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CELEBRITY ENDORSEMENT AND CONTENT INSTAMARKETING OF PURCHASE INTENTION BEAUTY PRODUCTS

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Abstract: Instagram is a social media that is widely used by people to find information. Pixy Cosmetics company uses Instagram and using celebrity endorsement as a spokesperson to create purchase intention. The research was aimed at determining the effect of celebrity endorsement and content marketing toward purchase intention on Pixy Cosmetics products. The data analysis technique used in this study is multiple regression analysis techniques including multiple correlation coefficient tests and hypothesis testing partial (t-test). The results of the study used multiple correlations with an R Square value of 0.563 or 56.3%, this indicates that celebrity endorsement and content marketing can explain the purchase intention of 56.3% and 43.7% explained by other variables. While the R-value is 0.75 and the interval coefficient is between 0.60-0. 799 which shows the level of a strong relationship between the celebrity endorsement variable and content marketing on purchase intention. The results obtained from the partial test (t-test) of the celebrity support variable obtained t_{count} value of 5.218 ≥ t_{table} 1.65, meaning that the celebrity endorsement variable can have a positive effect on purchase intention. And for the content marketing variable, t_{count} value of 6.668 ≥ t_{table} 1.65, meaning that the content marketing variable can have a positive effect on purchase intention.
Keywords: Celebrity Endorsement; Content Marketing; Purchase Intention

INTRODUCTION

Based on the results of a survey conducted by the ZAP Beauty Index 73% of people look for product reviews on the internet before buying them (ZAP Beauty Index, 2020). With the use of celebrity endorsement, the company hopes that celebrity endorsement can provide real and detailed information about a product so that consumers can understand the specific uses of these products and build confidence in consumers who indirectly encourage them to purchase the products offered.

Seeing this, the Pixy Cosmetics company makes beauty influencers supporters in marketing their products. There are so many celebrity endorsements who excel in the field of beauty which are the main targets of companies in the cosmetic field. To maximize their business strategy, companies must be smart in selecting supporters or celebrity endorsements to market their products.

One of the celebrity endorsements chosen to work with Pixy Cosmetics is Tasya Farasya with 2.8 million followers on Instagram. Tasya Farasya is known as the beauty influencer who has the most followers with her expertise in the world of beauty which is the attraction of beauty companies to choose Tasya Farasya as a supporter in promoting their products, one of which is Pixy Cosmetics products produced by PT. Mandom Indonesia Tbk.

ALMANA
Jurnal Manajemen dan Bisnis

Figure 1. Tasya Farasya in Pixy Cosmetics Content
Source: Instagram of Tasya Farasya (2020)

Pixy Cosmetics changed its marketing strategy by utilizing digital marketing, namely through content marketing. In content marketing, there are many ways that companies can do. One of the ways that Pixy Cosmetics is doing is creating content. At this time many people use social media as a means to find information. Pixy Cosmetics company uses social media as a medium to communicate with consumers and promote the products they will offer visually by using videos, photos, animation, or graphics.
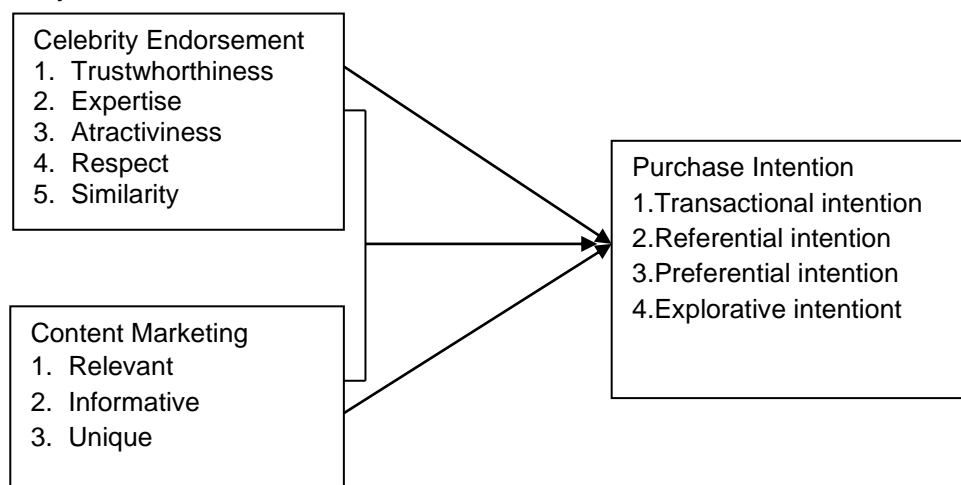
One of the social media that is widely used by the public is the social media Instagram, Pixy Cosmetics company also uses Instagram as a marketing communication tool. Purchase intention will be created if there is encouragement from people they trust. at this time, a celebrity endorsement is a person who is widely trusted by consumers because they have the expertise to inform a product.

Based on the background described above, the researchers are interested in researching "Celebrity Endorsement and Instamarketing Content Against Purchase Interest (Survey on Tasya Farasya's Instagram Followers in Pixy Cosmetics Product Content)".

According to Kotler in Hardilawati et al. (2019) Marketing management is the science used to reach target markets and communicate with consumers to support and retain consumers. Marketing management is a science that includes all aspects of marketing properly and in detail, consisting of consumers and producers. *Celebrity endorsement* is a new marketing strategy that involves a celebrity or non-celebrity or a figure known or unknown to the public in certain fields on social networking (Hardilawati et al., 2019).

Content marketing is one part of digital marketing, usually, information from content marketing in the form of text, images, videos, animation, or other forms content, content marketing can change a company's marketing in communication and sales with target consumers and provide valuable opportunities for a company (Vinerean, 2017).

ALMANA
Jurnal Manajemen dan Bisnis

According to Nurdin et al. (2019), Purchase interest is a decision-making process carried out by individuals or organizations to obtain and consume a particular product or service. There are several stages according to Kotler Keller in Priansa (2017) that can be understood through a model abbreviated as the AIDA model, which consists of; Attention (attention), Interest (interested), Desire (desire), Action (action). Several dimensions can be used to measure purchase interest (Andrio, 2017; Priansa, 2017) among them; Transactional interests, referential interests, preferential interests, and exploratory interests.

Celebrity Endorsement
1. Trustwhorthiness
2. Expertise
3. Atractiviness
4. Respect
5. Similarity

Content Marketing
1. Relevant
2. Informative
3. Unique

Purchase Intention
1. Transactional intention
2. Referential intention
3. Preferential intention
4. Explorative intentiont

Figure 2. Framework for Thinking
Source: Data that has been processed by the author (2020)

In this study, there is a provisional assumption that there is a relationship and influence between the celebrity endorsement and content marketing variables on purchase intention, including; There is a significant positive influence between celebrity endorsement on purchase intention, and there is a significant positive effect between content marketing on purchase intention.

METHODS

This study uses two variables, the independent variable consisting of the Celebrity Endorsement, with the trustworthiness dimension, the expertise dimension, the attractiveness dimension, the respect dimension, and the similarity dimension. And Content Marketing which consists of the dependent variable's relevance dimension, informative dimension, and uniqueness dimension) is Purchase Interest which consists of dimensions transactional interest, dimension of referential interest, dimension of preferential interest, and the dimension of exploratory interest. The research method used in this research is quantitative research methods with descriptive and associative approaches

In this study, the sample was determined by the researcher, namely the followers of Instagram Tasya Farasya, who had watched the content of Pixy Cosmetics products using probability sampling data collection techniques with a total sample of 200. Collecting data in this study researchers conducted questionnaires using google form. The data analysis technique used in this study is multiple regression analysis techniques including multiple correlation coefficient tests and hypothesis testing partial (t-test).

ALMANA
Jurnal Manajemen dan Bisnis

RESULTS AND DISCUSSION

In this study, researchers used multiple linear regression analysis. Multiple linear regression aims to determine the effect value between the independent variable and the dependent variable (Sugiyono, 2019). The results of the multiple linear regression test are as follows:

Table 1. Multiple Linear Regression Test Results

Coefficients		
	B	**Sig.**
1 (Constant)	2,128	.086
Celebrity Endorsement	.342	.000
Content Marketing	.819	.000

a. Dependent Variable: Purchase _Intention

Source: Data that has been processed by the author (2020)

From the table above, we can provide information about the output of multiple linear regression tests with the following equation:

$$Y = 2.128 + 0.342 X1 + 0.819$$

The coefficient of celebrity endorsement is 0.342 which means that every 1 unit of celebrity endorsement value will add to the value of purchase intention in Pixy Cosmetics products by 0.329. The coefficient of content marketing is 0.735, which means that every 1 unit of content marketing value will increase the value of purchase intention in Pixy Cosmetics products by 0.735. The constant is 3,610, which means that if celebrity endorsement and content marketing = 0, purchase intention Pixy Cosmetics products are 3,610.

To find out the size of the influence of the variable X on Y, it can be seen with the formula of the coefficient of determination, while to find out the value that gives the strong influence or relationship between two or more variables together with other variables is done by multiple correlation testing. Riduwan (2018), with the following results:

Table 2. Test Results of Determination Coefficient and Multiple Correlation

Model Summary [b]		
Model	**R**	**R Square**
1	.750[a]	.563

a.   Predictors: (Constant), Content_Marketing, Celebrity_Endorsement
b. Dependent Variable: Purchase Intention

Source: Data that has been processed by the author (2020)

From the table can be seen that the value of R Square is 0.563 or 56.3%, this shows that celebrity endorsement and content marketing can explain the purchase intention of 56.3%, and 43.7% is explained by other variables. The calculation results obtained above are given an interpretation of the strength of the relationship with the following table guidelines:

ALMANA
Jurnal Manajemen dan Bisnis

Table 3. Guidelines for Interpretation Value Correlation Coefficient

Coefficient Interval	Relationship Level
0,00-0,199	Very Low
0,20-0,399	Low
0,40-0,599	Moderate
0,60-0,799	Strong
0,80-1,000	Very Strong

Source: (Sugiyono, 2017)

Meanwhile, the value of R is 0.75 and the value of the coefficient interval is between 0.60-0.799 which shows the level of a strong relationship between celebrity endorsement and content marketing variables on purchase intention.

To determine the strength of each independent variable on the dependent variable, the researcher used the one-sample t-test formula with the following results (Riduwan, 2018):

Table 4. Partial Significance Test Results (t-test)

Coefficients		
Model	t	Sig.
1 (Constant)	1,727	.086
Celebrity Endorsement	5,218	.000
Content Marketing	6,668	.000

a. Dependent Variable: Purchase _Intention

Source: Data that has been processed by the author, 2020.

The table above shows that the results obtained from the partial test (t-test) of the celebrity endorsement variable obtained the sig value of 0.000 < 0.05; the value of t-count 5.218 ≥ t table 1.65, meaning that the celebrity endorsement variable can have a significant and positive effect on purchase intention. And the content marketing variable obtained a sig value of 0.000 < 0.05; the t-count value of 6.668 ≥ 1.65, meaning that the content marketing variable could have a significant and positive effect on purchase intention.

CONCLUSION
From the answers of respondents regarding Tasya Farasya as a celebrity endorsement of Pixy Cosmetics products, it can be concluded that celebrity endorsement that can attract consumer attention is celebrity endorsement which of course can be trusted, has expertise in terms of knowledge and expertise, and masters all aspects of the product such as product information and how to use it properly. Tasya Farasya as a celebrity endorsement of Pixy Cosmetics products can provide a positive value and be a high influence on consumer purchase intention. while good content marketing must be able to attract consumers' attention and contain clear and not boring information. From the results of the questionnaire value regarding the content of Pixy Cosmetics products, it can be seen that the Instagram content of Pixy Cosmetics products has a positive effect on consumer purchase intention.

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