



# The influence of celebrity endorsers, product variations and product quality on scarlett whitening consumers' buying interest

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## ABSTRACT

This study aims to determine the Influence of Celebrity Endorsers, Product Variations and Product Quality on Scarlett Whitening Consumers' Buying Interest (Case Study of Scarlett Whitening Official Instagram Followers). The type of research used in this study is quantitative research. The sample determination technique in the study used a nonprobability sampling technique with the quota sampling method. It was done by distributing the questionnaire online using a google form against 100 samples, namely on Scarlett Whitening's Instagram followers. The data analysis method used is multiple linear regression analysis. The results of the partial test (Test t) showed that the celebrity endorser variables and product variations did not have a significant effect on Scarlett Whitening Consumer Buying Interest while the Product Quality variable had a significant effect on Scarlett Whitening Consumer Buying Interest. Furthermore, the results of simultaneous testing (Test F) showed that the three independent variables (Celebrity Endorser, Product Variation, and Product Quality) influenced the dependent variable (Consumer Buying Interest). The coefficient of determination (Adjusted R Square) shows that the variables Celebrity Endorser, Product Variation and Product Quality can explain the variation in Consumer Buying Interest is 63.8% while the remaining 36.2% is explained by other variables that were not studied in this study.

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## 1. INTRODUCTION

In the current era of globalization, the needs and desires of consumers are increasingly diverse, capricious and always keep up with the times (Nanda, 2020) (Van der Ploeg, 2020). There are many needs where one of them is beauty products, even today beauty products are a basic need for men and women (Teixeira et al., 2020). This is based on the desire of consumers to look more handsome or beautiful with healthy, white and bright skin. Coupled with beauty trends and the number of products in circulation (Okai, 2021). Currently, Scarlett Whitening is widely loved to be a flagship beauty product and is well known quite widely in Indonesia. This can be seen from consumer reviews, and the number of products that have been spread (Han et al., 2021) (Liu et al., 2020). Similar to products from other brands, Scarlett Whitening uses social media to do promotions such as Instagram (Islami et al.,

n.d.) (Ruiz-Frau et al., 2020). With Instagram's followers reaching 5 million users, scarlett is expected to increase the market and attract consumers' buying interest (Erskine, 2021) (Molina, 2021).

Consumer buying interest is the consumer's willingness to buy a product (goods or services) based on the assessment up to the decision to buy the product (Bancin, 2021)(De Canio & Martinelli, 2021) (Tsai & Bui, 2021). Celebrity endorser is a person, be it an actor, artist or athlete who is known to the public and becomes a worshipper for his achievements in a field and is used in delivering advertising messages intended to attract attention so as to influence the target consumer (Bartfeld, 2021)(Andi et al., 2020). Based on a pre-survey conducted by researchers with Scarlett Whitening's Instagram followers, that celebrity endorsers collaborated with Scarlett such as actors Song Jong Ki and Twice made many consumers more interested and able to attract their buying interest, this is because the popularity and image of the actor in Indonesia is very large. While others claim to be less affected by celebrity endorsers every time they want to buy or use a product (Schouten et al., 2020) (Monge-Benito et al., 2020) (Khan & Zaman, 2021). There are also those who argue that Scarlett's decision to cooperate with Korean celebrities is considered irrelevant and inappropriate, this is because they feel that there is no match between the product and the celebrity (Wang, 2021).

Product variation or product diversity is the development of a product so that it produces an assortment of options. Product variations consist of product fittings, various brands sold, and product size variations (Indrasari, 2019). From the results of the pre-survey conducted, respondents admitted that they really like the complete Scarlett Whitening variation, the variety of products offered will not make them feel bored because it provides a variety of beauty care products that they need for their daily lives, this makes them not want to switch to other products and are always curious about new products, especially those that Scarlett will release (Page, 2021).

Product quality is the performance, characteristics, and ability of a product in carrying out its functions in fulfilling and satisfying consumers (Firmansyah, 2019). As for the results of the pre-survey that researchers conducted, respondents explained that scarlett whitening products are suitable and able to overcome their skin problems, the benefits they feel are that scarlett is able to brighten and moisturize their skin, fragrant, with a soft texture and easily absorbent in the skin. In addition, packaging is practical and easy to use (FitzPatrick, 2021). The purpose of this study is to determine the influence between free variables, namely celebrity endorsers, product variations and product quality on the buying interest of Scarlett Whitening consumers (Nuryati & Arfani, 2020) (Parayitam et al., 2020) (Rawi et al., 2020) (Parmariza, 2020) (Chavadi et al., 2021).

The benefits of this research are theoretically expected to add insight, knowledge and information in the field of marketing and provide further knowledge about the influence of celebrity endorsers, product variations and product quality in increasing consumer buying interest which is beneficial for subsequent researchers (Khan & Zaman, 2021) (Geng et al., 2020) (Kay et al., 2020) (Schouten et al., 2020) (Scholz, 2021). Practically, the results of this study are expected to be a consideration for consumers in making purchases. The results of this study are expected to be an input or additional information for Scarlett Whitening and become a consideration to find out the factors that affect the buying interest of Scarlett Whitening consumers.

## 2. RESEARCH METHOD

The type of research used in this study is quantitative research, where the data expressed in numbers and analyzed by statistical techniques (Mertler et al., 2021) (Tabuena & Hilario, 2021) (Guest et al., 2020)(Mohajan, 2020) (Mengist et al., 2020) (Bauer et al., 2021). The population in this study was Scarlett Whitening Official's Instagram followers of 5,000,000 followers. In this study, the sample was determined by a non-probability sampling technique, using the Quota Sampling method. In this study, the number of samples determined will be studied as many as 100 samples, the consideration of using Quota Sampling is the number of population, namely Scarlett Whitening's Instagram followers who are always changing and increasing in number. The data collection method is carried out with questionnaires, interviews, and literature studies.

In this study, data analysis methods were carried out, namely descriptive statistical analysis, validity and reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis, simultaneous testing (F test), partial testing (t test), and determination coefficient test (R<sup>2</sup>) (Aida, 2021) (Aries et al., 2020) (Nurjaya et al., 2020).

### 3. RESULT AND DISCUSSION

#### Result.

#### Multiple linear regression analysis results.

Table 1. Multiple Linear Regression Analysis Results  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	0,494	0,312		1,583	0,117
	Celebrity_Endorser	0,101	0,094	0,091	1,078	0,284
	Product_Variations	0,182	0,097	0,193	1,884	0,063
	Product_Quality	0,589	0,113	0,576	5,194	0,000

a. Dependent Variable: Buying\_Interest

The results of the multiple linear regression analysis test in table 1 obtained in this study produced the following equation:

**Buying interest = 0.494 + 0.101 celebrity endorser + 0.182 product variations + 0.589 product quality.**

The interpretation of the multiple linear regression equation above is as follows:

- A constant value of 0.494 indicates a positive sign which means that if the variables celebrity endorser (X<sub>1</sub>), product variation (X<sub>2</sub>), product quality (X<sub>3</sub>) are considered zero or constant, then the buying interest in Scarlett Whitening products is 0.494 units.
- The regression coefficient value for the celebrity endorser variable shows a positive value of 0.101 which means that if the celebrity endorser variable increases by one unit, then the buying interest in Scarlett Whitening products will increase by 0.101 with other variables being considered constant.
- The value of the regression coefficient for the product variation variable shows a positive value of 0.182 which means that if the product variation variable increases by one unit, then the buying interest in the Scarlett Whitening product will increase by 0.182 with other variables being considered constant.
- The regression coefficient value for the product quality variable shows a positive value of 0.589 which means that if the product quality variable increases by one unit, then the buying interest in Scarlett Whitening products will increase by 0.589 with other variables considered constant.

#### Partial significance testing (t-Statistical Test)

The results of the partial test (t-statistical test) can be seen in table 3.2 as follows:

Table 2. Partial Significance Test Results (t-Statistical Test)  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	0,494	0,312		1,583	0,117
	Celebrity_Endorser	0,101	0,094	0,091	1,078	0,284
	Product_Variations	0,182	0,097	0,193	1,884	0,063
	Product_Quality	0,589	0,113	0,576	5,194	0,000

a. Dependent Variable: Buying\_Interest

Based on the partial test results in table 2, it can be seen that the test results for each of the free variables are as follows:

- The test results for the celebrity endorser variable showed a calculated t value of 1.078 < a  $t_{table}$  value of 1.984 with a significant value of 0.284 > 0.05. So  $H_0$  was accepted and  $H_a$  was rejected, meaning that the celebrity endorser had no significant effect on Scarlett Whitening's buying interest.
- The test results for the product variation variable showed a calculated t value of 1.884 < a  $t_{table}$  value of 1.984 with a significant value of 0.063 > 0.05. Then  $H_0$  was accepted and  $H_a$  was rejected, meaning that the product variation did not have a significant effect on Scarlett Whitening's buying interest.
- The test results for the product quality variable showed a calculated t value of 5.194 > a  $t_{table}$  value of 1.984 with a significant value of 0.000 < 0.05. Then  $H_0$  was rejected and  $H_a$  was accepted, meaning that the quality of the product had a significant effect on Scarlett Whitening's buying interest

### Simultaneous significance testing (F-Statistical Test)

The results of the simultaneous test (F-statistical test) can be seen in table 3.3 as follows:

Table 3. Simultaneous Significance Test Results (F-Statistical Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	16,291	3	5,430	59,254	.000 <sup>b</sup>
	Residual	8,798	96	0,092		
	Total	25,089	99			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Product Quality, Celebrity\_Endorser, Product Variations

Based on the results of simultaneous tests presented in table 3, it can be seen that the calculated F value of 59.254 >  $F_{table}$  2.70 and significant 0.000 < 0.05, this means that the  $H_0$  hypothesis is rejected and  $H_a$  is accepted, so it can be concluded that the three free variables, namely celebrity endorsers, product variations and product quality simultaneously have a positive and significant effect on consumers' buying interest.

### Coefficient of Determination ( $R^2$ )

The adjusted  $R^2$  results are shown in table 3.4 as follows:

Table 4. Coefficient of Determination ( $R^2$ ) Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.806 <sup>a</sup>	0,649	0,638	0,30273

a. Predictors: (Constant), Product Quality, Celebrity\_Endorser, Product Variations

b. Dependent Variable: Buying Interest

Based on table 4, it is known that the value of the coefficient of determination (Adjusted  $R^2$ ) obtained is 0.638. This shows that the variables of celebrity endorser, product variation and product quality were able to explain the buying interest of Scarlett Whitening consumers by 63.8% while the remaining 36.2% was influenced by other variables that were not studied in this study.

### Discussion.

#### The influence of celebrity endorsers on scarlett whitening's consumer buying interest.

The test results for the celebrity endorser variable showed a calculated value of 1.078 < a  $t_{table}$  value of 1.984 with a significant value of 0.284 > 0.05. So  $H_0$  was accepted and  $H_a$  was rejected, meaning that the celebrity endorser had no significant effect on Scarlett Whitening's buying interest. Celebrity endorsers have no effect because Scarlett Whitening's decision to cooperate with South Korean celebrities is considered irrelevant and inappropriate, this is due to various kinds of differences in the skin color characteristics of Korean celebrities with Indonesian people. Korean celebrities are considered unable to present the skin of Indonesian people who generally have mature sawo skin. This is supported by respondents' answers who expressed disapproval and doubtfulness with the statement that respondents felt Scarlett Whitening was a good product because they saw that the celebrity

endorser used was a very famous person. The absence of celebrity endorsers on consumers' buying interest does not mean that the use of celebrity endorsers is a bad choice, respondents argue that the use of celebrities who have many fans can introduce the product to the wider community so that the product can be known and known by many people.

#### **The effect of product variation on scarlett whitening consumers' buying interest.**

The test results for the product variation variable showed a calculated value of  $1.884 < t_{table}$  value of  $1.984$  with a significant value of  $0.063 > 0.05$ . So  $H_0$  was accepted and  $H_a$  was rejected, meaning that the variety of products had no significant effect on Scarlett Whitening's buying interest. Product variations have no effect because of the different needs in each consumer of body care products, which is the reason consumers do not pay much attention to the variety of products offered, especially body care products that provide products according to the type of skin problems that consumers have, so consumers will only choose to buy Scarlett products that suit their skin needs only such as consumers who need serums to overcome acne will only buy acne variant serum regardless of brightening variant. This is supported by the respondent's answer that claimed to agree with the questionnaire's statement that the respondent found out information related to the Scarlett Whitening variant that matched the respondent's skin problem.

#### **The effect of product quality on the buying interest of scarlett whitening consumers.**

From the results of the test results for the product quality variable, it shows a calculated value of  $5.194 > t_{table}$  value of  $1.984$  with a significant value of  $0.000 < 0.05$ . So  $H_0$  was rejected and  $H_a$  was accepted, meaning that partially the quality of the product had a significant effect on Scarlett Whitening's buying interest. This shows that the higher the quality of the products produced by Scarlett Whitening, the higher the consumer's buying interest will be. The beginning of the emergence of Scarlett Whitening received a positive response from consumers because of the benefits provided such as brightening the skin, moisturizing and helping exfoliate dead skin cells with soft and smooth scrub granules so that they do not cause irritation to the skin. Scarlett Whitening can moisturize the skin because of the content of Vitamin E which is useful for helping collagen formation, warding off free radicals from sunlight, and increasing skin elasticity moisture. In addition to the benefits offered, Scarlett products have exclusive box packaging, look luxurious, strong with flip-top bottle caps so that the contents of the product are safely maintained and the product is sealed with clear plastic that covers all parts of the box. According to respondents after using Scarlett Whitening products, the skin feels healthier, smoother and cleaner. There is a compatibility between the product and the specifications offered by Scarlett such as being able to overcome acne-prone skin, brighten the face and body skin and overcome consumer hair problems. The use of Scarlett Whitening products does not cause dependence on the product, this refers to the Scarlett content which is considered safe for the skin where Scarlett products have also been registered with BPOM. So in this study, product quality is one of the factors that influence the buying interest of Scarlett Whitening consumers. This is supported by the answers of respondents who claim to strongly agree and agree with the questionnaire's statement that Scarlett Whitening products are able to overcome consumer skin problems and make consumers' skin better and healthier.

#### **Influence of celebrity endorsers, product variations, product quality on scarlett whitening consumers' buying interest.**

From the results of simultaneous tests, it was obtained that celebrity endorsers, product variations and product quality simultaneously affect the buying interest of Scarlett Whitening consumers with a calculated value of  $59.254 > F_{table}$   $2.70$  and significant  $0.000 < 0.05$  this means that the  $H_0$  hypothesis is rejected and  $H_a$  is accepted, which means that the three variables, namely Celebrity Endorser, Product Variation and Product Quality simultaneously have a significant effect on Scarlett Whitening Consumer Buying Interest. From the results of the coefficient of determination test, the value of the coefficient of determination was obtained by  $63.8\%$ , which means that consumers' buying interest is influenced by celebrity endorsers, product variations and product quality while the remaining  $36.2\%$  is influenced by other variables that were not studied in this study.

Consumer buying interest is the consumer's willingness to buy a product (goods or services) based on the assessment to the decision to buy the product. Buying interest is formed from the consumer's perception of the product offered. The higher the consumer's buying interest in a product, the higher the level of purchase of the product [1]. Celebrity endorsers, product variations and product quality are factors that can influence consumers' buying interest. Scarlett Whitening always pays attention to the quality of her products, namely by producing the best body care products. The benefits of the product can be felt by several uses without making consumers dependent on the product, this makes consumers feel satisfied with Scarlett Whitening products and have a consumer interest in buying. To be more widely known, Scarlett Whitening uses celebrity endorsers who have high popularity, are attractive and have many fans. Scarlett Whitening uses various domestic and foreign celebrities as celebrity endorsers such as Song Jong Ki and Twice from South Korea who are able to attract a wider range of consumers. The products offered by Scarlett Whitening are diverse and adapt to consumer skin problems, so that consumers can choose products that are considered suitable and in accordance with their skin problems. The large variety of interesting products, complete with various types, brands and sizes of products can attract consumers to continue to purchase products at Scarlett Whitening.

#### 4. CONCLUSION

From the results of this study, the following conclusions can be drawn: Partially indicated that the celebrity endorser variable and product variation had no effect on scarlett whitening consumers' buying interest, while the product quality variable had a significant effect on scarlett whitening consumer buying interest. Simultaneously, the three free variables, namely Celebrity Endorser, Product Variation and Product Quality, affect the Buying Interest of Scarlett Whitening consumers. The test result of the coefficient of determination was obtained (Adjusted - R Square) of 0.638. This shows that the variables of celebrity endorser, product variation and product quality were able to explain the buying interest of Scarlett Whitening consumers by 63.8% while the remaining 36.2% was influenced by other variables that were not studied in this study. And the advice that can be given is as follows, based on the results of research that has been carried out, suggestions that can be given include: For Scarlett Whitening, Of the three variables studied, product quality is a variable that partially affects, the author suggests that Scarlett Whitening can create body care products with content that adapts to the Indonesian climate, considering that climate change in various regions of Indonesia can affect the skin and cause skin problems, for example cold areas can cause dry skin. Scarlett Whitening is expected to use a celebrity endorser who can describe the product to consumers precisely and relevantly, where there is a match between the product and the celebrity used. The author suggests Scarlett Whitening create a new variant specifically for men, considering that nowadays not only women but men are also interested in doing body care. For subsequent researchers who are interested in studying similar aspects, namely celebrity endorsers, product variations and product quality as well as consumers' buying interest, it is recommended to add other variables that were not studied in this study, for example price and brand image because price and brand image are important factors in the strategy of marketing activities to determine whether or not a product is accepted by consumers. For consumers, price is the most sensitive thing so that consumers tend to choose products that have relatively affordable prices and products that have a good brand image will not be difficult to build consumer views on products.

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