

The Influence of Advertising Attraction and Celebrity Endorser on Purchase Intention of Cosmetic Products

Taat Kuspriyono

Prodi Manajemen, Universitas Bina Sarana Informatika, Indonesia
taat.tat@bsi.ac.id

Tengku Kespandiar

Prodi Administrasi Bisnis Internasional, Politeknik Negeri Bengkalis, Indonesia
kespan@polbeng.ac.id

Helmi Ali

Prodi Manajemen & Magister Manajemen, Institut Teknologi dan Bisnis Haji Agus Salim (ITBHAS) Bukittinggi, Indonesia
helmi_akbary@yahoo.com

Hilarius Wandan

Prodi Ilmu Administrasi Negara, Universitas Lelemuku Saumlaki, Indonesia
wandanhilarius@gmail.com

Wa Ode Nur Ainun

Fakultas Ekonomi, Universitas Dayanu Ikhsanuddin, Indonesia
waodenurainun@unidayan.ac.id

Article's History:

Received 3 Mei 2023; Received in revised form 14 Mei 2023; Accepted 21 Mei 2023; Published 1 Juni 2023. All rights reserved to the Lembaga Otonom Lembaga Informasi dan Riset Indonesia (KITA INFO dan RISET).

Suggested Citation:

Kuspriyono, T., Kespandiar, T., Ali, H., Wandan, H., & Ainun, W. O. N. (2023). The Influence of Advertising Attraction and Celebrity Endorser on Purchase Intention of Cosmetic Products. JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi), 9 (3). 756 – 761. <https://doi.org/10.35870/jemsi.v9i3.1166>

Abstract:

This study intends to examine how celebrity endorsing and advertising attraction affect customer interest in purchasing cosmetic products. This study is quantitative in nature. Using a purposive sample approach, 100 respondents made up the study's population. Interviews and questionnaires are two common data collecting methods. A Likert scale was used to assess the instruments used to collect data on the variables X1 (Ad Attractiveness), X2 (Celebrity Endorser), and Y (Purchase Intention). The findings of this study suggest that the factors of advertising allure and celebrity endorsers significantly influence consumer interest in making purchases. In the coefficient of determination test, the dependent variable (purchase intention) is influenced by 77% of the independent factors (advertising attractiveness and celebrity endorsement). While additional factors not included in this regression analysis may have an impact on as much as 23%.

Keywords: celebrity endorsing, cosmetic, advertising attraction, customer.

Introduction

The competition that arises between companies is because they are competing with each other to beat each other to attract consumers, thereby creating opportunities to meet consumer needs better. The competition that arises can be in the form of healthy competition or fraudulent, depending on the companies that carry out the competition and how obedient they are in carrying out business ethics in the competition. Various forms of marketing strategies are carried out by companies in order to compete in competing with competitors and new entrants that are

increasingly emerging. Various marketing strategies are carried out by companies to market their products to the public, one of which is by using advertisements (Abdillah, 2018).

In an advertisement, of course, it requires media to be able to convey the message to be achieved. Various types of media include: television, radio, print media, internet, billboards and others. Television is an audio-visual medium that can combine images and sound. Television is the best media in image and communication because it is able to demonstrate the use of products and consumer reactions. Television also has a very wide reach. Television advertising still seems to be the main choice for companies to advertise their goods or services (Adiyanto, 2010).

Total advertising expenditure in Indonesia reached Rp 134.8 trillion with details of television media amounting to Rp 103.8 trillion or 77% of total advertising expenditure, newspaper advertising of Rp 29.4 trillion or 22%, and magazine advertising of Rp 1.6 trillion or 1%. As a result of the large number of companies that choose television as a promotional medium, this has an impact on the increasingly intense competition with other companies. One of the ways in television advertising that companies use to get consumer attention is advertising models. Often companies use people who are well known to the public. According to previous researcher, using celebrities as an advertisement has a positive impact and attracts public attention. This is reinforced by previous researcher, explaining that the faces of "famous" people will be able to get more attention from consumers and can be processed efficiently in the consumer's brain compared to the faces of ordinary people (Anggoro, 2015).

Determining the celebrity who will become a celebrity endorser of a product in advertising must pay attention to the credibility of the celebrity (Pandiangan et al., 2022). The higher the level of endorser credibility in the eyes of consumers, the greater the likelihood of consumer purchase intention for the product advertised by the endorser. Vice versa, if the credibility of the endorser is low, then consumers will show low interest in the advertisement and the product offered (Astika, 2015).

Currently in Indonesia, there are many companies that use celebrity endorser services in advertising products, one of which is PT Paragon Technology and innovation. This company is engaged in cosmetics and one of its products is Wardah cosmetics. Several marketing strategies have been carried out starting from offering products door to door, salon to salon, through agents in big cities and also marketing their products by means of Multi Level Marketing (MLM). With enterprising efforts to market its products, over time products have developed with the improvement of the national economy. As one of the largest cosmetic products in Indonesia. In order to expand a wide market network, this products are now marketed using electronic media, one of which is television because it is considered to be able to reach a wide market. Besides that many figures and celebrities who use products and become advertising stars.

The efforts made by the company in the form of advertising and the use of celebrity endorsers are aimed at increasing consumer buying interest. Basically, consumer buying interest in determining or choosing brand cosmetics is not something that just happens. A person's desire to buy something requires a stimulus and stimuli that arise from external and internal. This study aims to analyze the effect of advertising appeal and celebrity endorsers on buying interest .

Literature Review

Advertising is often heard in an economic marketing concept. According to the large Indonesian dictionary, advertising is defined as things related to advertising. In everyday life, advertising is often found on the street to activities at home such as watching television. Advertising is a commercial and non-personal communication about an organization and its products that is transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct mail (direct posting), billboards or public vehicles. Almost the same thing is expressed by previous researcher, advertising is also the delivery of messages about products through various mass media and the company that conveys the message pays a fee to the media to the media (Cakim, 2009). Advertising is a suitable mode of communication to build a product image in the long run. Advertising is also known as a form of nonpersonal communication about an organization, product, service or idea that is financed by a known sponsor. Advertising is also one of the best known and most discussed forms of promotion by people, this is because of its wide reach. Thus, it can be concluded that advertising is a way of communication in marketing,

both individuals and groups by spending a certain amount of money with the intention of conveying information about a product (goods or services) (Charo et al., 2015).

Endorsers are individuals or groups who communicate messages about products or services so that these products or services can be recognized by the public. Endorsers are one way to shape the brand personality and brand image of a product. This is because endorsers can form very strong symbols, which are then transferred to the endorsed brand or product (Cheung & Thadani, 2012). Endorsers or other terms spokespersons can also be said to be spokespersons because generally their job is as someone who communicates about a service product. In the Big Indonesian Dictionary, a spokesperson is a person whose job is to provide official information and so on to the public, in this case a spokesperson represents a group or institution. Celebrity endorser, the word celebrity can be translated into Indonesian as a celebrity which means someone who is famous and popular in society. Meanwhile, the definition of celebrity endorser is defined as any famous person who is featured in an advertisement by an advertiser. The use of celebrities in advertising is based on the fact that the product (goods or services) being advertised will be easier for consumers to remember because the one delivering the message is a popular and well-known person. Almost all famous people can be categorized as celebrities, such as movie or television stars, sports stars, politicians, businessmen, artists, and others. Celebrity endorsers have a significant effect on purchasing decisions (Gunawan et al., 2020). The use of celebrity endorsers is one of the efforts in marketing that is considered instant or fast in introducing certain products which has an impact on increasing sales of these products. In this case, celebrities have more value as endorsers by others because celebrities are widely recognized by the public (Shah, 2014).

Interest is the state of a person to do something that arises from oneself (internal) or others (external). Interest is a high tendency and enthusiasm or a great desire for something. In research conducted by previous researcher, interest is a plan like someone will behave from certain situations in certain ways whether someone will do it or not (Suyoto & Tannady, 2022). Purchase interest can also be interpreted as a mental state that reflects the buyer's plan to buy several units of goods from a certain brand within a specified time period. Purchase interest is also the tendency of consumers to buy a brand or take actions related to purchases as measured by the level of likelihood of consumers making purchases. Thus, buying interest is a conscious or unconscious effort in doing something, in this case a purchase of a certain product that is influenced from oneself (inside) or from outside. Purchase interest is the starting point for making a purchase decision which then leads to a purchase (Tannady & Purnamaningsih, 2023).

Methodology

This research uses a quantitative positivism approach to examine a particular variable. The population in this study were all students of higher education institution in Jakarta who had seen advertisements or were using brand cosmetic products with a sample of 100 respondents taken using purposive random sampling.

This study uses a questionnaire for each variable studied to collect data, and uses interviews to strengthen the arguments in the study. This study uses descriptive analysis and linear regression analysis to analyze the results or research data. Before conducting research, the questionnaire was tested first and obtained all valid items with an overall reliability of 0.928.

Results

According to the test findings, the KS assumption result was 0.200. The study data was deemed to be normal if the assumption was larger than 0.05. The data can be said to have a connection between the independent and dependent variables that tends to be linear if the linearity test yields a sign. count on linearity of 0.05. Based on the results of multiple linear regression analysis between the effect of advertising attractiveness (X1) and celebrity endorser (X2) on purchase intention (Y), it is known that the regression coefficient value of X1 is 0.388 and X2 is 0.444 and the constant value is 0.679. Thus, the regression equation obtained is $Y = 0.679 + 0.388X1 + 0.444X2$.

The constant value of 0.679 indicates that if there is no independent variable (advertising attractiveness and celebrity endorser), then the value of consumer buying interest is 0.679. The X1 coefficient value of 0.388 indicates that if the value of the independent variable (advertising attractiveness) is 1, then consumer buying interest will increase by 0.388. The X2 coefficient value of 0.444 indicates that if the value of the independent variable (celebrity endorser) is 1, then consumer buying interest will increase by 0.444.

Based on the results of the SPSS output, if $t_{count} > t_{table}$ and sig value. < 0.05 , it can be concluded that there is an influence of variable X on Y, otherwise if $t_{count} < t_{table}$ and sig value. > 0.05 . Based on table 1 in the t column, the t count on the advertising attractiveness variable (X1) is greater than the t table with $(6.569 > 1.988)$ with a sig. < 0.05 value with $(0.000 < 0.05)$ while for the t column the t count on the celebrity endorser variable (X2) is greater than the t table with $(8.484 > 1.988)$ with a sig. < 0.05 value with $(0.000 < 0.05)$. Based on the above, the following conclusions can be drawn. The advertising attractiveness variable partially has a significant effect on consumers buying interest. The celebrity endorser variable partially has a significant effect on consumers' buying interest.

Based on the results of the SPSS output, if $f_{count} > f_{table}$ and sig value. < 0.05 , it can be concluded that there is a simultaneous influence of variables X1 and X2 on Y, otherwise if $f_{count} < f_{table}$ and sig value. > 0.05 , it can be concluded that there is no simultaneous influence of variables X1 and X2 on variable Y. Based on table 4.15 in the f column, the count is greater than the F table with $(167.123 > 3.09)$ with a sig. < 0.05 value with $(0.000 < 0.05)$. Based on the above, it can be concluded that the variables of advertising attractiveness and celebrity endorsers together or simultaneously affect the buying interest of consumers.

The Adjusted R Square value is 0.770 or equal to 77%. This figure shows that the variable attractiveness of advertising (X1) and celebrity endorsers (X2) has an effect of 77% on consumers buying interest. While the rest is influenced by other variables outside this regression model.

Discussion

The dependent variable studied is purchase intention. Based on the previous theoretical study, it is explained that based on the results and data analysis carried out, it is known that there is a positive influence between the variables of advertising attractiveness and celebrity endorsers on consumers buying interest. Purchase interest is the tendency of consumers to buy a brand or take actions related to purchases as measured by the level Marketing is something that often affects consumer buying interest. There are four things that need to be considered in marketing, namely product, price, promotion, and place. In line with this, previous researcher adds the factors of people, process, and physical evidence. Advertising and the use of celebrity endorsers is one of the things that influence a person's buying interest.

In marketing theory, advertising and celebrity endorsements are strategies that companies often use to influence consumer buying interest. Advertising includes all marketing activities that aim to promote products or services through media such as television, radio, internet, and so on. While celebrity endorsements involve the use of respected celebrity figures in the advertisement of products or services. Marketing theory explains that consumers process information through a complex selective and cognitive process in making purchasing decisions. In this process, advertising and celebrity endorsements can influence consumer purchase intention through several psychological mechanisms such as heuristic processing, stimulus-response conditions, and brand effects.

Advertising can influence consumers' purchase intention by attracting their attention through creative and attractive messages. Effective advertising can trigger positive affective responses from consumers, such as pleasant impressions or touching emotions, which in turn can increase purchase intention. Meanwhile, celebrity endorsements can influence consumer purchase intention by using the social power of celebrities. When respected celebrities advertise products, they tend to attract the attention and influence of their followers, which can increase consumers' purchase intention.

According to previous researcher, Advertising is a commercial and non-personal communication about an organization and its products that is transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct mail (direct posting), billboards, or public vehicles. The indicators on the attractiveness of this ad are the creative concept, disclosure style, tone and words or slogans in the ad. Meanwhile, celebrity endorsers are defined as any famous person featured in an advertisement by an advertiser. The use of celebrities in advertising is based on the fact that the product (goods or services) being advertised will be easier for consumers to remember because the one delivering the message is a popular and well-known person. Thus, the more creative and effective the advertisement and the use of the right celebrity endorser, the more likely it is to increase consumer buying interest.

In the context of advertising, psychology plays an important role in understanding how advertising can influence consumer behavior and mental processes. One of the psychological theories that can explain how advertising can influence purchase intention is cognitive theory. This theory states that the human thought process

consists of three stages: attention, information processing, and memory. Advertising can influence these three stages through various means, such as the use of colors, images, music, words, and messages conveyed in advertisements.

In addition, motivation theory can also explain how advertising affects consumer purchase intention. This theory states that humans have needs and drives to achieve certain goals, and advertising can manipulate these drives by incorporating messages that are attractive and promise satisfaction of existing needs. On the other hand, social psychology theory can also explain how advertising can influence consumer buying interest. This theory states that people can be influenced by social norms, which are values and rules accepted by certain social groups. Advertising can capitalize on social norms by presenting products in situations or by portraying characters that are perceived to depict values approved by the social group.

Psychology plays an important role in understanding how celebrity endorsements can influence consumer purchase intention. Celebrity endorsement is a marketing tactic that involves using celebrities to promote products or services. Companies that use this tactic believe that the artist's fame and appeal will help attract consumer attention and increase sales. One of the psychological theories that can explain how celebrity endorsements can influence purchase intention is confidence theory. This theory states that when someone sees a respected celebrity advertising a product, they tend to feel confident that the product is quality and worth buying. As a result, consumers become more motivated to buy the product promoted by the artist.

In addition, identification theory can also explain how celebrity endorsements affect consumer purchase intention. This theory states that people tend to choose products promoted by celebrities they admire or with whom they feel identified. Consumers who identify with the celebrity may feel that the product fits their lifestyle or personality, thus increasing their purchase intention. On the other hand, social adjustment theory can also explain how celebrity endorsements influence consumer purchase intention. This theory states that humans tend to adjust their behavior to the social norms that exist in their environment. When a respected celebrity advertises a product, this can create a social norm that using the product is considered a positive or desirable thing by society.

Socio-culture plays an important role in understanding how advertising and celebrity endorsements can influence consumer purchase intention. Socio-cultural includes factors such as social norms, values and beliefs that influence consumer behavior. One way in which advertising can influence consumer purchase intention is by creating a social need. Advertising can create a social norm that using a certain product is something that is considered positive or desirable by society. For example, advertisements for beauty products may emphasize the need to have beautiful and clear skin, which creates a social norm that an attractive physical appearance is desirable.

Celebrity endorsements can also influence consumer purchase intention through the use of celebrity social power. When respected celebrities advertise products, they tend to attract attention and influence from their followers. In addition, celebrities can play the role of authority figures in influencing consumer purchase intention. For example, when a celebrity claims that a certain product helped them achieve their desired results, consumers are likely to be more motivated to buy the product.

However, it is important to note that advertising and celebrity endorsements can have a negative impact on consumers if they do not reflect social values and norms that are considered positive. Advertisements that are perceived to promote values that go against social norms can create negative reactions from consumers and damage the brand image.

Based on the results of interviews conducted by researchers, it is found that advertising is still a form of marketing that can reach widely and is still the main choice in marketing despite the advancement of digital technology today. Likewise, celebrity endorser advertisements are also still the main choice for advertisers to use their services as a spokesperson for a product because of their well-known figures in the community, advertisers do not bother again to introduce their products to the public. Thus, a person's buying interest is influenced by the attractiveness of advertisements and the use of celebrity endorsers in advertisements.

Conclusion

Based on the results of the analysis, several conclusions can be drawn, namely that there is an influence between the variables of advertising attractiveness on buying interest. Then there is also an influence between the variable attractiveness of advertising on buying interest. In the simultaneous test, the results show that there is an influence of the variables of advertising attractiveness and celebrity endorsers simultaneously on buying interest. Then based

on the Adjusted R Square value, a value of 0.770 is obtained or it can be concluded that the variables of advertising attractiveness and celebrity endorsers simultaneously have a significant effect on consumer buying interest by 77%.

Based on the research results, discussion and conclusions obtained, the researchers provide suggestions and recommendations for further research to add or replace several independent variables that influence buying interest, including price, product quality, word of mouth, brand image, reputation, and others. As well as researchers suggest to future researchers to expand the scope of the sample taken in the study, in order to obtain broader information about the product to be studied.

References

- Abdillah, W. (2018). *Information systems integrated research method*. Yogyakarta: Publisher Andi.
- Adiyanto, N. (2010). *The Effect of Advertising Source Credibility on Consumer Purchase Interest: Case Study on Yamaha Jupiter MX Valentino Rossi Version Advertisement*. University of Indonesia.
- Anggoro, A. T. (2015). *The Effect of Green Product on Consumer Purchase Interest: Case Study on Philips Compact Fluorescent Light in Depok Area*. University of Indonesia.
- Astika, S. T. (2015). *The Effect of Celebrity Endorser Credibility on Consumer Purchase Intention: Study on Dian Sastro Version of Loreal Shampoo Advertisement*. University of Indonesia.
- Cakim, I. M. (2009). *Implementing word of mouth marketing: online strategies to identify influencers, craft stories, and draw customers*. John Wiley & Sons.
- Charo, N., Sharma, P., Shaikh, S., Haseeb, A., & Sufya, M. Z. (2015). Determining the impact of ewom on brand image and purchase intention through adoption of online opinions. *International Journal of Humanities and Management Sciences*, 3(1), 41-46.
- Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision support systems*, 54(1), 461-470.
- Gunawan, F. E., Wilujeng, F. R., Rembulan, G. D., & Tannady, H. (2020). Service quality analysis of smes tempe in province of Jakarta, Indonesia. *Technology Reports of Kansai University*, 62(7), 3827-3833.
- Pandiangan, S. M. T., Otiva, C. S., Yusuf, M., Suryani, S., & Sesario, R. (2022). THE ROLE OF DIGITAL MARKETING IN INCREASING SALES TURNOVER FOR MICRO, SMALL, AND MEDIUM ENTERPRISES. *Jurnal Pengabdian Mandiri*, 1(12), 2601-2606.
- Shah, M. (2014). *Educational Psychology: With a New Approach*. Bandung: PT. Remaja Rosdakarya.
- Suyoto, Y. T., & Tannady, H. (2022). Ideal Self-Congruence: Its Impacts On Customer Love And Loyalty To Luxury Brands In Indonesia. *International Journal of Professional Business Review*, 7(6), e0769-e0769.
- Tannady, H., & Purnamaningsih, P. (2023). Determinant factors customer satisfaction and its implication on customer loyalty: from the perspective of customers of Vespa. *International Journal of Science, Technology & Management*, 4(2), 434-438.