

THE INFLUENCE OF CELEBRITY ENDORSEMENT AND INSTAGRAM ONLINE PROMOTION TOWARDS ONLINE PURCHASING DECISIONS OF WARDAH COSMETIC PRODUCTS IN MANADO CITY

PENGARUH SELEBRITI ENDORSMENT DAN PROMOSI ONLINE INSTAGRAM TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK WARDAH DI KOTA MANADO

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Abstract: Wardah is one of the leading cosmetic brands in Indonesia, offering skin care products and brands that are halal certified and suitable for the Indonesian market. This research aims to analyze the influence of celebrity endorsements and online Instagram promotions on online purchasing decisions for Wardah cosmetic products in the city of Manado. Researchers used people who used Wardah products as objects, researchers used quantitative methods by testing variable relationships, the number of samples used in this research was 100 respondents aged 19-40 years. The sampling method used was purposive sampling, with a questionnaire as a data collection tool. The research results show that celebrity endorsements have a positive influence on purchasing decisions.

Keywords: celebrity endorsement, online promotion, online purchasing decisions

Abstrak: Wardah merupakan salah satu brand kosmetik terkemuka di Indonesia, menawarkan produk perawatan kulit dan merek yang bersertifikat halal dan cocok untuk pasar Indonesia. Penelitian ini bertujuan menganalisis pengaruh terhadap dukungan selebriti dan instagram online promosi terhadap keputusan pembelian online produk wardah kosmetik di kota Manado. Peneliti menggunakan orang yang menggunakan produk wardah sebagai objek, peneliti menggunakan metode kuantitatif dengan menguji hubungan variabel, jumlah sampel yang digunakan dalam penelitian ini adalah 100 responden berusia 19-40 tahun. Metode sampel yang digunakan adalah purposive sampling, dengan kuisioner sebagai alat pengumpulan data hasil penelitian menunjukkan bahwa selebriti endorsment mempunyai pengaruh positif terhadap keputusan pembelian.

Kata Kunci: dukungan selebriti, promosi online, keputusan pembelian online

INTRODUCTION

Research Background

Cosmetics products have become increasingly popular in Indonesia. The beauty industry in Indonesia has experienced rapid growth in recent years, with an increasing number of women and men showing interest in skincare, makeup, and other beauty products. The demand for cosmetic products in Indonesia is driven by factors such as the growing middle class, increasing urbanization, and the influence of social media and celebrities. In Manado city, there is a high demand for cosmetic products, and consumers are becoming more aware of the importance of skincare and beauty. The market for cosmetic products in Manado is highly competitive, with both local and international brands available in the market. Indonesian consumers are known for their preference for natural and organic ingredients in cosmetic products, and many brands are catering to this demand by offering products with natural and organic.

Wardah is one of the leading cosmetic brands in Indonesia, offering a range of skincare and makeup

products that are halal certified and suitable for the Indonesian market. The brand has gained popularity among consumers in Manado city and other parts of Indonesia, thanks to its effective marketing strategies, including celebrity endorsements and online promotions. Overall, the cosmetic industry in Indonesia, including in Manado city, is growing rapidly, with consumers becoming more discerning and demanding high-quality products that cater to their specific needs and preferences. As a result, cosmetic brands are continually innovating and improving their products to meet the needs of Indonesian consumers.

The research topic explores the influence of celebrity endorsements and online promotions on purchasing decisions of Wardah cosmetics products in the city of Manado. It is a marketing research study that aims to understand how celebrity endorsements and online promotions impact the purchasing behavior of consumers. To begin with, celebrity endorsements have been an effective marketing tool in the cosmetics industry. Many consumers tend to buy products that are endorsed by their favorite celebrities as they believe that these products will help them achieve the same look or quality. Moreover, celebrity endorsements can help create brand awareness and increase the perceived value of the product. On the other hand, online promotions have also become an important aspect of marketing cosmetics products. Online promotions can help reach a wider audience, increase brand visibility, and drive traffic to the website or online store. Additionally, online promotions are often more cost effective than traditional marketing methods, which makes them a preferred choice for many businesses.

Instagram has become a popular platform for celebrities to endorse products and services, and many consumers are influenced by these endorsements when making purchasing decisions. Studies have shown that celebrity endorsements on Instagram can have a significant impact on consumer behavior, particularly when it comes to online purchasing. A survey conducted by Mediakix found that 80% of respondents had made a purchase based on an influencer's recommendation on Instagram. One reason for the effectiveness of celebrity endorsements on Instagram is the level of trust that consumers place in the influencers they follow. Many consumers view these influencers as experts in their respective fields and trust their opinions on products and services. Another factor that contributes to the relationship between celebrity endorsement and online purchasing on Instagram is the platform's visual nature. Instagram is a highly visual platform, and influencers often use high-quality images and videos to showcase products and services they endorse. This can make it easier for consumers to visualize themselves using the product and can increase their desire to make a purchase.

The city of Manado is an interesting location for the study as it has a diverse population with different demographic backgrounds, making it a good representation of a typical market in Indonesia. The study can help businesses in the cosmetics industry understand the impact of celebrity endorsements and online promotions on the purchasing behavior of consumers in Manado by using Instagram and how they can use this knowledge to develop effective marketing strategies. This study holds significant importance due to its relevance in the modern marketing landscape. First, it sheds light on the efficacy of two powerful marketing tools – celebrity endorsements and Instagram promotion – in influencing consumer behavior within a specific regional context, Manado City. Understanding how these factors impact purchasing decisions can guide businesses like Wardah in crafting more effective marketing strategies tailored to the preferences and behavior of Manado City consumers. This knowledge can prove invaluable in allocating resources and optimizing marketing efforts for maximum impact. Secondly, this research topic touches upon broader trends in the cosmetics industry and digital marketing. It underscores the increasing significance of social media platforms like Instagram as a means of product promotion and explores whether local celebrities or influencers hold more sway over consumer choices than global ones. This understanding is essential not only for companies in the cosmetics sector but also for businesses across various industries looking to harness the power of social media and celebrity endorsements.

Research Objectives

1. To examine if celebrity endorsements have a significant influence to online purchasing decision.
2. To examine if online promotion have a significant influence to online purchasing decision.
3. To examine if celebrity endorsements and online promotion have a significant influence to online purchasing decision.

THEORETICAL FRAMEWORK

Marketing

According to Kotler and Keller (2009), marketing is a nodal and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing means managing markets to bring about exchanges for the purpose of satisfying human needs and

wants.

Celebrity Endorsement

Garthwaite in Setiawan (2018) defines celebrity endorsements as fairly universal advertising, so it can be used as a promotional tool. Endorsement is advertising, and it's pretty universal. . Increasing brand awareness as a goal achieved in advertising execution through explicit associations with celebrities, cosmetics, watch products, alcohol, cars, pharmacies, weight loss programs, and financial services.

Online Promotion

Lai and Vinh (2013) identified that online promotion is part of marketing including Internet advertising, Internet branding, direct marketing via the Internet. The internet is very important and very helpful for implementing promotional services that can ultimately make a business successful. The internet has become an important and popular medium in marketing. Can be concluded that the internet is a network consisting of server network infrastructure and interconnected communication networks so that they can provide information for users anywhere, anytime and throughout the world.

Online Purchasing Decision

According to Devaraj, Fang and Kohli (2003), online buying decisions are influenced by efficiency for search (fast time, easy to use, and easy search effort), value (competitive price and good quality), and interaction (information, security, load time, and navigation).

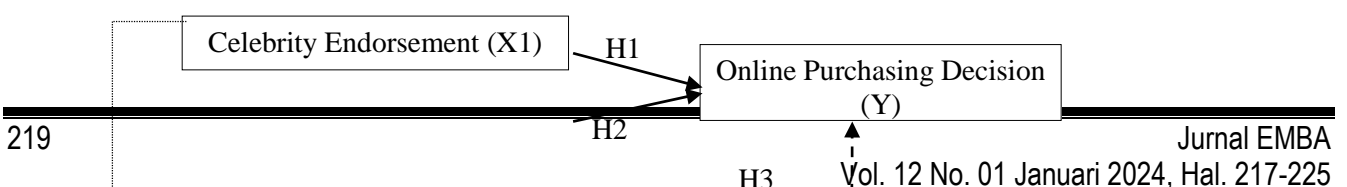
Previous Research

Lestari and Wahyono (2021) determined whether celebrity endorsers, brand image and online promotion had an effect on purchasing decisions, and to determine whether brand image is able to mediate celebrity endorsers and online promotion on purchasing decisions. The population data in this research is consumers of Mustika Ratu cosmetic products in Semarang City. The total sample is 115 respondents. This research using the incidental sampling technique. The data analysis method in this research using descriptive analysis, regression analysis, and path analysis with IBM SPSS version 20. The research result shows that celebrity endorser, online promotion and brand image had positive and significant influence on purchasing decision. Brand image are also able to mediate the effect of celebrity endorser and online promotion toward purchasing decision.

Susetiyono (2020) determined the influence of Celebrity Endorser on purchasing decisions for Oppo smartphone products through word of mouth as a mediating variable for Jakarta State University (UNJ) students. This research uses association research and a quantitative approach. The population in this study were students at the University's economics faculty Jakarta State (UNJ). Samples were determined based on a non-probability method sampling, with a total sample of 194 respondents. Data used in this research is primary data. Data collection techniques, namely used a survey method by distributing questionnaires to participant's respondents directly and via Google Form. Analysis used SEM PLS by testing the Inner Model, Outer Model and hypothesis with using SmartPLS 3.0 software. The results of this research prove that: (1) Celebrity Endorser influence purchasing decisions. (2) Word of Mouth is influential on purchasing decisions. (3) Celebrity Endorser has an influence on Word of Mouth.

Pangemanan, Lapian, and Gunawan (2022) determined the influence of celebrity endorsements and online promotions on online purchasing decisions for Maybelline Cosmetic products in Manado City. The sample in this study was 97 people who had previously purchased Maybelline cosmetic products online. Data was collected using a questionnaire. Data analysis was carried out using multiple linear regression analysis. The results of this research show that celebrity endorsement partially influences online purchasing decisions, online promotion influences online purchasing decisions, celebrity endorsement and online promotion have a significant influence on online purchasing decisions for Maybelline cosmetics in the city of Manado

Conceptual Framework



Online Promotion (X2)

Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

H1: Celebrity Endorsement has a partial positive affect to Online Purchasing Decision.

H2: Online Promotion has a partial positive affect to Online Purchasing Decision.

H3: Celebrity Endorsement and Online Promotion have simultaneous positive effect to Online Purchasing Decision.

RESEARCH METHOD

Research Approach

This research will use causal type of research with Quantitative method. As an analysis tool this research will use multiple linear regression method. Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran, 2006). For this research the criteria is People who have purchased Wardah Cosmetic Product Online and who have Instagram account. This research is conducted by distributing questionnaires to 100 respondents which proves that sample size used in this research is more than the minimum or required respondents. The sample size is 100 respondents. In this research, purposive sampling method is used.

Data Collection Method

The questionnaire utilized in this study has been designed based on Sekaran (2006) definition, comprising a written list of pre-formulated questions with structured response options. It serves as a tool for data collection, offering respondents clearly defined alternatives to answer the questions. The questionnaires have been specifically tailored with various levels of response choices, allowing participants to select their preferred answers.

Operational Definition of Research Variables

Table 1. Operational Definition and Indicator of Research Variables

Variable	Definition	Indicator
Celebrity Endorsement (X1)	Garthwaite in Setiawan (2018) defines celebrity endorsements as fairly universal advertising, so it can be used as a promotional tool. Endorsement is advertising, and it's pretty universal	1. Visibility 2. Credibility 3. Attraction Percy and Rossiter in Dewa (2018)
Online Promotion (X2)	According to Kotler and Armstrong (2012:51), promotion is an attempt to communicate the benefits of a product.	1. Advertising 2. Sales Promotion 3. Direct Marketing 4. Public Relations Rangkuti (2013: 230)
Online Purchasing Decision (Y)	According to Devaraj, Fang, and Kohli (2003), online buying decisions are influenced by efficiency for search (fast time, easy to use, and easy search effort), value (competitive price and good quality), and interaction	1. Stability in a Product 2. Habit in Buying Product 3. Giving Recommendations to others 4. Make Repeat Purchases Kotler and Keller (2007)

RESULT AND DISCUSSION

Result

Validity and Reliability Test

This testing can be conducted by comparing correlation index. Validity test is need for research to test the validity of the data gathered. According to Sekaran (2006), a test of validity described how the questionnaire (question or item) are truly able to measure what is measured, based on theories and experts. From several analysis tools test validity that exists, researchers choose to use Pearson correlation product moment to test the validity of the data obtained. Based on Sekaran and Bougie (2010), the variable could be classified as a good variable when the values are above 0.3. Validity test is conducted by comparing correlation index in Pearson Product Moment with significance level of 5% to see weather research instrument valid or not. When the probability of correlation is less than 0.05 (5%) then the research instrument is stated as valid. The results of each variable statement item have $r_{count} > r_{table}$ 0.196 and are declared "valid".

Reliability test conducted to make sure that there no repetition. According to Sekaran (2006), the reliability of a measure is achieved when it consistently, and without bias, measure the concepts it is supposed to measure. This reliability test uses Alpha Cronbach measurement. If Alpha is less than 0.06 then it is unreliable (Sekaran and Bougie, 2010). Reliability test result of all the variables have Cronbach Alpha value above 0,6, it proves that the data is reliable.

Classic Assumptions Test Normality Test

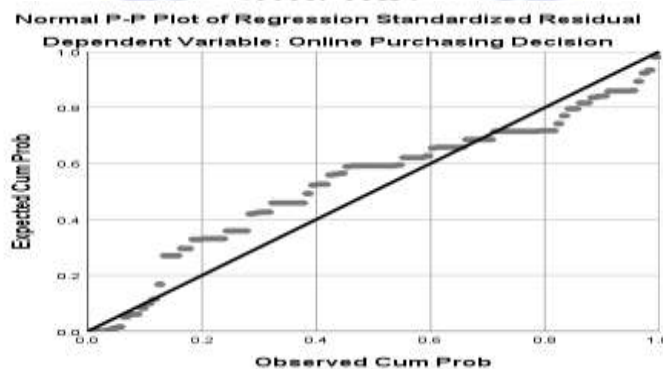


Figure 2. Normality Test Result
Source: Data Processed 2023

Figure 2 shows the points on this normal probability plot of 100 normal random numbers form a nearly linear pattern, which indicates that the normal distribution is a good model for this data set.

Multicollinearity Test

Table 6. Result of Multicollinearity Test

Model	Coefficients ^a	
	Tolerance	VIF
1		
(Constant)		
Celebrity Endorsement	.873	1.145
Online Promotion	.873	1.145

a. Dependent Variable: Online Purchasing Decision

Source: Data Processed 2023

Based on the the SPSS output table above, it can be seen that all variables, both variabel, show a tolerance value greater than 0.100 and a VIF value less than 10.00. So it can be concluded from this test that thereare no symptoms or multicollinearity problems.

Autocorrelation

The results of the calculation show that the DW value of 1.735 lies between the values du and (4- du) of 1.7152 and 2.2848 ($du < DW < 4-du$) then it can be concluded that there is no autocorrelation in the regression model used in this study.

Multiple Linier Regression

Table 3. Result of Multiple Linier Regression

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	4.693	2.482		1.891	.062
Celebrity Endorsement	.295	.114	.250	2.598	.011
Online Promotion	.422	.130	.312	3.242	.002

a. Dependent Variable: Online Purchasing Decision
Source: Data Processed 2023

The "Coefficients" table above can be explained the multiple regression equation in this study. The regression equation formula in this study is as follows:

$$Y = 4.693 + 0.295X_1 + 0.422X_2$$

From the regression equation above, the conclusions that can be explained are as follows:

1. A constant value (α) of 4,693 with a positive sign state that if the celebrity endorsement, online promotion, online purchasing decision variables are considered constant then the value of Y is 4,693.
2. The regression coefficient value of the Celebrity Endorsement variable (X1) is 0.295 with a positive sign stating that if the Celebrity Endorsement level increases by one unit assuming the other independent variables are constant, the Y variable will increase by 0.295.
3. The regression coefficient value of the Online Promotion variable (X2) is 0.422 with a positive sign stating that if the Online Promotion level increases by one unit assuming the other independent variables are constant, the Y variable will increase by 0.422.

Hypothesis Testing

T Test

The T-test is used to determine the effect of each independent variable to dependent variable individually, considering the other variables remain constant. A T-test is any statistical hypothesis test in which the test statistical has Tdistribution if the null hypothesis is true. This test done by comparing the Tvalue and Ttable if Tvalue is greater than Ttable it means, H2 or H3 or H4 is accepted the value off done by Ttest formula. The T Test is to show how much influence the independent variable partially influences, on the dependent variable, and the T Test aims to see the extent to which the partial influence of the free variable is on the bound variable. According to Ghozali (2011) if the value of Sig. < 0.05 then it means that the independent variable (X) partially affects the dependent variable (Y).

Table 4. Result of T Test

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	4.693	2.482		1.891	.062
Celebrity Endorsement	.295	.114	.250	2.598	.000
Online Promotion	.422	.130	.312	3.242	.000

a. Dependent Variable: Online Purchasing Decision
Source: Data Processed 2023

Based on the results from table 4, it can be seen that the significance of Celebrity Endorsement (X1) is $0.000 < 0.05$ meaning Celebrity Endorsement has an positive effect on Online Purchasing Decision, thus H2 is accepted. The results of the t - test indicate that the significance value of Online Promotion (X2) is $0.000 < 0.05$ meaning Online Promotion has an effect on Online Purchasing Decision, thus H3 is accepted.

F Test

The F-test is used to determine the whole effect of independent variables to a dependent variable. A F-test as any statistical test in which the test statistical Fdistribution if the null hypothesis is true. This test will have done by a comparing the Fvalue and Ftable. The level of significance is 5% ($\alpha=0.05$), if Fvalue is greater than

Ftable. H0 is rejected and H1 is accepted.

Table 5. Result of F Test

		ANOVA ^a				
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.599	2	37.799	13.318	.000 ^b
	Residual	275.311	97	2.838		
	Total	350.910	99			

a. Dependent Variable: Online Purchasing Decision

b. Predictors: (Constant), Online Promotion, Celebrity Endorsement

Source: Data Processed 2023

Based on the results from table 5, it can be seen that the f test results indicate that the significance value of Celebrity Endorsement (X1) and Online Promotion (X2) is $0.000 < 0.05$. It can be concluded that Celebrity Endorsement and Online Promotion have simultaneous effect on Online Purchasing Decision, thus H3 is accepted.

Discussion

The Simultaneous Effect of Celebrity Endorsement (X1) and Online Promotion (X2) toward Online Purchasing Decision (Y)

Analysis of the influence of Celebrity Endorsement (X1) and Online Promotion (X2) on Online Purchasing Decision (Y). So it can be concluded that this both independent variable has a positive significant directly on Online Purchasing Decision as the dependent variable. In other words, H1 is accepted, meaning that the independent variable which are Celebrity Endorsement and Online Promotion have a simultaneous influenced to Online Purchase Decision. This indicates that the destination which is have served a good view and also good services to the tourist that can attract the other visitor to come to visit this destination. According to Lestari and Wahyono (2021), the research result shows that celebrity endorser, online promotion and brand image had positive and significant influence on purchasing decision. Brand image are also able to mediate the effect of celebrity endorser and online promotion toward purchasing decision. The suggestion given to pay more attention to the selection of celebrity endorsers an effort to increase purchasing decisions. For further researchers, it is expected to conduct research with the same aspects in different areas the consistency of this research can be tested. This previous research can proves that the result from this study that there are simultaneous effect from the independent variables which are Celebrity Endorsement (X1) and Online Promotion (X2) toward Online Purchasing Decision (Y).

The Effect of Celebrity Endorsement (X1) toward Online Purchasing Decision (Y)

Analysis of the influence of Celebrity Endorsement (X1) on Online Purchasing Decision (Y) : So it can be concluded that Celebrity Endorsement has a positive significant directly on Online Purchasing Decision as the dependent variable. In other words, H2 is accepted, meaning that Celebrity Endorsement (X1) have an influenced to Online Purchasing Decision. This indicates that Celebrity Endorsement can be one of many factors that can make someone to purchasing Wardah Cosmetic in online shop. According to Susetiyono (2020), the results of this study prove that: (1) Celebrity Endorser influences purchasing decisions. (2) Word of Mouth influences the purchasing decision. (3) Celebrity Endorser affected of Word of Mouth. The findings of this research showed that there was positive and statistically significant effect between celebrity endorsement and intention to purchase. The coefficients of the regression equation showed the magnitude and direction of the relationship among independent and dependent variables. This study also forwards recommendations and future studies

The Effect of Online Promotion (X2) toward Online Purchasing Decision (Y)

Analysis of the influence of Online Promotion (X2) on Online Purchasing Decision (Y). So it can be concluded that Online Promotion has a positive significant directly on Online Purchasing Decision as the dependent variable. In other words, H3 is accepted, meaning that Online Promotion (X2) have an influenced to Online Purchase Decision. This indicates that Online Promotion factors from the destination are success and make the visitor will revisit the same destination again. According to Pangemanan, Lopian, and Gunawan (2022), the results of this study show that partially celebrity support has an effect on online purchasing decisions, online promotions affect online purchasing decisions, celebrity support and online promotions have a significant effect on online purchasing decisions for Maybelline cosmetics in Manado city.

CONCLUSION AND RECOMMENDATION

Conclusions

1. Celebrity Endorsement (X1) and Online Promotion (X2) have simultaneous significant effect on Online Purchasing Decision (Y)
2. Celebrity Endorsement (X1) has a significant effect on Online Purchasing Decision (Y)
3. Online Promotion (X2) has a significant effect on Online Purchasing Decision (Y)

Recommendations

1. The management of Wardah Cosmetic Product needs to maintain and improve their promotion, which can collaborate with many influencer that can have big impact to the company and gave many positive impacts on customers. Also, continue to provide attractive promos and event to attract many customer to buy more in this company
2. Competitors or companies engaged in the same field is necessary to pay attention more to this strategy because this strategy have been researched and have a good result to be your company strategy.
3. Researchers and further developments can use this study as a reference for research materials or further research related to Celebrity Endorsement, Online Promotion, and Online Purchasing Decision.

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