THE INFLUENCE OF CELEBRITY ENDORSEMENTS AND ELECTRONIC WORD-OF-MOUTH OF GENERATION Z PURCHASE DECISION OF SCARLETT WHITENING PRODUCTS

PENGARUH CELEBRITY ENDORSEMENT DAN ELECTRONIC WORD-OF-MOUTH TERHADAP KEPUTUSAN PEMBELIAN GENERASI Z TERHADAP PRODUK SCARLETT WHITENING

By:
Kezia T. I. Tumundo[1]
Paulus Kindangen[2]
Emilia M. Gunawan[3]

[123]Faculty of Economics and Business,
International Business Administration, Management Program
Sam Ratulangi University, Manado

Email:
[1]ktumundo31@gmail.com
[2]pkindangen@unsrat.ac.id
[3]emilia_gunawan@unsrat.ac.id

Abstract: technological developments in this era make many things easy, from accessing information to shopping on the internet. These days, many people choose to type what they will buy in internet searches and the results of these searches can have an effect on purchase decision. The higher growth rate of social media users makes entrepreneurs choose marketing strategies by utilizing the internet to communicate, provide information and promote their business to consumers. The purpose of this study is to find out whether the influence of celebrity endorsement and electronic word-of-mouth on Generation Z's purchase decision of Scarlett Whitening products. This study uses quantitative method and the researchers distributed questionnaires and samples and used 100 respondents. The results of this study found that celebrity endorsement and electronic word-of-mouth partially had a significant positive effect on Generation Z's purchase decision of Scarlett Whitening products and the results also showed that celebrity endorsement and electronic word-of-mouth simultaneously had a positive and significant effect on generation z's purchase decision.

Keywords: celebrity endorsement, electronic word of mouth, purchase decision, generation z

Abstrak: perkembangan teknologi di era ini membuat banyak hal menjadi mudah, mulai dari mengakses informasi untuk berbelanja di internet. Saat ini, banya orang memilih apa yang akan mereka beli di pencarian internet dan hasil pencarian tersebut dapat mempengaruhi keputusan pembelian. tingkat pertumbuhan pengguna media sosial yang semakin tinggi membuat para pengusaha memilih strategi pemasaran dengan memanfaatkan internet untuk berkomunikasi, memberikan informasi dan mempromosikan usahanya kepada konsumen. Tujuan penelitian ini adalah utk mengetahui apakah pengaruh celebrity endorsement dan electronic word-of-mouth terhadap keputusan pembelian Generasi Z terhadap produk Scarlett Whitening. Penelitian ini menggunakan metode kuantitatif dan sampel serta menggunakan 100 responden. hasil penelitian ini menemukan bahwa celebrity endorsement dan electronic word-of-mouth secara parsial berpengaruh positif signifikan terhadap keputusan pembelian produk Scarlett Whitening dan hasil penelitian juga menunjukkan bahwa celebrity endorsement dan electronic word-of-mouth secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian Generasi Z.

Kata kunci: keputusan pembelian, generasi z

INTRODUCTION
Research Background
Generation Z is the successor of the millennial generation. This generation is people who were born in the period 1995-2010 and grew up on technology, internet and social media. The existence of the internet and social media can be said to be the primary needs of young people from waking up to going to sleep again. Based on data from the Ministry of Communication and Information Technology of the Republic of Indonesia in 2018 survey results from eMarketer, Indonesia is one of the most internet users in the world.

SCARLETT is a local brand from Indonesia that was founded in 2017. Products issued by SCARLETT are products that are used daily for body and facial skin safely because they have been registered by BPOM RI. SCARLETT or better known as the Instagram username @scarlett_whitening has now reached 5.1 million followers. Scarlett Whitening attracts attention from Generation Z today, because of its products that can brighten skin. Scarlett was founded because its owner, Felicya Angelista, often gets questions by *netizens* about the skin care and facial treatments she uses. From these questions, Felicya Angelista started a Scarlett Whitening business.

Celebrity Endorsement activities by influencers on social media are able to influence the lifestyle of their followers. This has a positive impact on the company to make a profit because it is become one of the factor that influence the customers to purchase the product. Apart from the influence of celebrity endorsers, the opinions and recommendations of many people are also used in the consideration of making a purchase decision. Communicating with social via online to discuss a product or service is also known as Electronic Word-of-Mouth (e-WOM). In this era of 4.0, traditional messages such as through television are no longer so influential on consumers. Consumers are now reading e-WOM to make purchase choices.

Purchase decisions are affected by the environment, culture, family and so on that form of attitude in making a purchase. In addition to promoting products using celebrity's endorsement, product quality can retain existing customers exists and can stimulate the positive influence of electronic word of mouth, which is an effective and efficient way to influence new customers.

Research Objective
The research objectives used are as follows:
1. To find out the influence of celebrity endorsement on Generation Z purchase decision of Scarlett Whitening.
2. To find out the influence of electronic word-of-mouth on Generation Z purchase decision of Scarlett Whitening.
3. To find out the influence of celebrity endorsement and electronic word-of-mouth on Generation Z purchase decision of Scarlett Whitening simultaneously.

THEORETICAL REVIEW

Marketing
McDaniel *et al* (2011) stated that marketing is activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. They said marketing involves more than just activities performed by a group of people in defined area or department. According Kotler and Keller (2012) Marketing is about identifying and meeting human and social needs. Marketing is the important thing to make the company achieve their goals and get a lot of profit. Marketing is about identifying and meeting human and social needs. Marketing is the important thing to make the company achieve their goals and get a lot of profit.

Purchase Decision
According to Kotler and Armstrong (2016) is the stage in the decision-making process of buyers where consumers buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Another definition of a purchase decision is the buyer's decision about which brand to buy. Consumers can form the intention to buy the most preferred brand. Purchase decision is a process of decision making about a purchase which includes determining what to buy or not to make a purchase (Kotler and Armstrong, 2016).

Celebrity Endorsement

The definition of celebrity itself is a public figure or someone who is known to the public, such as athletes, film players, politicians and people who are famous and often appear in the media and also a product advertising model (Shimp, 2003). Meanwhile, celebrity endorsers on Instagram or commonly known as celebrities are the names for those who are trusted to bring products that are sold online through an Instagram account.

Electronic Word-of-Mouth

Harrison-Walker (2001) stated that word-of-mouth is an informal, person-to-person communication between non-commercial communicators and recipients regarding a brand, product, organization, or service. Meanwhile, according to (Hennig-Thurau *et al,* 2004) is a positive or negative statement made potentially and actually by consumers who have used products or services from a company and can be accessed by many people and institutions via the internet.

Previous Research

Khan and Lodhi (2016). "Influence of Celebrity Endorsement on Consumer Purchase Decision: A Case of Karachi". The study is conducted in Karachi city; the aim was to analyze the influence of celebrity endorsed advertisements on consumer purchase decision. It is found that celebrity endorsement is a powerful marketing tool which is always a centre of attraction to most of the consumers. Consumers perceive celebrity endorsed advertisement positively as compare to non-celebrity ads. According to the respondents celebrity endorsed advertisement are more reliable than non-celebrity endorsed advertisement due to which they preferred trustworthiness of celebrity to be the influencing factors in their mind. According to the respondents it is concluded that celebrity endorsed advertisements have the influence on their purchase decision.

Majeed and Razzak (2011). "The Impact of Television Advertisement Repetition, Celebrity Endorsement and Perceived Quality on Consumer Purchase Decision". The empirical findings Repetition of detergent powders advertisement positively influence consumers to purchase that brand. Celebrity endorses advertisement of detergent powders found to be insignificant and it does not influence on consumer purchase decision. The reason can be that, customer will attract by showing the superior quality of product in ads not by the celebrity, because it's not the ads of mobile phones or any other product from whom the consumer may inspire with the personality of celebrity and to decide to make purchase of that brand. Perceived quality of detergents powder is the highest significant variable that influence consumer positively to purchase the brand.

McCormick (2016). "Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions". Interestingly, the post-hoc test revealed that using a familiar celebrity endorser elicited an intent to purchase the advertised product, but did not aide in a positive attitude formation toward the brand or advertisement.

Almana and Mirza (2013). The Impact of Electronic Word of Mouth on Consumers' Purchase Decisions. This research reports on results of a study on the effects of online reviews on Saudi citizens' online purchase decisions. The results show that Saudi Internet shoppers are very much influenced by eWOM, and that a larger percentage of them are dependent on such online forums when making decisions to purchase products through the Internet.

Conceptual Framework
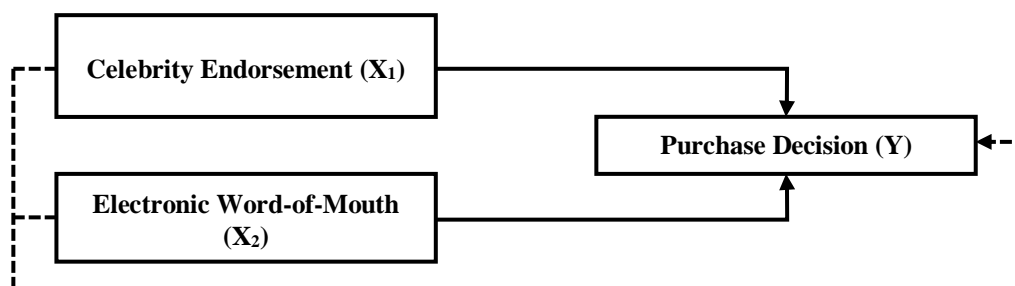
Figure 1. Conceptual Framework
Source: Theoritical Framework, 2022

Research Approach

The research type is quantitative. According to Leavy (2017), quantitative research is characterized by deductive approaches to the research process aimed at proving, disproving, or lending credence to existing theories. This research used descriptive method in order to describe the research object or the result. This research in field of Marketing will investigate the analysis of Generation Z Purchase Decision through Celebrity Endorsement and Electronic Word-of-Mouth on Scarlett Whitening Products.

Population, Sample Size, and Sampling Technique

Population is the entire group or people, events, or things that the researcher desires to investigate (Sekaran and Bougie, 2010). The population in this research is Generation Z (age 11 – 26) in Manado as many as 100 respondents. This research use purposive sampling. According to Sugiyono (2016) Purposive sampling, and non-probability sampling will be used in conducting this research. Purposive sampling is a technique of sampling data sources with certain considerations.

Data Collection Method

The research data that use in this study is primary data and secondary data. The data of this research will be obtained directly by using a questionnaire to those who are related with this research. The secondary data is being collected from existing journals, statistical official report and online articles, that can be accessed and retrieved using the internet or archives.

Operational Definition of Research Variable

1. **Purchase Decision**. Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand.
   (Indicators: product selection, brand selection, purchase channel selection, time of purchase, payment method)
2. **Celebrity Endorsement**. Celebrity endorsement is advertisements that use an expert or celebrity as a spokeperson to endorse the use of a product or service.
   (Indicators: celebrity attractiveness, celebrity credibility, celebrity expertise, celebrity congruity).
3. **E-Word-of-Mouth.** E-WOM is online consumer reviews, it consists of analyses and commentaries generated and posted by the end users of products who have spent their money on the product and indeed used it.
   (Indicators: platform assistance, venting negative feelings, concern for each other consumers, extraversion/positive self-enhancement, social benefits, economic incentives, helping the company, advice seeking)

Data Analysis Method
Validity and Reliability Test

Validity is extent to which a construct measures what it is supposed to measure. An easy measure of validity would be to compare observed measurement with the true measurement (Hair *et al*, 2007). Reliability test is established by testing for both consistency and stability of the answer of questions.

Multiple Regression Analysis Model

Cooper and Schindler (2001) stated that multiple regression analysis is a technique to observed value more than X to estimate or predict corresponding Y value. The formula of multiple regression models in this research is shown below:

$$y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Y   : Purchase Decision
a   : Intercept
β_1-β_2 : Regression Coefficient of Each Variable
X_1 : Celebrity Endorsement
X_2 : Electronic Word of Mouth
e   : Error

RESULT AND DISCUSSION

Result
Reliability Test

The minimum value of Cronbach's alpha must be 0.6. It is better if the value is above 0.6 (Sekaran, 2003). The table above shows that Cronbach's Alpha > 0.6.

Tabel 1. Reliability Test

No	Variables	Acceptance Limit	Cronbach's Alpha	Status
1	Celebrity Endorsement	0.6	0.854	Reliable
2	Electronic Word-of-Mouth	0.6	0.864	Reliable
3	Purchase Decision	0.6	0.888	Reliable

Source: Data Processed, 2022

Table 1 shows that the value of Cronbach's Alpha on the independent variable is X_1 0.854, X_2 0.864, and the dependent variable is Y 0.888 which means the Cronbach's Alpha value is reliable because it is more than 0.6.

Validity Test

This research use Pearson Correlation formula. The purpose of validity test is to know whether the instrument is valid or not. If the correlation coefficient between the value of one indicator and the total value of all indicators is positive and $\geq R_{table}$ (0.195) then the instrument is considered as valid (Sugiyono, 2006).

Tabel 2. Validity Test

Variable	Item	r_{value}	r_{table}	Status
	$X_{1.1}$	0.853	0.195	Valid
Celebrity Endorsement	$X_{1.2}$	0.812	0.195	Valid
(X_1)	$X_{1.3}$	0.818	0.195	Valid
	$X_{1.4}$	0.857	0.195	Valid
	$X_{2.1}$	0.787	0.195	Valid
Electronic Word-of-Mouth	$X_{2.2}$	0.840	0.195	Valid
(X_2)	$X_{2.3}$	0.841	0.195	Valid
	$X_{2.4}$	0.909	0.195	Valid
	Y_1	0.793	0.195	Valid
	Y_2	0.847	0.195	Valid
Purchase Decision	Y_3	0.828	0.195	Valid
(Y)	Y_4	0.889	0.195	Valid
	Y_5	0.818	0.195	Valid

Source: Data Processed, 2022

Based on the table result, it can be seen that each item has an r_{value} greater than r_{table} at the 5% significant level, which is 0.195 so it can be stated that the items from the Celebrity Endorsement (X_1), Electronic Word-of-Mouth (X_2) and Purchase Decision (Y) variables are valid.

Classical Assumption Test
**Multicollinearity Test**

Table 3. Multicollenearity

Model	Collinearity Statistics	
	Tolerance	VIF
Celebrity Endorsement	.432	1.039
Electronic Word-of-Mouth	.432	1.039

Source: Data Processed, 2022

Table 3 shows the tolerance value of Celebrity Endorsement is 0.432 and Electronic Word of Mouth is 0.432, it shows that both variables tolerance value is well above 0.1. While the Variance Inflation Factor (VIF) of Celebrity Endorsement is 2.316 and Electronic Word of Mouth is at 2.316, both are lower than 10. Theoretically, to ensure there is no multicollinearity in this research. The value of tolerance must be greater than 0.1 and the VIF value is less than 10. Hence, this research is free of multicollinearity.

Heteroscedasticity

Heteroscedasticity test can be conducted using the graph of Scatter Plot where the data will be considered having no heteroscedasticity if the dots not performing any pattern and where the dots spreading above and below 0 (zero) on the Y axis.
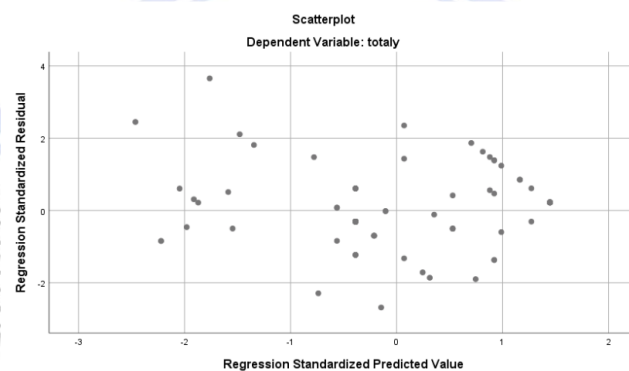
Figure 2. Heteroscedasticity
Source: Data Processed (2022)

Figure 2 shows that the dots are not performing any pattern and that the dots seen spreading above and below 0 (zero) on the Y axis. Therefore, the heteroscedasticity test resulted that the data of this research had no heteroscedasticity in this regression.

Normality Test
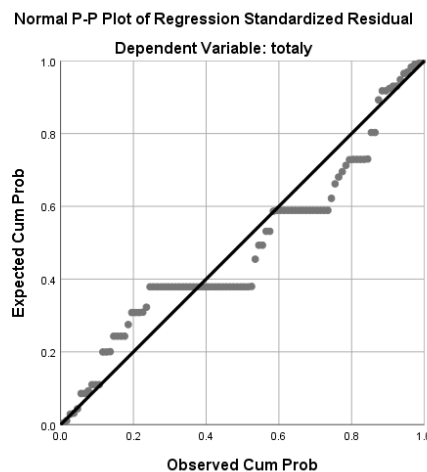
Figure 3. Normality Test
Source: Data Processed (2022)

Figure 3 shows the plots are not distributed far from the line and the plots are well aligned with the diagonal line from the bottom to top. Hence the test conclude that the questions spread is normal and the normality test complete.

Multiple Linear Regression Analysis
Table 4. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	2.660	.868	
Celebrity Endorsement	.422	.075	.355
Electronic Word-of-Mouth	.683	.070	.615

Source: Data Processed, 2022

The result in the Table 4 can be expressed in regression equation as:

$$Y = 2.660 + 0.422 X1 + 0.683 X2 + e$$

The interpretation of the equation is:
1. Constant value is positive, with a value of 2,660. It means that if the influence of Celebrity Endorsement (X1) and Electronic Word of Mouth towards Customer Purchase Intention (Y), meaning that if the independent variables equals to zero, then the dependent value predicted to be 2,660.
2. Celebrity Endorsement as the first independent variable shows a coefficient value of 0,422. Which means that if it increases by 1, the value of Purchase Decision as dependent variable (Y) will be increased by 0,422. Positive relationship is shown between Celebrity Endorsement (X1) and Purchase Decision (Y).
3. Electronic Word of Mouth as the second independent variable shows a coefficient value of 0,683. Which means that if it increases by 1, the value of Purchase Decision as dependent variable (Y) will be increased by 0,683. Positive relationship is shown between Electronic Word of Mouth.

Table 5. R and R^2

Model Summary[b]

Model	R	R Square
1	.913[a]	.833

Source: Data Processed (2022)

Table 5 shows the value of R is 0.913. It means the relationship between the Celebrity Endorsement (X_1) and Electrronic Word of Mouth (X_2) variables on Purchase Decision (Y) variable is strong (0,801 – 1,000 correlation is very strong). It means that there is a strong correlation between independent and dependent variables.

Hypothesis Testing
Table 6. F-Test Output

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	574.792	2	287.396	242.586	.000[b]
Residual	114.918	97	1.185		
Total	689.710	99			

Source: Data Processed, 2022

Table 6 F_{count} at 242,586. With the level of significance at 0.05 (α = 0.05) and with 95% level of confidence, the value of F_{table} could be found in the F distribution table using the format (k; n - k) = (2; 100 – 2 = 98) the value for 98 from F distribution table is 3.09. Based on this measurement, the value of F_{count} at 242.586 are greater than F_{table} at 3.09. Therefore, it can be concluded that Celebrity Endorsement and Electronic Word of Mouth as independent variables significantly influence Purchase Decision simultaneously.

Table 7. T-Test Output

Variables	T_{count}	T_{table}	Description
Celebrity Endorsement (X_1)	5.625	1.984	Accepted
Electronic Word-of-Mouth (X_2)	9.755	1.984	Accepted

Source: Data Processed, 2022

1. Table 7 shows that t_{count} is 5.625 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{count} = 5.625 \geq t_{table} = 1.984$. Since the t_{count} is higher than t_{table} then H_2 is accepted. It means that celebrity endorsement is significantly influence purchase decision.
2. Table 7 shows that that t_{count} is 9.755 and since the level of significant is 5% (0.05) then the t_{table} is 1.984, the result is $t_{count} = 9.755 \geq t_{table} = 1.984$. Since the t_{count} is higher than t_{table} H_3 is accepted. It means that variable electronic word of mouth is significantly influence purchase decision.

Based on the result, independent variable (celebrity endorsement and electronic word of mouth) have a significant influence toward the dependent variable (purchase decision). In simultaneously test, the result shows that all the independent variable are influence the dependent variable. Which mean, the hypotheses 1, 2, and 3 are accepted.

Discussion

In this study, there were 100 respondents who participated in filling out the questionnaire that have been construct based on the indicators of Celebrity Endorsements, Electronic Word-of-Mouth, Purchase Decision, and the sub-indicators that helps to guide the questions that the author take from the journal that aimed to analyzing the influence of celebrity endorsement and electronic word of mouth of Generation Z purchase decision on Scarlett Whitening products.

Celebrity Endorsement and Purchase Decision

Based on the results it can be seen that the celebrity endorsement (X_1) have a positive and significant effect on purchase decision (Y), which means that the celebrities that SCARLETT uses to endorse their products affect the purchase decision of generation Z SCARLETT users in Manado. In this study, there are four indicators of Celebrity Endorsement in this study, namely Attractiveness, Credibility, Expertise and Congruity. These indicators are used in questionnaire to find out what respondents (Generation Z) think about the celebrity endorsement of SCARLETT whitening products. The results of the questionnaire show that the majority of respondents are on the "agree" rather than "disagree". The respondent mostly agree with the statement that the appearance of the artist/influencers at endorse Scarlett Whitening is attractive and charismatic, having endorsements from artists/influencers makes me believe and buy Scarlett Whitening products, artists/influencers who endorse Scarlett Whitening can be considered experts so they can present them and reviews from artists/influencers about Scarlett true to the original.

In the third indicator, the dominant respondent agrees with the Expertise indicator, the respondent agrees with the artist/influencers who endorsed Scarlett Whitening can be seen as an expert so that they are able to present it. Scarlett also uses artists or influencers who are experts in their fields. Such as Tasya Farasya who is a famous beauty influencer in Indonesia who has 5.3 million followers on Instagram and Fadil Jaidi who is known as a funny and unique influencer and has 7.2 followers on Instagram. Their followers are mostly from Generation Z who are up to date and trendy. In the fourth indicator, the dominant respondents answered agree to the Congruity indicator, respondents agreed with the reviews from artists/influencers about Scarlett in accordance with the original. Like the review from Rachel Vennya, who is an influencer known by Generation Z youth because of her lifestyle which is always shared on social media, Generation Z believes in Scarlett products, which she often uses through posts she uploads on her Instagram account. The results of this study are in line with what was stated by De Veirman *et al* (2017) that celebrity endorsers have the power to directly influence audience purchasing decisions. And also with previous research conducted by Oktri and Chanda (2020) entitled "The Effect of Celebrity Endorser, Brand Image and Price on Skin Care Purchase Decisions at Ertos Buaran Beauty Clinic". This study shows that there is an influence of celebrity endorser variables on purchasing decisions. This shows that the decision to purchase Ertos skincare at the Ertos beauty clinic in Buaran Jakarta is influenced by celebrity endorsers, this means that the more creative celebrity endorsers promote Ertos, the more customers who want to follow or decide to buy Ertos skincare.

Electronic Word of Mouth and Purchase Decision

Based on the results of hypothesis testing that has been carried out, it shows that the variable electronic word of mouth (X_2) has a positive and significant effect on purchase decision (Y) of Generation Z on Scarlett Whitening. This can be seen from the positive answers given by respondents to a questionnaire consisting of statements regarding the brand image variables that measured through indicators, namely Platform Assistance (I often receive information about Scarlett Whitening on social media/e-commerce), Venting negative feelings (Many Scarlett Whitening users give negative reviews on e-commerce), Consumer Concern (I received recommendations from friends to use Scarlett Whitening), Extraversion (I got information/reviews of positive experiences from Scarlett Whitening users through social media/e-commerce), Advice seeking (I got information about Scarlett Whitening from users' comments). of several statements this describes the effect of electronic word of mouth of Generation Z purchase decision on Scarlett Whitening products.

In the first indicator, namely Platform Assistance, the dominant respondents answered strongly agree and agree with the statement about the frequency of receiving information about Scarlett Whitening on social media/e-commerce. The intense promotion carried out by Scarlett made Generation Z know and know Scarlett through social media and e-commerce and after finding out about the results of using Scarlett, they decided to make a purchase. The second indicator is Consumer Concern, the dominant respondents answered agree with the statement about getting a recommendation from a friend to use Scarlett Whitening. Honest reviews from familiar friends influence purchasing decisions. The third indicator is Extraversion, the dominant respondents answered agree and strongly agree with the statement about getting information/reviews of positive experiences from Scarlett Whitening users through social media/e-commerce. A good review and accompanied by evidence from the results of previous users' use in e-commerce and social media made Generation Z trust Scarlett and decide to make a purchase. The fourth indicator is Advice seeking, the dominant respondents answered agree with the statement about getting information and advice about Scarlett Whitening from the comments of its users. The information provided by previous Scarlett users makes Scarlett products proven safe to use. The results of this study also support the opinion of Hennig-Thurau (2004) which states that Electronic Word Of Mouth allows communication without face to face between the two parties.

Celebrity Endorsement and Electronic Word of Mouth and Purchase Decision

Based on the results of the simultaneous test (F-test) which aims to determine whether or not there is a simultaneous (together) influence on the independent variables, namely celebrity endorser (X_1) and brand image (X_2) on purchasing decisions (Y). The results of the tests that have been carried out are obtained by the value of f_{count} (242.586) > f_{table} (3.09) or the value of sig. of (0.000) < (0.05). So it can be concluded that the celebrity endorser and brand image variables together have a positive and significant effect on the dependent variable, namely purchasing decisions. From the results of the correlation test (R) of 0.913, it shows that the variables of Celebrity Endorsement and Electronic Word of Mouth simultaneously have an effect of 91.3% on strong purchasing decisions. While the magnitude of R square is 0.833. This shows that Celebrity Endorsement and Electronic Word of Mouth affect product purchase decisions by 83.3% while the remaining 16.7% is influenced by other variables not included in this study. It can be concluded that the Celebrity Endorsement and Electronic Word of Mouth variables have a positive effect on purchasing decisions for Scarlett Whitening products.

This study is in accordance with research conducted by Siswandi and Djawoto (2019), entitled "The Influence of Celebrity Endorser, Korean Wave, Brand Image, Word Of Mouth on Purchase Decisions (Case Study on consumers of South Korean cosmetic products Nature Republic in the city of Surabaya). The test results show that the independent variables celebrity endorser, Korean wave, and brand image have a positive and significant relationship direction to the dependent variable purchasing decisions, same with this study that show positive and significant effect to purchase decision. While the independent word of mouth variable has a negative and significant relationship direction to the dependent variable purchasing decisions, different with this study that show positive and negative effect to dependent variable purchase decision.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of analyzing and discussing, the conclusion are:

1. The variables of Celebrity Endorsement and Electronic Word of Mouth that are explained simultaneously have a positive and significant effect on Generation Z Purchase Decision on Scarlett Whitening products. Thus, the hypothesis which states that Celebrity Endorsement and Electronic Word of Mouth has a positive

and significant effect on Generation Z Purchase Decision on Scarlett Whitening Products is accepted or proven.

2. Celebrity Endorsement partially has a positive and significant effect on Generation Z Purchase Decision. This means that the promotion of Scarlett Whitening in social media through Celebrity Endorsement has strong. Thus, the hypothesis which states that Celebrity Endorsement has a positive and significant effect on Generation Z Purchase Decision on Scarlett Whitening Products is accepted or proven.

3. Electronic Word of Mouth partially has a positive and significant effect on Generation Z Purchase Decision on Scarlett Whitening Products. This means that the strong Electronic Word of Mouth, increase the Generation Z to make purchase decision. Thus, the hypothesis which states Electronic Word of Mouth has a positive significant effect on Generation Z Purchase Decision on Scarlett Whitening Products is accepted or proven.

Recommendation

There are two recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. To enhance the Generation Z Purchase Decision on Scarlett Whitening Products, Scarlett should more selective the celebrity or influencers that Scarlett Whitening would endorse based on the attractiveness, credibility, expertise and congruity. Therefore, Scarlett should consider on having future endorser who balance all the indicator like good background, professional endorsement delivering and the matchup between what the endorser specialize and the product since it is very important to have someone that fit in representing the brand's value and can transfer more value to the brand.

2. In term of Electronic Word of Mouth, Scarlett Whitening should consider increasing their presence on the internet. Improving website user interface and makes it even more attractive, and giving extra care for the customers review interact with the customer on the internet especially social media by adding more attractive advertisements.

3. For further research, it is recommended to develop this research by adding other variables in the study such as brand image, brand trust, product quality, and so on, as well as expected to use other research models, so that more varieties.

REFERENCES

Almana, A. M., & Mirza, A. A. (2013). The Impact of Electronic Word of Mouth on Consumers' Purchasing Decisions. *International Journal of Computer Applications* 82(9). Available at https://www.ijcaonline.org/archives/volume82/number9/14145-2286. Retrieved on June 2022.

Cooper, D.R., & Schindler, P. S. (2001). *Business Research Methods*. McGraw-Hill Higher Education.

De Veirman, M., Cauberghe, V., Hudders, L. (2017). Marketing through Instagram Influencers: The Impact of Number of Followers and Product Divergence on Brand Attitude. *International Journal of Advertising*. Available at https://www.semanticscholar.org/paper/Marketing-through-Instagram-influencers%3A-the-impact-Veirman-Cauberghe/407271afa64ad92b813b44d743f510f5af31c86d. Retrieved on June 2022.

Hair, J. F., Money, A. H., & Page, M. (2007*). Research Method for Business*. John Wiley and Sons.

Harrison-Walker, L. J. (2001). The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment as Potential Antecedents. Journal of Service Research 4. Available at https://journals.sagepub.com/doi/10.1177/109467050141006. Accessed on July 2022.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D.D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?. *Journal of Interactive Marketing*, 18(1). Available at https://www.sciencedirect.com/science/article/abs/pii/S1094996804700961. Retrieved on June 2022.

Khan, A., & Lodhi, S. (2016). Influence of Celebrity Endorsement on Consumer Purchase Decision: A Case of Karachi. *Imperial Journal of Interdisciplinary Research (IJIR)*, 2(1). Available at https://www.academia.edu/23750656/INFLUENCE_OF_CELEBRITY_ENDORSEMENT_ON_CONSUMER_PURCHASE_DECISION_A_CASE_OF_KARACHI. Retrieved on June 2022.

Kotler, P., & Armstrong, G. (2016). *Principle of Marketing* (16th ed). Pearson Education.

Kotler, P., & Keller, K.L. (2012) *Marketing Management* (14th ed). Pearson Education.

Leavy, P. (2017). *Research Design, Quantitative, Qualitative, Mixed Methods, Arts-Based and Community-Based Particularly Research Approved*. The Guilford Press.

Majeed, S., & Razzak, S. (2011). The Impact of Television Advertisement Repetition, Celebrity Endorsement and Perceived Quality on Consumer Purchase Decision. *Australian Journal of Basic and Applied Sciences* 5(12).   Available   at https://www.researchgate.net/publication/265653936_The_Impact_of_Television_Advertisement_Repetition_Celebrity_Endorsement_and_Perceived_Quality_on_Consumer_Purchase_Decision. Retrieved on June 2022.

McCormick, K. (2016). Celebrity Endorsement: Influence of a Product Endorser Match on Millenials attitudes and Purchase Intentions. *Journal of Retailing and Consumer Services* 32. Available at https://www.sciencedirect.com/science/article/abs/pii/S0969698916300212. Accessed on June 2022.

McDaniel, C., Lamb, C. W., & Hair, J. F. (2011). *Essential of Marketing*. Cengage Learning

Oktri, A., & Chandra, R. (2020). The Effect of Celebrity Endorser, Brand Image and Price on the Decision of Purchase of Skin Care in the Extensive Ertos Beauty Clinic). Indonesian College of Economics. Available at http://repository.stei.ac.id/2080/2/21150000271_Artikel%20Inggris_2020..pdf. Retrieved on June 2022.

Sekaran, U. (2003*). Research Methods for Business: A Skill-Building Approach* (4th ed.). John Wiley & Sons.

Sekaran, U., & Bougie, R. (2010). *Research Methods for Business: A Skill-Building Approach* (5th ed.). John Wiley & Sons.

Shimp, A. T. (2003). *Periklanan Promosi & Aspek Tambahan Komunikasi Pemasaran Terpadu* (5th ed). Erlangga.

Siswandi, R. A., & Djawoto, D. (2019). *Pengaruh Celebrity Endorser, Korean Wave, Brand Image, Word Of Mouth terhadap Keputusan Pembelian (Kasus pada konsumen produk kosmetik Korea Selatan NATURE REPUBLIC di kota Surabaya). Jurnal Ilmu dan Riset Manajemen (JIRM)* 8(9). Available at http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/2504. Retrieved on June 2022.

Sugiyono, A. (2016). *Metode Penelitian Kombinasi (Mixed Methods)*. Bandung: Alfabeta.

Sugiyono. (2006). *Qualitative and Quantitative Research Methods R&D*. Alfabeta.