then reject Ho which means that the independent variable individually affects the dependent variable. (2) If the value of Sig > 0.05 or t count < t of the table then it does not reject H0 which means that the independent variables individually do not affect the dependent variables. According to table 9, the results of this test can be seen as follows.

Table 9
Coefficient Significant Test (t-Test) Result

Variable	Regression Coefficient	Standardized Regression Coefficient	t	Sig. (1-tailed)
Viral Marketing	0,089	0,512	4,293	<0,001
Celebrity Endorser	0,065	0,278	2,332	0,022

4.4.3. Coefficient of Determination Test (R2)

The value of the coefficient of determination is always positive because it is the ratio of the sum of squares, that is, it is worth between 0 and 1. If the value of R2 obtained is negative, then the R2 will be worth 0. It can be explained that (1) $R^2 = 0$, meaning that the independent variable (X) does not have the ability to describe the dependent variable (Y). (2) $R^2 = 1$, meaning that the independent variable (X) fully has the ability to describe the dependent variable (Y). According to table 10, the results of this test can be seen as follows.

Table 10. Coefficient of Determination Test (R2) Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,759	0,576	0,567	1,756

Note. R = Correlation Coefficient, Std. = Standard

5.   Discussion

5.1.   The Effect of Viral Marketing on Purchase Intentions

The results of research that has been carried out have evidence that viral marketing indicators have an average score of 4.00 which is in the range of the agreed scale. From the results of the study, it can be stated that consumers think that viral marketing on Scarlett Whitening products is good.

The results of this study show the results of hypothesis testing (t-test) variables the influence of viral marketing on purchase intentions has a sig value. $(0.001) < (0.05)$ then reject Ho or there is a positive influence on purchase intentions. It can be interpreted that the more interesting message or advertisement carried out by Scarlett Whitening can attract consumers through social media, especially on Instagram carried out by Song Joong Ki so that consumers have the intention to buy Scarlett Whitening products.

5.2.   The Influence of Celebrity Endorsers on Purchase Intentions

The results of the research that has been carried out have evidence that the celebrity endorser indicator has an average score of 4.04 which is in the range of the strongly agreeable scale. From the results of this study, it can be stated that consumers think that celebrity endorsers of Scarlett Whitening products are good.

The results of this study show the results of hypothesis testing (t-test) variables of celebrity endorser influence on purchase intentions have a sig value. $(0.022) < (0.05)$ then reject Ho or there is a positive influence on the purchase intention. It can be interpreted that celebrity endorser Song Joong Ki has succeeded in delivering interesting messages and advertisements so that consumers are interested in Scarlett Whitening's skincare products. Celebrity endorsers performed by Song Joong Ki can make consumers have the intention to buy Scarlett Whitening products.

The same finding is also reported by Rebecca et al. (2022) dan Rafenda and Simamora (2022). Tey found that celebrity endorsing is, among other, one of the factor that influence purchase intention.

6.   Conclusion

Viral marketing has been shown to have a positive and significant impact on consumer purchase intentions for Scarlett whitening skin care products in Jakarta. Celebrity endorsements have been shown to have a positive and significant impact on consumer purchase intentions for Scarlett whitening skin care products. Product of Jakarta.

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