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The Influence of Social Media Marketing and Celebrity Endorsements on Consumer Purchase Intention in Makassar City

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ABSTRACT

This research aims to determine the impact of social media marketing and celebrity endorsements on the purchase intention of skincare products in Makassar. This research uses a quantitative approach. The population in this research is all potential consumers who have a purchase interest in skincare products in Makassar. The sample in this research amounted to 60 respondents taken by convenience sampling method. Data collection used a questionnaire measured on a Likert scale of 1-5 points. Data analysis used multiple linear regression and the data was processed using SPSS version 30. The results of partial testing showed positive and significant results of social media marketing and celebrity endorsement variables on the purchase intention of skincare products in Makassar. The results of simultaneous testing, social media marketing and celebrity endorsement variables were able to significantly explain variations in employee performance on the purchase intention of skincare products in Makassar.

1. INTRODUCTION

In this digital era, marketing through social media has become a very popular strategy for attracting potential customers. In this case, social media allows entrepreneurs to connect directly with potential customers and create a close relationship that influences purchasing decisions [1]. According to Jodi and Adhika [2], celebrity endorsements are also experiencing rapid growth as a resource capable of enhancing brand image, which in turn impacts potential consumers' purchasing interest.

Social media is not like any other marketing channel. In this regard, the importance of social media in marketing cannot be neglected as some consumers trust or are motivated to buy products based on recommendations received from friends or social media influencers connected through social media like Instagram rather than directly seeing an advertisement [1]; [3]. According to a number of articles examined show that social media marketing is important for in-depth study concerning its effect on the interest of public purchases, especially in the City of Makassar area. So not using social media marketing and, consequently, missing sales could be due to the inability of identifying that right target or the revenues will turn out as negligible.

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From the celebrity endorsement perspective, research shows that endorser characteristics such as attractiveness, credibility, and expertise can significantly influence consumer purchasing intention [4]; [5]. By using famous figures, brands can quickly build a positive image and increase consumer trust. In Makassar City, the use of celebrity endorsements in marketing campaigns has increased, and this deserves further research to understand its impact locally.

In a similar vein to these findings, research conducted by Wulandari and Sukaatmaja [5], also found that brand awareness is a mediator of the effect of celebrity endorser on consumer purchase intention. Whilst awareness of a brand is growing with the promotions from famous people, shoppers can have very similar amount of knowledge when it comes to buying decision. This is consistent with examining the combined effect of social media marketing and celebrity endorser toward consumer behavior in Makassar.

In general, this study is justified and important to be carried out because it fulfills a gap in what people do not know the use of social media marketing and celebrity endorsement consider the cultural & social context of Makassar society. This study is expected to offer significant contributions to both market and business players in Indonesia, particularly in enhancing their marketing strategies under the current era of digital technology. The influence of social media and celebrity endorsements is also investigated in this study. A number of other studies have demonstrated their potential for a synergistic effect in enhancing purchase intention [6]. As such, it can be interesting to investigate how customers succumb to the influence of celebrity endorsements when these are displayed in a virtual environment imagined specifically for social media platform context, taking into account factors that could moderate this impact including shopping experience and product characteristics.

Amidst the increasingly digital age of our time, social media marketing has risen to become one of the most significant ways for businesses to connect with audiences. This is because more than half of the population in the world is connected to social media, and Indonesia was one of the countries with the highest number of social media users. So understanding the dynamics is indeed essential, particularly in big cities such as Makassar, which have become overpopulated economic and marketing hubs.

With its power to cultivate customer relationships, drive purchasing intent, and build brand awareness, social media marketing has gone from the bright new kid on the block to an absolute essential for any business. Prior studies have also confirmed that social media has a substantial impact on consumer behavior and buying behavior. For instance, the study conducted by Purnamasari and Ismunandar [7], evidences that social media significantly affects online purchasing interest primarily among college students.

But moreover, the celeb endorsement part can also be critically useful for picking up purchasing decisions. Studies have reported that celebrities or public figures can adjust a consumer's perception of a brand [3]. Popular spokespeople can add credence to the products that they endorse [8]. For a city like Makassar, where pop culture and celebrity trends are a big deal, it's very suitable to this approach to appeal more to the consumer buying mood.

Meanwhile, Makassar, as a diverse and progressive city, also becomes the other favorable medium for social media marketing and celebrity endorsed markets. Because consumers in this region are exposed to digital trends now more than ever, understanding the social and cultural surroundings that motivate them is a focal point in shaping an effective marketing strategy. In addition, other variables like brand image and service quality will be taken into account in the current research [9]. This is significant since it provides a comprehensive perspective on how multiple marketing dimensions possibly interacted with each other in affecting purchase intention, for example, in Makassar for skincare products.

From all the above perspectives, this study is hoped to offer comprehensive information onthe influence of social media marketing with celebrity endorsement on the purchase interest of skincare products in Makassar. In this age of rapidly changing power and influence, the findings are hoped to assist marketers, business practitioners, and academics in their endeavors to develop effective and relevant strategies towards competitiveness in a dynamic market environment such as what is found, i.e., in Makassar. In this paper, we address basic questions of how two essential elements in modern marketing can be combined for the mutual benefit of businesses and consumers

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2. LITERATURE REVIEW

2.1. Social Media Marketing

Social Media Marketing is a digital market structure that optimizes social media and the web to advertise goods or services of an institution with cost-effective and non-cost techniques [10]. Social Media Marketing is about making real connections with target markets online so that potential consumers understand, like, and trust enough to know how a brand can solve consumer problems [11]. With Social Media Marketing indicators according to Mulyansyah and Sulistyowati [12], among others:

a. Online Communities
b. Interaction
c. Sharing of Content
d. Accessibility
e. Credibility

2.2. Celebrity Endorsment

Celebrity Endorsement is a strategy in the fashion industry where celebrities have a strong influence on the purchasing decisions of their followers because of their credibility, popularity, and the emotional connection they have built with their followers [13]. According Sari and Putri [14], Celebrity Endorsement is defined as a promotional strategy for goods or services that involves payment to well-known individuals in society, such as celebrities. With indicators of Celebrity Endorsement according to Jaelani et al. [15], including:

a. Visibility
b. Credibility
c. Attractiveness
d. Power

2.3. Purchase Intention

Purchase interest is a psychological factor that can influence a person's decision to purchase a product or service [13]. Meanwhile, according to Jaelani et al. [15], consumer purchase interest is defined as a hidden desire in the consumer's mind. Consumer purchase interest is always hidden within each individual, where no one can know what the consumer wants and expects. With purchase interest variable indicators according to Jaelani et al. [15], including:

a. Transactional Interest
b. Referential Interest
c. Preferential Interest
d. Exploratory Interest

2.4. Research Hypothesis

H1: Social media marketing has a positive and significant impact on interest in purchasing skincare products in Makassar.
H2: Celebrity endorsements have a positive and significant impact on interest in purchasing skincare products in Makassar.
H3: Social media marketing and celebrity endorsements have a positive and significant impact on interest in purchasing skincare products in Makassar.

2.5. Conceptual Model

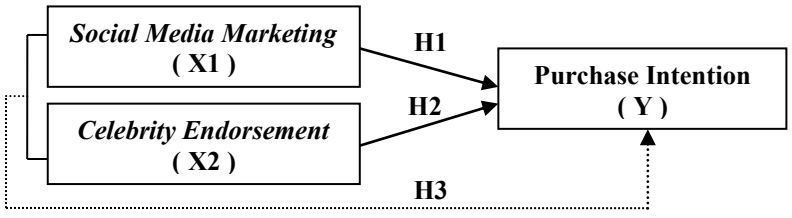


Figure 1. Conceptual Model

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3. RESEARCH METHODOLOGY

The research object in this study was conducted in Makassar, South Sulawesi. The population consisted of all potential consumers who were interested in purchasing skincare products and resided in Makassar. The sample size for this study was 60 respondents, selected using a non-probability sampling technique with a convenience sampling method. Method The questionnaire was the type of research instrument used to collect data, and it was rated using a five-point Likert scale. The data was subjected to multiple linear regression and processed on SPSS version 30.

4. RESULTS AND DISCUSSION

4.1 Respondent Identity

Table 1. Respondent Identity

Information	Total	Percentage
Gender		
Male	6	10%
Female	54	90%
Age		
18-30 year	21	35%
31-40 year	30	50%
>40 year	9	15%
Skincare Brands		
Wardah	18	30%
Make Over	6	10%
Viva Cosmetics	24	40%
Emina	6	10%
Other	6	10%

Based on the distribution of questionnaire data attached in Table 1, the majority of respondents were women, amounting to 54 people (90%) and male respondents amounting to 6 people (10%). In the age range of respondents, the dominant age range is 31-40 years, reaching 30 people (50%), then the age range of 18-30 years, with the number of respondents reaching 21 people (35%). Furthermore, respondents who have an age range of more than 40 years amounted to 9 people (15%). Meanwhile, based on the skincare brand that respondents want to buy, the highest is the Viva Cosmetics brand, amounting to 24 people (40%), then followed by the Wardah brand, amounting to 18 people (30%), then followed by the Emina brand, amounting to 6 people (10%), and finally the Make Over brand and various other skincare brands, each amounting to 6 people (10%).

4.2 Validity Test

Based on the results of data processing using the SPSS version 30 application shown in Table 2, where the results show all research variables, including social media marketing, celebrity endorsement, and purchasing interest with several questions in the questionnaire showing that the calculated r-value is greater than the r-table value, so that all research indicators are declared valid.

Table 2. Validity Test

Social Media Marketing (X1)	R_{count}	R_{table}
X1.1	0.887	0.254
X1.2	0.895	0.254
X1.3	0.886	0.254
X1.4	0.904	0.254
X1.5	0.964	0.254
Celebrity Endorsment (X2)	**R_{count}**	**R_{table}**
X2.1	0.909	0.254
X2.2	0.920	0.254
X2.3	0.920	0.254
X2.4	0.956	0.254
Purchase Intention (Y)	**R_{count}**	**R_{table}**
Y1.1	0.960	0.254

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Y1.2	0.968	0.254
Y1.3	0.962	0.254
Y1.4	0.965	0.254

4.3 Reliability Test

Data reliability testing is a measure of the consistency and stability of respondents' responses to various questionnaire questions. Reliability testing is used to measure the reliability of the data produced. Using SPSS version 30, the results of this research are considered reliable, as shown in Table 3, with a Cronbach's Alpha value above 0.6 [16].

Table 3. Reliability Test

No.	Variable	Cronbach Alpha	Standard Alpha	Result
1.	Social Media	0.927	0.6	Reliable
2.	Packaging	0.944	0.6	Reliable
3.	Purchase Intention	0.972	0.6	Reliable

4.4 Classical Assumption Test

4.4.1 Normality

Graphical images can also be used to determine whether data is normally distributed, such as the Normal P-Plot. A regression model is considered normal if the data flows along the diagonal and is spread along the diagonal line, or if the histogram graph displays a normal distribution pattern. The results shown in Figure 2 indicate that this regression model meets the assumption of normality because the distribution pattern is normal, as indicated by following the direction of the diagonal line and the histogram line.

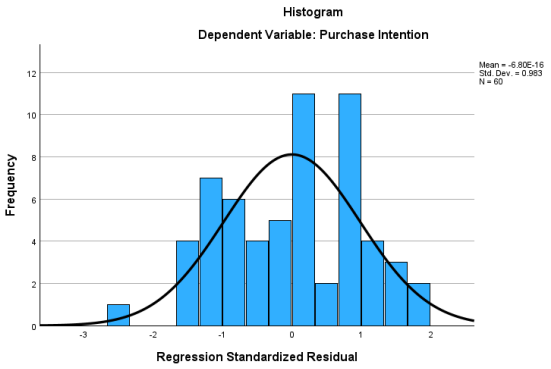


Figure 2. Histogram Residual

4.4.2 Multicollinearity

Based on the multicollinearity test results in Table 4, the Social Media Marketing and Celebrity Endorsement variables show a tolerance value of 0.631 and a VIF value of 1.924. With a VIF value approaching 2, this is still acceptable and does not indicate serious symptoms of multicollinearity. Therefore, it can be concluded that this model does not have multicollinearity problems because the tolerance value is >0.1 and the VIF is <10.

Table 4. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Constant		
	Social Media Marketing	.631	1.584
	Celebrity Endorsment	.631	1.584

a. Dependent Variable: Purchase Intention

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4.4.3 Heteroscedasticity

The test is seen from the scatterplot or predicted value of the dependent variable, where Figure 3 shows that there is no particular pattern, so it can be concluded that the results of this study do not show symptoms of heteroscedasticity.

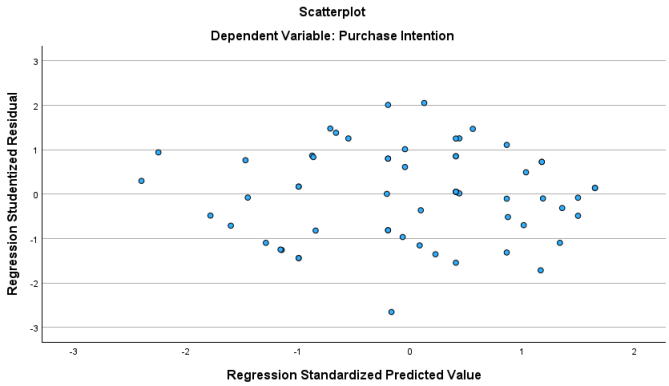


Figure 2. Heteroscedasticity Test

4.5 Multiple Linear Regression Analysis

Regression is a model used to analyze the impact of several independent variables on a single dependent variable. The results of this research using the multiple linear regression method can be interpreted in Table 5 below:

Table 5. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error			
1	(Constant)	-1.283	1.750		-.733	,467
	Social Media Marketing	.463	.102	.476	4.530	<,001
	Celebrity Endorsment	.494	.134	.389	3.697	<,001

a. Dependent Variable: Purchase Intention

Based on Table 5, the partial test results show that each independent variable is partially proven to have a significant impact on the purchasing interest variable.

Social media marketing showed a significance value of 0.001, which is below the 0.05 threshold. This finding indicates a positive relationship between social media marketing and skincare product purchase intention in Makassar. In other words, the higher the social media marketing, the greater the likelihood of purchase intention.

Celebrity endorsement had a significance value of 0.001, which is below 0.05. These results indicate that celebrity endorsement has a positive and significant influence on skincare product purchase intention in Makassar. This means that the more positive celebrity endorsement is on purchase intention, the more likely they are to purchase skincare products in Makassar.

4.6 Simultaneous F-Test

The results of the simultaneous test shown in Table 6 show an F-count of 43.206, which is greater than the F-table of 2.766, and a significance value of 0.001 or below 0.005. Based on the findings of this research, Table 6 indicates that simultaneously, the variables social media marketing and celebrity endorsement have a significant impact on Purchase Intention.

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Table 6. F-test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	552.041	2	276.021	43.206	<,001[b]
	Residual	364.142	57	6.388		
	Total	916.183	59			

4.7 Coefficient of Determination Test

In Table 7, referring to the coefficient of determination, the Adjusted R-Square value of 0.589 indicates that 58.9% of the variation in Purchase Intention can be explained by the social media marketing and celebrity endorsement variables. The remaining 31.8% comes from factors other than the variables studied in this model.

Table 7. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776[a]	.603	.589	2.528

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Celebrity Endorsment, Social Media Marketing

4.8 Discussion

4.8.1 Social Media Marketing on Purchase Interest

Based on the results of testing the first hypothesis, it is proven that the social media marketing factor has a significant effect on purchasing interest, as evidenced by the P-value of 0.001 ≤ 0.05. This indicates that social media marketing is a factor that has a significant impact on purchasing interest in skincare products in Makassar. The findings are consistent with the result of a study conducted by Shihab et al. [10], stating the influence of social media marketing has a positive and significant proposition to purchase intention for Wardah brand cosmetic products. This study is also substantiated by Jaleani et al. [13], that the variable of social media marketing has a positive relationship with the purchase intention of clothing products in Aceh. So it can be said that the hypothesis is accepted.

4.8.2 Celebrity Endorsement of Purchase Interest

From the test results of hypothesis 1, celebrity endorsement has a significant influence on purchase intention with P-value (0.001) ≤ α (0.05). This indicates that celebrity endorsement is one variable to affect buying interest in skincare products in Makassar. This study is consistent with that of Wardi et al. [13], who argue that the use of celebrity endorsement yields a strong positive influence on purchase interest in Wear Hepi. This is also consistent with the results of Biby et al. [17], that the celebrity endorsement factor has a positive influence on interest in purchasing clothing products in Aceh. So, we can accept the second hypothesis.

4.8.3 Social Media Marketing and Celebrity Endorsement on Purchase Interest

Based on testing results for the third hypothesis, it is found that both social media marketing and celebrity endorsement have a simultaneous significant impact on purchasing interest as indicated by F count > F table = 43.206 > 2.766. The findings of the present study are consistent with those previously reported by Jaleani et al. [13], where they found that there is a mutual effect between the factors of social media marketing and celebrity endorsement that impactspurchase intention. Accordingly, the third hypothesis would be accepted.

5. CONCLUSION

Based on the research results, it can be concluded that social media marketing and celebrity endorsements have a positive and significant influence on purchasing interest in skincare products in Makassar City, both partially and simultaneously. Effective social media marketing strategies and the involvement of attractive public figures can increase consumer interest in the products offered. Thus, for skincare businesses in Makassar City, it is suggested to maximize social media as interactive communication and promotion channels and cooperate with celebrities or influencers suitable for their target market. And keep an ear to

the ground for digital trends and consumer behaviors in tech buying so you know that your marketing strategy is going to be effective and responsive.

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