

THE INFLUENCE OF CELEBRITY ENDORSEMENT AND CONTENT MARKETING ON PURCHASE INTENTION OF SKINTIFIC PRODUCTS AT TIKTOK SHOP*PENGARUH SELEBRITI ENDORSEMENT DAN PEMASARAN KONTEN TERHADAP MINAT BELI PRODUK SKINTIFIC DI TIKTOK SHOP*

By:

Stacia Clearesta Lombogia¹
Willem J. F. Alfa Tumbuan²
Regina T. Saerang³

¹²³International Business Administration Management Department
Faculty of Economics and Business
Sam Ratulangi University Manado

E-mail:

[¹stacialombogia04@gmail.com](mailto:stacialombogia04@gmail.com)[²alfa.tumbuan@unsrat.ac.id](mailto:alfa.tumbuan@unsrat.ac.id)[³reginasaerang@unsrat.ac.id](mailto:reginasaerang@unsrat.ac.id)

Abstract: The primary objectives of this research are threefold: firstly, to know the Influence of Celebrity Endorsement on Purchase Intention of Skintific Products at Tiktok Shop; secondly, to know the Influence of Content Marketing on Purchase Intention of Skintific Products at Tiktok Shop; thirdly to know the Influence of Celebrity Endorsement and Content Marketing on Purchase Intention of Skintific Products at Tiktok Shop;. The research adopts a quantitative approach, involving the number of sample of 100 respondents of Gen Z Manado. Multiple linear regression analysis, utilizing SPSS Version 20 as the analytical tool, demonstrates that Celebrity Endorsement and Content Marketing significantly Influence Purchase Intention.

Keywords: Celebrity Endorsement, Content Marketing, Purchase Intention

Abstrak: Tujuan utama dari penelitian ini ada tiga: pertama, untuk mengetahui Pengaruh Celebrity Endorsement terhadap Minat Beli Produk Skintific di Tiktok Shop; kedua, untuk mengetahui Pengaruh Content Marketing terhadap Minat Beli Produk Skintific di Tiktok Shop; ketiga, untuk mengetahui Pengaruh Celebrity Endorsement dan Content Marketing terhadap Minat Beli Produk Skintific di Tiktok Shop. Penelitian ini menggunakan pendekatan kuantitatif, dengan jumlah sampel sebanyak 100 responden Gen Z Manado. Analisis regresi linier berganda, dengan menggunakan SPSS Versi 20 sebagai alat analisis, menunjukkan bahwa Celebrity Endorsement dan Content Marketing secara signifikan mempengaruhi Minat Beli

Kata Kunci: Selebriti Endorsement, Pemasaran Konten, Minat Beli

INTRODUCTION

Research Background

Currently, social media is one of the very important element for marketing, marketing activities are often carried out on social media because it is considered an effective way to achieve business goals, namely introducing and marketing a product or service that is owned, the emergence of social media and search engine marketing, along with the rapid growth of e-commerce, has introduced marketers to the advantages of digitalization (Kotler et al., 2021).

Tiktok is one example of social media that is now being loved by the people. Tiktok platform offers a variety of interesting features and shares short videos with a variety of creative effects, challenges, and viral trends. This makes TikTok a means to express yourself creatively and can even get fame as well as to interact with other users. The TikTok application is currently not only used to find entertainment and present themselves but also become a business opportunity, this application has become a target for business people because of its wide reach to the audience and its ease of reaching everyone. Scientific skincare products are skincare products that are designed, developed and manufactured based on scientific principles and knowledge supported by empirical evidence. These products are generally formulated using ingredients that have undergone clinical

trials and scientific research to ensure their safety, effectiveness, and feasibility of use in treating the skin. One of the most sold products in skintific is the moisturizer product which has sold more than 10 thousand products in tiktokshop.

Companies strive to magnetize customers to only focus on their products. To realize these expectations, companies use celebrities to endorse their products. Presenting celebrities, also known as brand ambassadors or product spokespersons, can be a very effective strategy to achieve goals. The use of celebrities in marketing has a high value to consumers as it allows them to understand and appreciate the product or service that has been advertised by a well-known individual, it can also help foster a positive relationship between people. Celebrity endorsement is a widely utilized advertising strategy that sustains ongoing interest from both consumers and businesses (Hennayake, 2017).

Content marketing has become a major focus in recent times and is considered a more subtle solution than advertising in the digital era. Content is not as intrusive as advertising because it combines entertainment, education, and inspiration to attract attention without emphasizing sales (Kotler et al., 2021). In the everchanging digital world, content marketing has risen to prominence as a more nuanced and successful tactic than traditional advertising. Content marketing combines a range of components to catch an audience's interest without using pushy direct sales tactics. Content marketing boosts brand exposure, promotes user engagement organically, and establishes stronger connections with audiences by concentrating on giving extra value to customers.

Various kinds of promotional methods used by skintific include using celebrities to endorse their products, such as Tasya Farasya, Nicholas Saputra and Raline Syah. Skintific is also active in Tiktok social media in posting content in the form of marketing content to attract customers. Brands choose celebrities to endorse their products because celebrities have a large reach and influence that can attract attention from the audience. To achieve that, brands need to be selective in choosing celebrities who will endorse their products. Brands do not simply choose celebrities who will promote their products; they select individuals whose exceptional achievements in the public sphere enhance their appeal. These celebrities gain fame through their remarkable accomplishments.

There are empirical gaps related to this research. Sufian et al. (2021) depicted that attractiveness, trustworthiness and product fit play an important role in ensuring the effectiveness of a celebrity endorsement while Tarigan et al. (2023) found that celebrity endorsement has a negative impact on purchase intention. Larasati and Purmono (2023) found that Content marketing does not impact purchase intention while Pidada and Suyasa (2021) found that content marketing positively and significantly impact purchase intentions. From the background of the research this study is intrigued to examine the influence of celebrity endorsement and content marketing on purchase intention of Skintific products at Tiktok Shop.

Research Objectives

The objectives of this research are:

1. To find out Celebrity Endorsement and Content Marketing have an influence on Purchase Intention in Skintific Products at Tiktok Shop.
2. To find out Celebrity Endorsement has an influence on Purchase Intention in Skintific Products at Tiktok Shop.
3. To find out Content Marketing has an influence on Purchase Intention in Skintific Products at Tiktok Shop.

LITERATURE REVIEW

Purchase Intention

Purchase intention is the state of mind that drives a person to buy something, whether it's in the near future or later (Osei-frimpong et al., 2019). Purchase intention is a psychological situation in which people express a strong desire to obtain a specific goods or service. It is the initial phase in the buying decision process, in which customers examine and respond to numerous aspects influencing their purchasing choice.

Celebrity Endorsement

A celebrity is an individual who achieves recognition and fame through their outstanding achievements in various fields, including entertainment such as comedy sports, acting, and other areas (Mookda et al., 2020). They become the center of attention because of their success in providing entertainment, inspiration, or

significant contributions to society. In the public recognition of their talents and achievements, they become symbols of inspiration for many, even becoming role models or icons in their industries.

Content Marketing

Content marketing is a part of marketing that involves relevant or related things and is also interesting and useful to those who see. Content marketing is utilized as a choice for engaging with users and cultivating the relation with consumers, not just deliver information about product and promotions (Du Plessis, 2017).

Previous Research

Utami (2019) explained the influence of celebrity endorsers on purchasing interest through brand image as an intervening variable. The method used in this study is a quantitative method and was conducted at the Semarang Batiken Boutique involving 100 respondents through a purposive sampling method. The research data was obtained through distributing questionnaires using a Likert scale. The data analysis technique used is the path analysis technique. The results of the study stated that the celebrity endorser variable had a significant effect on brand image and the brand image variable had a significant effect on purchasing interest. However, the celebrity endorser variable did not have a significant effect on purchasing interest

Aziz, Omar, and Ariffin (2019) examined the effect of using different celebrity for the same product brand on purchase intention among students. Quantitative method has been employed for this study and survey questionnaire used to collect the data. Questionnaires were collected across faculties at one of the public University in Malaysia and the result of the study indicated only the fit between Celebrity A and the endorsed product associated with purchase among students. Meanwhile, all other independent variables may not lead to purchase intention among students.

Pidada and Suyasa (2021) analyzed the impact of content marketing, influencers, and e-promotion on purchase intention. This research is conducted on the Instagram Social Media of Biang Denpasar Gallery with population of 1,040 customers and sample of 91 customers. The results of the study show that content marketing, influencers, and electronic promotions have positive and significant impact on purchase intention. E-Promotion or online promotion as an activity through internet media.

Conceptual Framework



Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

- H₁: Celebrity Endorsement and Content Marketing have simultaneously significant influence on Purchase Intention in Skintific Products at Tiktok Shop
- H₂: Celebrity Endorsement has simultaneously significant influence on Purchase Intention in Skintific Products at Tiktok Shop
- H₃: Content Marketing has simultaneously significant influence on Purchase Intention in Skintific Products at Tiktok Shop

RESEARCH METHOD

Research Approach

This study adopts a quantitative approach to investigate the influence of two main factors, namely celebrity endorsement and content marketing, in a marketing context. This research method is designed to

systematically collect and analyze the data necessary to understand how these two factors influence consumer behavior and their perception of brands. In conducting this research, a quantitative approach is used to measure key variables, such as the the degree to which celebrity endorsement (X1) and content marketing (X2), two influencing variables, have an influence on purchase intention (Y), the dependent variable. In quantitative research researchers must use statistical method tools to process and analyze the data (Husna and Suryana, 2017).

Population, Sample Size, and Sampling Technique

The researcher sets certain criteria to select objects or subjects that will be part of the population being studied. Selecting a representative sample is important in the research process to ensure the accuracy and reliability of the results. In order to obtain the sample size in this research, the author employed the Lemeshow formula. Non-Probability sampling will be employed specifically utilizing purposive sampling. As mentioned above, purposive sampling is a technique of sampling of data sources with certain considerations, the criteria are those who have Tiktok Shop account and are Z's generation in Manado.

Type of Data and Data Source

For research purposes, the types of data sources that will be used in this research are primary and secondary data types. By using a questionnaire, researchers can collect information directly from respondents that will be used for the research topic being carried out. Secondary data obtains information from previous studies, scientific articles, academic journals, as well as textbooks relevant to the topic under study.

Data Collection Method

The questionnaire is the strategy used to collect data in this study. In this questionnaire, respondents will be given questions equipped with answer options of various levels as alternatives to answer. Respondents are people who are involved in the research process by providing responses to questions posed by researchers, either in written or oral form (Hermawan and Amirullah, 2016).

Operational Definition and Indicator of Research Variables

Table 1. Operational Definition and Indicator of Research Variables

Variable	Definition	Indicators
Celebrity Endorsement (X ₁)	Celebrity endorsers are well-known individuals who use their public profile to promote a product in advertising.	<ol style="list-style-type: none"> 1. Attractiveness 2. Trustworthiness 3. Expertise 4. Products Fit (Sufian et al., 2021)
Content Marketing (X ₂)	Content Marketing as a marketing tactics effort the involves creating digital multimedia content.	<ol style="list-style-type: none"> 1. Localization 2. Personalization 3. Emotions 4. Diversification of Approach 5. Co-Creation and Trust 6. Ethical and Honesty 7. Discussion (Kee and Yazdanifard, 2015)
Purchase Intention (Y)	Before making a purchase decision, consumer's perception of the products or source play a significant role.	<ol style="list-style-type: none"> 1. Transactional Interest 2. Referential Interest 3. Preferential Interest 4. Explorative Interest (Kotler and Keller, 2012)

Testing of Research Instruments

Validity and Reliability Test

Validity represents the extent of accuracy between the data observed within the research subject and the data researchers are able to report (Sugiyono, 2019). Testing validity entails determining the accuracy or correctness of an instrument as a technique of assessing study variables. When an instrument is proven to be valid or true, the measurement results may tend to be accurate (Juliandi et al., 2014)

Reliability testing aims to determine whether research instruments are consistent and reliable. If the study's variables are measured with dependable instruments, the research results can be considered trustworthy (Juliandi et al., 2014).

Data Analysis

Test of Classical Assumption

Normality Test

Normality test is an important step in research that evaluates the distribution of data on the variables to be used. Data that is considered optimal for research is data that shows a normal distribution pattern, which generally indicates that most observations are symmetrically distributed around their middle value.

Heteroscedasticity Test

The heteroscedasticity test determines if there whether there is a non-uniformity in the variance of the residuals between one observation and another in a regression model.

Multicollinearity Test

The multicollinearity test determines if the independent variables correlated or if they are not mutually independent. Multicollinearity test serves as a statistical method for detecting strong correlations among the independent variables within a regression model.

Multiple Linear Regression Analysis

Multiple Linear analysis is a statistical method used to assess the relationship between a dependent variable and the independent variables. The regression in this study is to determine how much influence the independent variables are Celebrity Endorsement (X1) and Content Marketing (X2) on dependent variable Purchase Intention (Y). The formula's expressed as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Y : Purchase Intention

α : Constant

$\beta_1 - \beta_2$: Regression Coefficient (value of increase or decrease)

X₁ : Celebrity Endorsement

X₂ : Content Marketing

e : Error

Coefficient Correlation (R) and Coefficient of Determination (R²)

Coefficient Correlation (R) is used to see how strong the percentage of the relationship between one variable and another. In this research, the coefficient of determination is utilized to illustrate the percentage of variation explained by the independent variable.

The coefficient of determination is used to find the effect of certain variables on other variables (Sugiyono, 2019). The amount of the Coefficient of Determination (R²) is often used as a reference to see the accuracy of the regression fit that we do.

Hypothesis Testing

T-Test

A T-test assesses the partial impact of the independent variable on the dependent variable individually. It helps determine whether each independent variable has an individual influence against the dependent variable

F-Test

This F-test determines if a set of independent factors has a simultaneous effect on the dependent variable. The goal of this is determine if the combination of independent factors has meaningful effects on the dependent variable in the framework of statistical analysis.

RESULT AND DISCUSSION

Result

Validity and Reliability Test

Table 2. Validity Test Result

Variables	Indicators	Pearson Correlation	Description
Celebrity Endorsement (X1)	X1.1	0.826	Valid
	X1.2	0.806	Valid
	X1.3	0.718	Valid
	X1.4	0.758	Valid
Content Marketing (X2)	X2.1	0.734	Valid
	X2.2	0.626	Valid
	X2.3	0.816	Valid
	X2.4	0.691	Valid
	X2.5	0.712	Valid
	X2.6	0.668	Valid
	X2.7	0.745	Valid
Purchase Intention (Y)	Y.1	0.728	Valid
	Y.2	0.712	Valid
	Y.3	0.748	Valid
	Y.4	0.782	Valid

Source: Data Processed (2024)

Based on the table 2, it shows that all indicator statements from the Celebrity Endorsement (X1), Content Marketing (X2), and Purchase Intention (Y) variables have a Pearson correlation value greater than the r-table (0.195). Thus, it is concluded that all statements from each indicator are valid.

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Description
Celebrity Endorsement (X1)	0.778	Reliable
Content Marketing (X2)	0.839	Reliable
Purchase Intention (Y)	0.728	Reliable

Source: Data Processed (2024)

As detailed in Table 3, the Cronbach's Alpha values for the three items under investigation Celebrity Endorsement, Content Marketing and Purchase Intention are all higher than the specified threshold. Given that each of these values surpasses the 0.600 cutoff, it indicates that the research instrument demonstrates sufficient reliability.

Test of Classical Assumptions

Normality Test

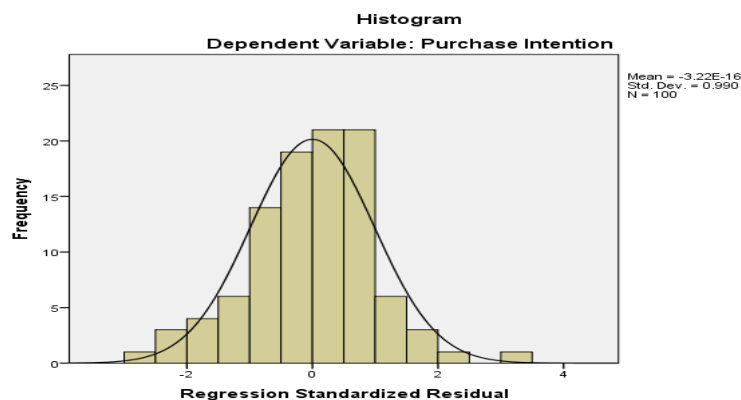


Figure 2. Normality Test
Source: Data Processed (2024)

The histogram chart shown above, with its bell-shaped curve and symmetry around the mean, suggests that the data is normally distributed. To further assess normality, we can also examine the Normal Probability Plot Regression Standardized diagram, which is displayed in the image below. This plot provides an additional method for evaluating whether the data conforms to a normal distribution.

Heteroscedasticity Test

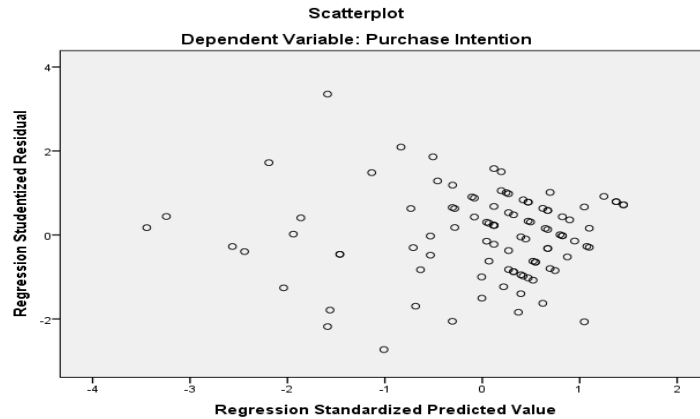


Figure 3. Heteroscedasticity Test Result

Source: Data Processed (2024)

This distribution suggests that the regression model in this study does not exhibit heteroscedasticity, as the data conforms to the expected pattern of uniform dispersion. This random distribution of residuals is indicative of homoscedasticity, meaning that the variance of the residuals remains constant across different levels of the predicted values.

Multicollinearity Test

Table 4. Multicollinearity Test Result

Model	Coefficients ^a	
	Tolerance	VIF
1 (Constant)		
Celebrity Endorsement	.498	2.007
Content Marketing	.498	2.007

a. Dependent Variable: Purchase Intention

Source: Data Processed (2024)

This conclusion is drawn from the fact that the Variance Inflation Factor (VIF) values for the variables Celebrity Endorsement (X1), Content Marketing (X2), and Purchase Intention, are all below 10.00. Since all VIF values are less than 10, it indicates that there is no multicollinearity affecting the model. Likewise, the tolerance value of the existing variables is above 0.100.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis Result

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.906	1.851		3.190	.002
Celebrity Endorsement	.443	.093	.483	4.746	.000
Content Marketing	.166	.061	.276	2.714	.008

a. Dependent Variable: Purchase Intention

Source: Data Processed (2024)

Using the data in the table, we can rearrange the multiple regression equation as follows:

$$Y = 5.906 + 0,443X_1 + 0,166X_2$$

From the Regression Equation above, it can be concluded that:

- The constant value of 5.906 indicates that if the celebrity endorsement and content marketing variables are considered constant (equal to 0), purchase intention of Skintific products at TikTok shop shop will increase by 5.906.
- The celebrity endorsement variable value is 0.443, which means that each addition of 1% to the celebrity endorsement will increase 0.443 on purchase intention with assume that other variable are constant.
- The value of the content marketing variable is 0.166, which means that each addition of 1% on content marketing will increase 0.166 on purchase intention with assume that other variable are constant.

Coefficient Correlation (R) and Coefficient of Determination (R²)

Table 8. Coefficient Correlation (R) and Coefficient of Determination (R²) Test Result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 ^a	.499	.489	2.23099

a. Predictors: (Constant), Content Marketing, Celebrity Endorsement

b. Dependent Variable: Purchase Intention

Source: Data Processed (2024)

The correlation coefficient (R) of 0.706 indicates a significant relationship between Celebrity Endorsement and Content Marketing in influencing Generation Z's Purchase Intention in Manado. This correlation of 70.6% shows a strong relationship, which means that the two factors have a strong relationship and together have a great influence on Manado Generation Z's purchase intention. The Coefficient of Determination, or R squared (R²), is 0.499 equal to 49.9%, indicating a notable impact of Celebrity Endorsement and Content Marketing on Purchase Intention among Generation Z in Manado. This result reveals a significant relationship between these factors and the purchase intention of Manado Generation Z's.

Hypothesis Test Results

T-Test (Partial Test)

Based on the table 7, it can be interpreted as follows:

- The celebrity endorsement variable has a tcount value of 4.764 > t-table 1.984 with a significant rate of 0.000 < 0.05. This means that Ho is rejected and Ha is accepted, this shows that the celebrity endorsement variable has a significant influence on purchase intention.
- The Content Marketing variable has a t-count value of 2.714 > t-table 1.984 with a significant rate of 0.008 < 0.05. This means that Ho is rejected and Ha is accepted, this shows that the content marketing variable has a significant influence on purchase intention.

F-Test

Table 9. F-Test Result

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	480.911	2	240.456	48.310	.000 ^b
	Residual	482.799	97	4.977		
	Total	963.710	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Content Marketing, Celebrity Endorsement

Source: Data Processed (2024)

The celebrity endorsement and content marketing variables on purchase intention using the F test get an Fcount value of 48.310 > Fable 3.090 with a significance of 0.000 < 0.05, it can be stated that this hypothesis (Ha) is accepted. From this explanation, it shows that the independent variables, namely celebrity endorsement and content marketing, simultaneously have a significant positive effect on the dependent variable, namely purchase intention. The test performed here is one that compares the number of significant level calculation findings,

which is the significant level of 0, 05 or 5%. According to the table above, if the F value is 749-780 with a significant rate of 0,05. Ho is rejected and Ha is approved. This demonstrates that Celebrity Endorsement (X1) and Content Marketing (2) have a combined affect on Purchase Intention (Y).

Discussion

The Influence of Celebrity Endorsement and Content Marketing on Purchase Intention

This study highlights the importance of celebrity endorsement and content marketing strategies in influencing consumers' purchase intention on skincare brands such as Skintific. Based on multiple linear regression analysis, these two strategies were shown to have a simultaneous significant impact on purchase intention. Celebrity endorsement has great potential to increase consumers' reputation and trust in Skintific. In addition, content marketing also plays an important role in strengthening Skintific position in the skincare market. Through educational content on skincare, tips on using Skintific products, or user testimonials, brands can build deeper relationships with consumers. These contents not only raise awareness about the product but also demonstrate Skintific commitment to the quality and effectiveness of their products. Celebrity endorsement and content marketing in the Skintific marketing strategy not only increases brand exposure, but also communicates brand values more persuasively to consumers. By choosing celebrities that match the brand values and presenting relevant content, Skintific can reinforce its brand image as a trusted and desirable choice in the skincare industry. The use of celebrity endorsements and content marketing not only helped Skintific to achieve their marketing goals, but also strengthened their position in the competitive skincare market.

The Influence of Celebrity Endorsement to Purchase Intention

Studies using multiple linear regression analysis have shown that celebrity endorsement has a significant impact on consumer purchase intentions. This phenomenon occurs when a celebrity who is respected or followed by many people is used to promote a brand's products or services. When consumers see a celebrity they admire or respect endorse a product, this significantly affects their perception of the brand, which in turn affects their propensity to buy. One of the main mechanisms behind the effectiveness of celebrity endorsements is the identification of consumers with the celebrity. Consumers often identify themselves with celebrities that they perceive to have desirable values or characteristics. When these celebrities are involved in product promotions, consumers tend to feel emotionally or psychologically connected to the brand, which can drive their intention to purchase. The results of the multiple linear regression analysis confirm that celebrity endorsement can be a powerful strategy in increasing consumer purchase intention. By utilizing the influence and popularity of celebrities in the right way, brands can strengthen their position in the market, increase consumer loyalty, and achieve long-term success in this competitive industry. This study is aligned with Singh et al. (2021) that celebrity endorsement is a substantial marketing tool for driving consumer purchase intention via digital media platforms.

The Influence of Content Marketing on Purchase Intention

Based on the results tested in multiple linear regression analysis, it is evident that content marketing has a significant influence on purchase intention. This is an interesting result because it shows that investments and strategies implemented in content marketing can have a real impact in influencing consumer behavior regarding their purchasing decisions. In the ever-evolving digital age, content marketing has become a key pillar in marketing strategies to influence consumer purchase intent. Based on research and data analysis, it is proven that relevant and useful content can have a significant impact on consumer attitudes and behavior. Through a structured and strategic approach, brands can not only raise awareness of their products or services, but also build strong relationships with audiences. In addition, content marketing also allows brands to better manage consumer expectations. By providing clear and transparent information regarding product features, pricing policies, and after-sales service, consumers are likely to have realistic expectations and are more likely to make a purchase. This study is aligned with Pidada and Suyasa (2021) that content marketing positively and significantly impact purchase intentions.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Both celebrity endorsement and content marketing simultaneously have significant impact on the purchase intention for Skintific products on TikTok Shop.

2. Celebrity endorsement has a significant effect on the purchase intention of Skintific products at TikTok Shop.
3. Content marketing has a significant effect on the purchase intention of Skintific products at TikTok Shop.

Recommendation

Based on the results in this study, the authors provide suggestions to parties with an interest in this research:

1. It is important Skintific to choose a celebrity who is not only popular but also has a strong influence in the target market to increase the purchase intention. Choose celebrities who have a connection to the beauty industry and whose widely recognized image aligns with the brand values.
2. To make the best use of it, Skintific should analyze how celebrity endorsements and content marketing impact different types of products, such as serums, moisturizers or others.
3. Future researchers should expand on this research by evaluating how celebrity endorsements influence purchase intention for Skintific skincare products across different online platforms.

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