



INFLUENCE OF SOCIAL MEDIA MARKETING AND CELEBRITY ENDORSEMENT ON PURCHASING DECISIONS SKINTIFIC PRODUCTS IN GARUT CITY

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Purchase Decisions, Social Media Marketing, Celebrity Endorsements.

ABSTRACT

Purpose: The purpose of this study is to investigate how social media and the selebriti environment affect consumers' decisions to purchase skintific products in Garut. **Methodology:** Non-probability sampling, which is used for sample selection, is used to analyze quantitative data. The sample in this study consists of 100 respondents. The data was collected using a questionnaire and analyzed using a linear regression. **Results:** The results of the berganda regression analysis show that $Y = 0.075 + 0.176 (X1) + 0.719 (X2) + 0.27 (\epsilon)$ indicates a positive relationship between the two variables and the pembelian's response. A coefficient of determination (R^2) of 0.730 indicates that 73.0% of the study's findings are influenced by the factors mentioned above, while 27% are caused by unidentified variables. **Findings:** The findings indicate that celebrity endorsements and social media marketing have a big impact on consumers' decisions to buy. Celebrity endorsement boosts consumer trust, while social media marketing offers engagement and information. **Originality:** This study expands our understanding of how marketing strategies that integrate social media and celebrity endorsement might expand consumer choice in a competitive industry like skincare and gives a summary of the role of social media influencers. **Novelty:** This study sheds insight on the relationship between social media marketing and celebrity endorsement in relation to skincare product purchases, an area that has not received much attention in earlier studies. **Conclusion,** Skintific should prioritize authenticity, engagement, and credibility in its influencer partnerships and social media marketing approach in order to optimize sales. **Type of paper:** Empirical research type.

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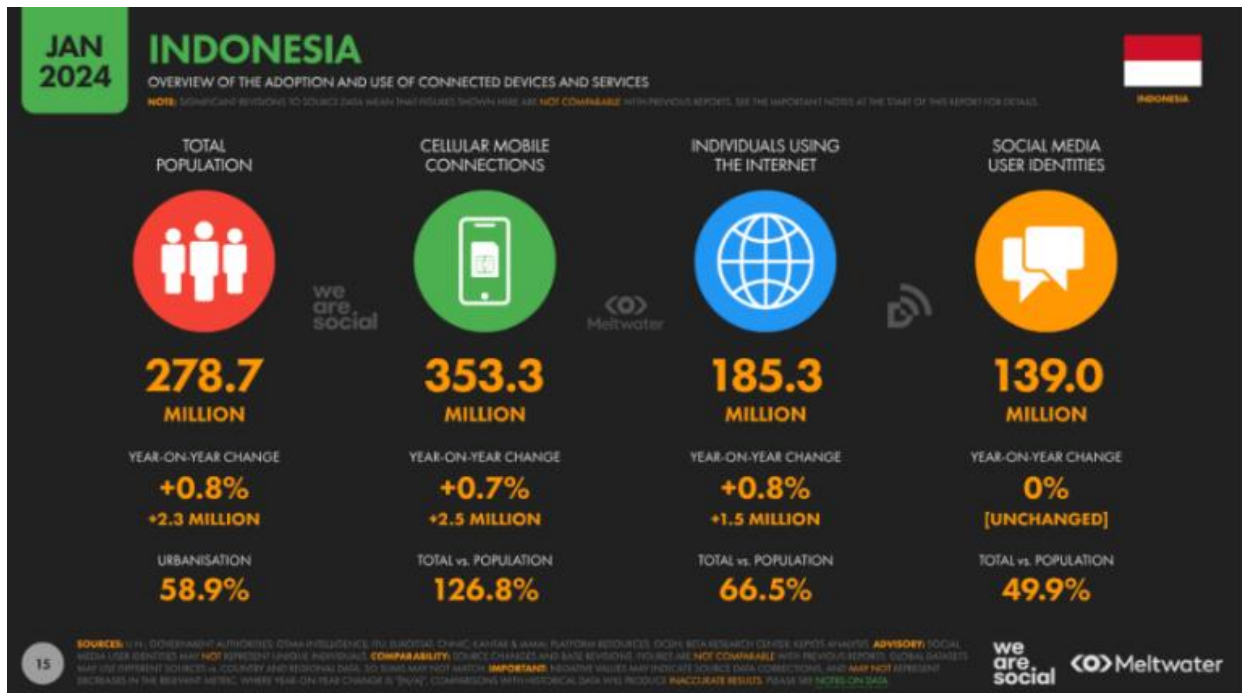


INTRODUCTION

The development of the internet today has penetrated into various worlds of offices, education centers and information centers, in the internet and social media has shifted the way we do business changing many activities in economic activities from a direct face-to-face model such as buying in the market now to online for example such as *e-commerce*. Online businesses have unlimited market expansion, so they can cover both local and international areas. Changes in the era of this era have changed the community in transactions in the past were carried out directly with

sellers. However, it is now an online transaction of shopping through various e-commerce platforms and social media. Now various social media platforms have emerged such as Facebook, WhatsApp, X, Instagram, TikTok, Telegram, Youtube. The following is presented in Figure 1 regarding the data on the number of internet and social media users.

Figure 1. Information on Indonesian internet and social media users



Source:(Kalodata, 2024)

Based on the data above, There are 278.7 million internet and social media users in Indonesia overall and an increase of 2.3 million, connected mobile devices 353.3 million, internet users 185.3 million, active social media users 139.0 million. The most popular social media platform today is TikTok, which has maintained the first rank as the most frequently used social media platform by Indonesians, with an average time of 38 hours and 26 minutes.

One of the main instruments in product marketing strategies nowadays is social media marketing. As stated by (Rachman Haryadi et al., 2022) Social media marketing is a method that utilizes social media platforms to advertise products or services by interacting with users for promotional purposes. The concept of social media marketing is part of a promotional strategy that utilizes social media as a tool to advertise and market the company's products. Nowadays, social media has become more practical and essential, this is why numerous companies utilize it for external promotion, marketing, customer relationship management, and even as an internal communication channel for employees (Seo & Park, 2018).

Currently, industries that use social media to sell and improve the image of their products are in the skincare industry. In detail, the largest market segment is the skincare segment with a total market volume of 8.32 billion in 2024 and predicts that every year it will experience a steady increase.

One of the *skincare* products that has been a hit lately is the Skintific product, this *Skincare* brand is an imported product from Canada. Skintific was first launched in Indonesia in 2021 and is currently growing. With its wide range of products, the *skincare* company offers a variety of ways to protect the skin and address various skin concerns, with the launch of the 5X *Ceramide Barrier Repair Moisturezer Gel* being the brand's first product and becoming very popular very quickly. Millions of

pots of *moisturizer* have been marketed globally. This product is specifically designed to strengthen and improve skin protection.

The pre-survey results on Skintific product users among the people of Garut are presented in the following image:

Figure 2. Consumers who use Skintific products

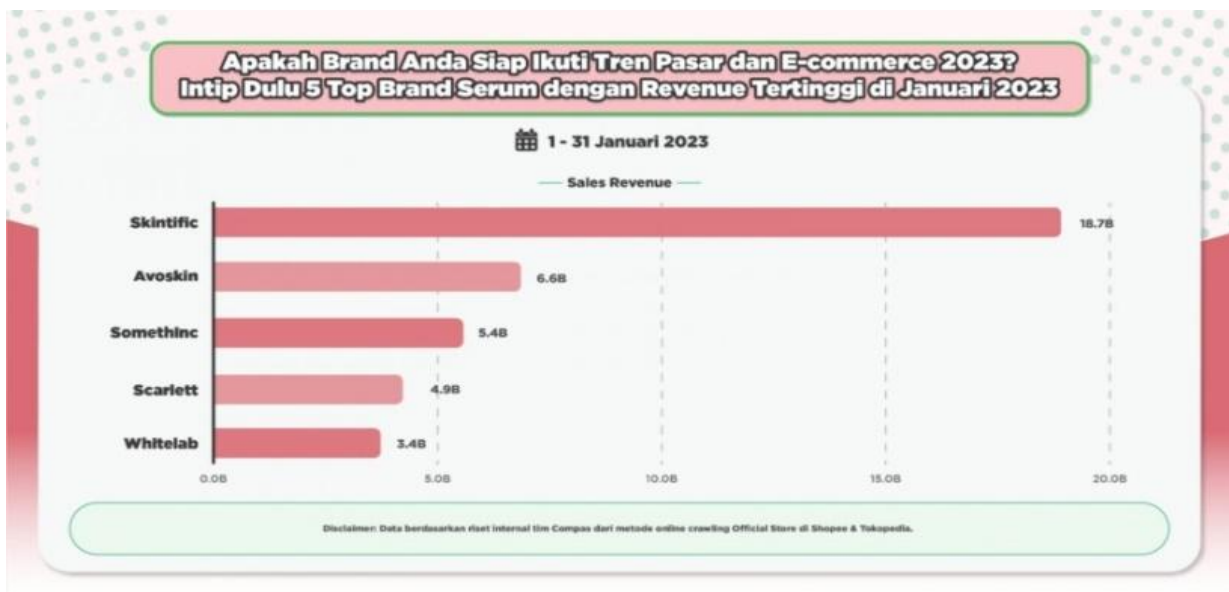


Source: Pre-survey results, 2025

Based on the above achievements, the Garut community shows significant interest in Skintific products, a Canadian skincare company that started selling in Indonesia in 2021. Skintific's popularity among the people of Garut includes, digital marketing on social media, a variety of products that suit consumer needs, positive reviews from celebrities and influencers make consumers build trust.

Skintific's social media accounts have 3.3M followers on TikTok and 1M followers on Instagram. With the motto "*Repair your skin barrier*". Skintific also does not only sell *moisturizers*, but the company continues to innovate which eventually appears new products such as *sunscreen*, masks, *facial wash*, serum, *toner*, *eye cream*, *acne spots*, *acid peeling*, *micellar water*, *lip serum*, *foundation* (foundation), *Powder foundation*, *setting spray*, *concealer*, to *cushion* and these products also sell well in the market. The following has been presented in Figure III Oregarding *market share data*.

Figure 3. Skintific Sales Data



Source: (Compas, 2023)

Based on 2023 sales data, there are five brands operating in the skincare sector, namely Skintific, Avoskin, Somethinc, Scarlet, and Whitelab. Skintific is the best-selling brand, with the highest sales revenue of around IDR 18 billion. This figure still surpasses Whitelab in fifth position by earning IDR 3 billion in 2023, despite the large number of alternative cosmetic products circulating in the market, consumers still have strong demand.

One of the marketing strategies carried out to get this achievement is closely related to the help of promotions carried out by *endorsements*. *Celebrity endorsements* are very important in product marketing today, many companies are taking advantage of the popularity of celebrities to introduce their products to consumers in the hope of achieving higher sales targets. Skintific also uses *celebrity endorsements* to promote its products in collaboration with celebrity Tasya Farasya, Tasya Farasya is an *influencer* who has a strong influence in promoting certain products, especially beauty products. *The endorsement* carried out by Tasya Farasya can increase consumer confidence in their products. In addition to Tasya Farasya, there are many other *influencers* who endorse Skintific products, namely Nanda Arsyinta, Rachel Vennya, Hanum mega and many other influencers. With reviews and recommendations from celebrities who are already known to the public and have expertise in their fields, it will make consumers interested and finally make a decision to buy it. Given the foregoing context and phenomenon, The purpose of this study is to examine Purchase Decisions on Skintific Products: Analyzed Through Social Media *Marketing* and *Celebrity Endorsment*.

This study aids businesses in comprehending how social media marketing tactics and celebrity endorsements might affect consumer choices in certain regions, like Garut Regency. This is significant because geographic location may have an impact on customer behavior. Businesses can assess the success of their marketing campaigns by looking at the impact of social media marketing and celebrity endorsements. For instance, whether using celebrities or influencers genuinely makes products more appealing and encourages purchases. Social media marketing has emerged as one of the primary means of reaching customers in the digital age. This study is crucial to comprehending the best ways to advertise cosmetic products like Skintific on sites like Instagram and TikTok. The development of a brand's image is frequently linked to celebrity endorsement. This study can demonstrate if celebrity endorsements can boost brand trust, which in turn influences customer loyalty.

Because it makes the best use of social media sites like Instagram and TikTok to reach its target audience—particularly the younger generation that uses social media—Skintific is a perfect example for our study. Customers will find the product more known and accessible as a result (Fauzan & Widodo, 2024). In order to capitalize on its popularity and viral items in the community, as well as its quick sales and high e-commerce platform transaction rates, Skintific uses a variety of marketing techniques, such as live shopping, appropriate endorsements, offering alluring discounts and promotions, and more. Furthermore, research and development are prioritized by Skintific (Rahmania et al., 2024). Following the implementation of its brand awareness-building techniques, Skintific was able to get customers to unconsciously recognize and remember its products (Erwin Permana et al., 2024). Because of these characteristics, Skintific is a highly representative and perfect subject for research on how social media marketing and celebrity endorsement affect skincare product purchases.

Consumer behavior includes exploring, researching, and assessing products, among other behaviors connected to the process of buying goods or services. Consumer behavior is the basis for a consumer's decision to buy the products and services they desire (Dewi, 2022). In order to boost customer engagement and best influence their attitudes and purchase decisions, this theory defines the elements and procedures of consumer decision-making in online marketing.

The planning, execution, and oversight of all initiatives aimed at creating profitable relationships in order to achieve the established corporate goals is known as marketing management. According to (Indrajaya., 2024) Marketing management is a type of activity to plan,

take action, supervise as well as evaluate related to the process of identifying products and services to the wider community. Increasing public knowledge of the product is the aim of this activity.. Additionally, marketing management involves planning, executing (which includes organizing, directing, and coordinating operations), and managing or controlling marketing initiatives within a company to effectively and efficiently accomplish its objectives (Sudarsono, 2020).

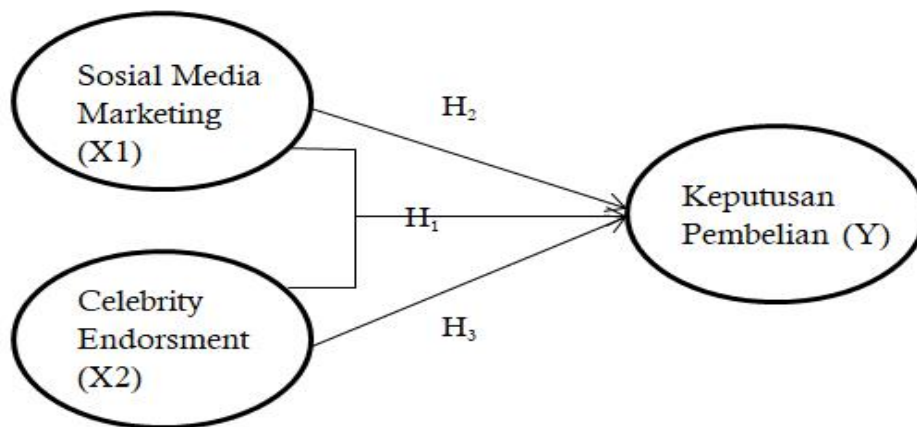
The purchase decision is the end point of the consumer in making a purchase after searching for and comparing the product with other products. Purchase decision according to (Arfah, 2022) Making a final purchase choice is one of the phases of the decision-making process that takes place prior to post-buy behavior. In the preceding stage, consumers have evaluated multiple alternatives, and at this point, they take action by selecting and purchasing a product based on their chosen option. According to (Trianto, 2018) The dimensions of the Purchase Decision include: (1) Product Stability, (2) Recommendations from others, (3) Repurchase

Social media *marketing* is a marketing strategy where companies use celebrities or public figures to promote their products or services. As stated by (McCarthy et al., 2022) As a crucial strategic initiative, it helps organizations achieve their goals and generate value for both internal and external stakeholders. By emphasizing customer engagement and leveraging analytics, Social Media Marketing can become more impactful and significantly enhance marketing and commercial outcomes. Enhanced customer interactions and valuable data insights foster stronger trust and improve the likelihood of success through a well-executed social media marketing strategy (SMMS). As stated by (Solis, 2010) Social Media Dimensions Marketing Includes: (1) Context, (2) Communication, (3) Collaboration, (4) Connection.

Celebrity Endorsment is a marketing activity carried out with famous people or celebrities who have high attraction and credibility in communicating a product or service that can influence consumers in making purchase decisions. According to (Superwiratni, 2018) Celebrity endorsements are widely used as a promotional strategy worldwide, as celebrities can capture public interest, add entertainment value, and enhance credibility. This approach helps increase consumer awareness and recognition of the promoted product. According to Schiffman, L. G., & Wisenblit, J. (2019) Dimensions used to measure success *celebrity endorsement* among others: (1) *Trustworthiness*, (2) *Expertise*, (3) *Physical Attractiveness*.

The study "The Effect of Social Media Marketing, Celebrity Endorser, Brand Image, Electronic Word Of Mouth, and Product Innovation on Wardah Product Purchasing Decisions" by (Syntha et al., 2022) served as the foundation for this one. Few studies have explicitly looked at how social media marketing and celebrity endorsements affect consumers' decisions to buy scientific products, particularly in the Garut region. Previous research has focused on wardah products and other factors. According to earlier studies, celebrity endorsement influences consumer decisions to buy products, while social media marketing had little effect on those decisions. Thus, this study attempts to close this gap.

The purpose of this study is to ascertain whether the independent variables of social media marketing and celebrity endorsement affect the dependent variable of purchasing decisions.

Figure 4. Thinking Framework

Source : data processed (2025)

Hypothesis Development

This study is founded on earlier research that was carried out by (Munawaroh & Nurlinda, 2023) with the title "The Influence of Social Media Marketing and Brand Ambassador on Purchase Decisions Through Brand Image On Whitelab Skincare Products". Assertions that social media marketing directly influences consumers' decisions to buy. Studies carried out by (Kholifah, 2023) with the title "Influence Social Media, Celebrity Endorsement and Testimonials on Scarlett Whitening Product Purchase Decisions. It can be concluded that, the variable *Celebrity Endorsement* It is stated to have a positive influence on the variables of the purchase decision. Furthermore, research conducted by (Rismawan et al., 2024) According to the findings, social media marketing and celebrity endorsements both significantly improve the likelihood that people will make a purchase selections. These results, which were obtained from earlier studies, form the basis for the theories that will be developed in this investigation.

H1 : Social Media Marketing and Celebrity Endorsement have a positive and significant effect on the decision of the candidate.

H2 : Social Media Marketing has a positive and significant effect on Purchase Decisions.

H3 : Celebrity Endorsement has a positive and significant effect on Purchase Decisions

METHOD

An associative descriptive quantitative approach is used in this investigation. The study was carried out from March 2025 until it was finished. Users of Skintific in Garut made up the study's population. Respondents from the Garut City population (both male and female), frequent social media users, and Skintific product users were the main criteria employed in the sample selection process. Since the exact size of this population is unknown, non-probability sampling and purposive sampling are employed. Purposive sampling is used to ascertain the characteristics of respondents and since the sampling technique is uncertain. It will be challenging to choose responders if purposive sampling is not employed. The sample in this study was rounded to 100, which is a sufficient number to reflect the population, based on the unknown population formula.

An interval scale is used in the measurement scale. Quantitative data is gathered through the collection of numerical data derived from the computation of surveys or questionnaires that will be conducted and are associated with the issues under investigation. Both primary and secondary

data sources were employed in this investigation. Regarding the methods used to gather data for this study, information is examined, and literature pertaining to the variables under examination is gathered in the form of books, journals, and articles. In order to get answers, scientific users are also given questionnaires in the form of statements. Online distribution of the survey was done via Google Form and social media platforms like Instagram and WhatsApp. This study's data processing methods included partial and simultaneous regression analysis, validity and reliability testing, and traditional assumption checks.

This study employs multiple linear regression for data analysis. The objective is to assess the relationship between independent and dependent variables, determining whether each independent variable has a positive or negative correlation. The multiple linear regression equation is as follows: $Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$

RESULTS AND DISCUSSION

Characteristics Responden

In this study, the characteristics of consumers of the Garut community who use Skintific products and respondents who use social media regularly. Age 17 to 40 years and based on male and female gender. The majority of them are students and students with an income of < Rp 1.000.000 and also those who work as private employees with a monthly earnings between Rp 1.500.000 to Rp 3.500.000.

Validity Test Analysis

Questionnaire testing does not stop at validity testing. In addition to validity, reliability is also important in a questionnaire which indicates that the questionnaire shows consistent results if tested several times. The validity test's objective is to ascertain the validity of a questionnaire. Basically, validity tests measure the validity or not of each question or statement used in research (Darma, 2021). This study uses the IBM SPSS software measurement tool, with the decision rule that if the $r_{count} > r_{table}$ means that it is valid, but conversely if $r_{count} < r_{table}$ the instrument is said to be invalid. The results of the validity test findings are as follows.

Table 1. Variable Validity Test Analysis

No	Variable	R CALCULATE	R TABLE	Results
1	Sosial Media Marketing (X1)	,809	0,1966	VALID
2		,743	0,1966	VALID
3		,827	0,1966	VALID
4		,703	0,1966	VALID
5		,812	0,1966	VALID
6		,751	0,1966	VALID
7		,807	0,1966	VALID
8		,537	0,1966	VALID
9	Celebrity Endorsment (X2)	,708	0,1966	VALID
10		,604	0,1966	VALID
11		,725	0,1966	VALID
12		,763	0,1966	VALID
13		,800	0,1966	VALID
14		,887	0,1966	VALID
15		Purchase Decision (Y)	,845	0,1966
16	,834		0,1966	VALID
17	,646		0,1966	VALID
18	,791		0,1966	VALID
19		,795	0,1966	VALID

The validity test results indicated that all statement items related to Social Media Marketing (X1), Celebrity Endorsement (X2), and Purchase Decision (Y) had correlation values exceeding 0.1966. Therefore, the statement items within variables X1, X2, and Y were deemed valid for further analysis.

Reliability Test

The reliability test is the extent to which the results of a measurement used are reliable and free from measurement errors (measurement error). Meanwhile, the reliability test of the instrument is to find out whether the data produced is reliable or resilient (Darma, 2021). Reliability testing in this study uses *software* IBM SPSS. If the result obtained is a value *Cronbach alpha* > value *alpha* (0.05), meaning that the results of the decision are said to be reliable.

Tabel 2. Reliability Test Guttman Split-Half

Variable	Guttman Split-Half Coefficient	Guttman Split-Half Coefficient
Sosial Media Marketing (X1)	,914	Guttman Split-Half Coefficient > 0.1966
Celebrity Endorsment (X2)	,873	
Purchase Decision (x3)	,852	

Source : Data Processing Results, 2025

According to the findings of the reliability test, the statement items in the questionnaire had reliability values more than 0.1966 for each variable under investigation. These results validate the validity of the questionnaire's statement items.

Table 3. Reliability Test Cronbach's Alpha

Variabel	Cronbach's Alpha	Alpha	Keterangan
Sosial Media Marketing (X1)	,931	0,05	Reliabel
Celebrity Endorsment (X2)	,902	0,05	Reliabel
Keputusan Pembelian (X3)	,896	0,05	Reliabel

Source : Data Processing Results, 2025

According to the above table, the reliability test findings for variables X1, X2, and Y indicate significant results with a Cronbach alpha value greater than the alpha value (0.05), indicating the reliability of the decision-making process. As a result, the data from this questionnaire can be used as a reliable measuring tool for future research.

Classic Assumption Test

Normality Test

To determine if the sample data originated from a regularly distributed population, the normality test was performed. With the aid of SPSS-24 software, this test applied the Kolmogorov-Smirnov method. The sample data is deemed to be normally distributed if the significance value is higher than 0.05, according to the normality test's decision-making criteria. Conversely, if less than 0.05 is the significance value, the sample data is regarded as not normally distributed (Puspita & Widodo, 2020).

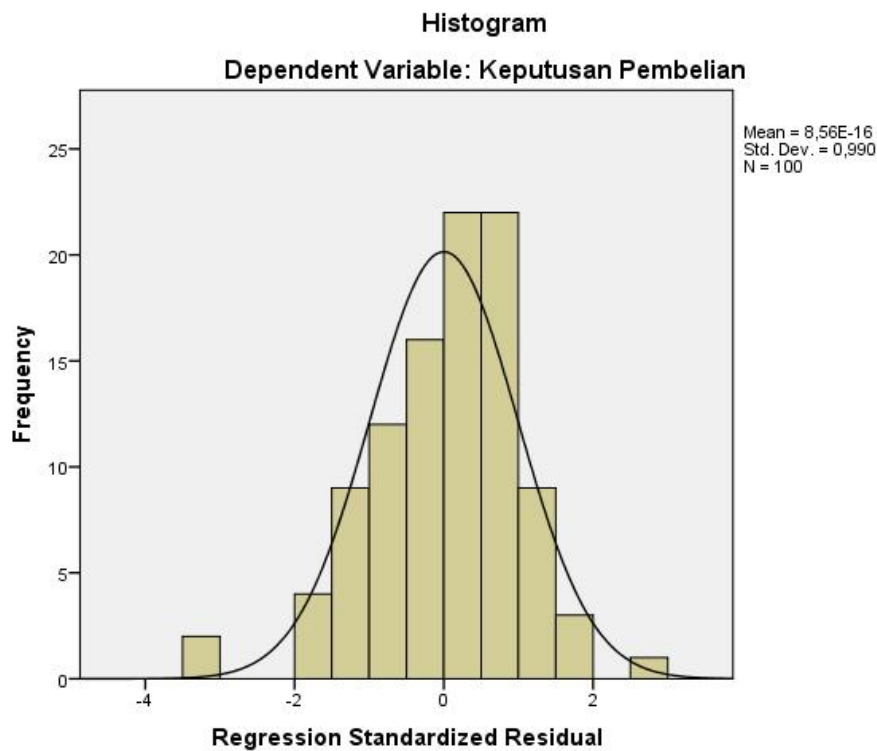
Table 4. Normality test

Kolmogorov smirnov Z	Asymp. Sig. (2-tailed)	Significance	Information
,768	,596	0.05	Normally distributed data

Source : Data Processing Results, 2025

Data is deemed to follow a normal distribution if the Asymp. Sig. (2-tailed) value exceeds 5% or 0.05. Referring to the table above, the Asymp. Sig. (2-tailed) value is 0.596, which exceeds 0.05, confirming that the data is normally distributed.

Figure 5. Histogram



Source : Data Processing Results, 2025

It is evident from the histogram presentation that the dependent and regression-standardized residual curves combine to create a bell-shaped image. Consequently, despite a small slope, the data is normally distributed according to the normality test and can be processed using standard statistical techniques.

Multicollinearity Test

Multicollenarity test (Yunianto, 2021) Finding out if Every independent variable in the regression model has a linear relationship with the others is the aim of this test. When there is a strong connection between the variables in the model, multicollinearity usually occurs. Variance inflation factor (VIF) values and tolerance are analyzed to detect multicollinearity.

Table 5. Multicollinearity Test

Model	Coefficient Correlations ^a			
		Celebrity Endorsment	Sosial Media Marketing	
1	Correlations	Celebrity Endorsment	1,000	-,826
		Sosial Media Marketing	-,826	1,000
	Covariances	Celebrity Endorsment	,010	-,006
		Sosial Media Marketing	-,006	,005

a. Dependent Variable: Purchase Decision

Source : Data Processing Results, 2025

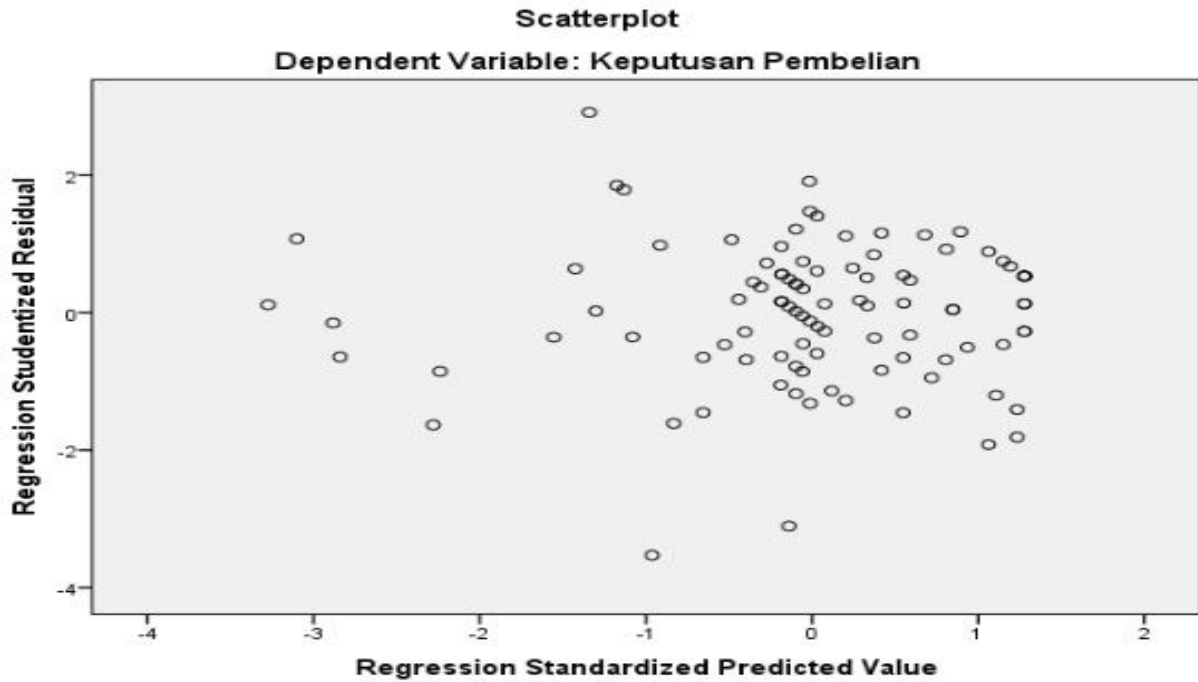
Referring to the output in the Coefficient Correlation table, the pairwise correlation coefficient between the independent variables, Social Media Marketing and Celebrity Endorsement, is $-0.826 < 0.70$ which is lower than. Therefore, it can be said that there are no multicollinearity problems with the regression model.

Heterokedasticity Test

Heteroscedasticity Test according to (Nugraha, 2022) uses Rank Spearman and Scatterplot to express in regression where the variant and residual are not the same for one observation to another. One of the presumptions in regression is that there is no particular pattern to the residual variation from one observation to the next. Heteroskedaism symptoms are the unequal pattern that is displayed by this unequal value.

The results of heterokedasticity testing are:

Figure 6. Scatterplot



Source : Data processing results, 2025

From the figure above, it is observed that the dots are randomly distributed, without forming a distinct pattern, and are scattered both above and below zero on the Y-axis. To prove the accuracy of the data, a glacier test is used to see whether or not there is heterokedality in each instrument in the following table:

Table 6. Glejser Test

Model	Coefficients					
	Unstandardized Coefficients		Standardized Coefficients	t	Mr.	
	B	Std. Error	Beta			
(Constant)	2,880	,884		3,257	,002	
1	Sosial Media Marketing	,090	,043	,367	2,103	,038
	Celebrity Endorsment	-,161	,063	-,447	-2,564	,012

a. Dependent Variable: ABRESID

Source : Data Processing Results, 2025

According to the output results above, H1 is rejected in the coefficients table since there are no signs of heteroscedasticity in the data, as indicated by the Sig values for X1 and X2 being $0.038 > 0.05$ and $0.012 > 0.05$, respectively. According to the Sig value, there are no signs of heteroscedasticity in the data on how social media marketing (X1) and celebrity endorsement (X2) affect consumers' decisions to buy Skintific products (Y). Therefore, H0 is accepted.

Model Feasibility Test

Simultaneous Test (Test F)

The two independent variables' combined impact on the dependent variable is assessed using the F-test, sometimes referred to as simultaneous hypothesis testing, according to (Abdullah, 2018). It is clear that the significance value (sig) is less than the probability threshold ($0.000 < 0.05$) when compared to the probability value in the F test, which is (0.000). Purchase decisions are

significantly impacted by both social media marketing and celebrity endorsements at the same time, according to the F test's decision-making criteria. $135.109 > 3.09$ can be found by comparing the calculated F value with the F table value, where the calculated F value is 135.109 and the F table value is 3.09. Social media marketing and celebrity endorsements both have an impact on purchase decisions at the same time, according to the F test's decision-making criteria.

Coefficient of Determination

The coefficient of determination is used to quantify and determine The degree to which the independent variable (X) explains the dependent variable (Y). This can be calculated using statistical methods and formulas:

$$KD = r^2 \times 100\%$$

Information:

KD = Coefficient of Determination

r^2 = Cufisysine regression

The determination coefficient test (R^2 Test) is shown in the table below:

Table 7. Coefficient of Determination (R Square)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,858a	,736	,730	2,521

Source : Data Processing Results, 2025

In the output above there is a value *Adjusted R Square* 0.730 means the Social Media variable *Marketing and Celebrity Endorsment* can explain the variable of Customer Decision by 73.0% while the remaining is 27% (100%-73.0%). The results explain that social media marketing and celebrity endorsements can explain every relationship to the purchase decision on skintific products is 0.858 or 85.8%, the rest is explained by other variables such as promotion, product quality and other relevant variables (Wufron, 2018).

Multiple Regression Analysis

A link exists between two or more independent variables (X_1, X_2, \dots, X_n) and bound variables (Y) when multiple linear regression analysis is used. The goal of this study is to determine how independent and dependent variables relate to one another. Is there a positive or negative correlation between each independent variable and the others. The following is the equation for multiple linear regression.: $Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n + \epsilon$

Table 8. Multiple Regression Analysis

Model		Coefficientsa			t	Mr.
		Unstandardized		Standardized		
		B	Std. Error	Beta		
1	(Constant)	,075	1,439		,052	,959
	Sosial Media Marketing	,176	,069	,235	2,539	,013
	Celebrity Endorsment	,719	,102	,653	7,052	,000

Source : Data Processing Results, 2025

In the coefficients table, there is a constant number b_0 of unstandardized coefficients with a value of 0.075. There are b_1, b_2 regression coefficient numbers. The values are 0.176 and 0.719 for variables X_1 and X_2 . The equation formula for multiple linear regression is as follows:

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n + \epsilon$$

Thus, the following is the regression equation:

$$Y = 0.075 + 0.176X_1 + 0.719X_2 + 0.27$$

Partial Test (t-Test)

As stated by (Lidwina et al., 2023) Using a significance level of 5%, The individual relationship between independent and dependent variables is examined using the partial test (t-test). It is also feasible to identify the variable that has the greatest influence on the dependent variable by examining the t-value.

In the first t-test, It was determined that variable X1 influences Y. Based on the significance value (Sig.), the Social Media Marketing variable (X1) has a significance value of 0.013. Because the sig value of 0.013 is less than 0.05, it can be concluded that H0 is rejected, indicating that Social Media Marketing (X1) influences Purchase Decisions (Y). Additionally, according to the comparison of the t-calculated and t-table values, the t-value for Social Media Marketing (X1) was 2.539, while the t-table value was 1.98472 (1.984). Because $2.539 > 1.984$, H0 is rejected, indicating that Social Media Marketing influences Purchase Decisions.

To ascertain if X2 influences Y, the second t-test was used. The Celebrity Endorsement (X2) variable had a sig value of 0.000 according to the significance value. Given that 0.000 is less than 0.05, it may be said that H0 is rejected, suggesting that Purchase Decisions (Y) are influenced by Celebrity Endorsement (X2). Additionally, the t-value for X2 was 7.502, whereas the t-table value was 1.984, when comparing the t-calculated and t-table values. Because $7.502 > 1.984$, H0 is rejected, confirming that Celebrity Endorsement (X2) has a significant impact on Purchase Decisions (Y).

Discussion

By using the social media marketing insights from this study, skincare firms can enhance their marketing and sales tactics. To enhance purchase decisions, use social media marketing in a creative and interactive way, particularly on the platforms like Instagram and TikTok, where users can interact directly and view captivating visual material. Create brands on social media by posting interesting and instructive material to make things easily recognizable and trustworthy. This will help e-commerce sites like Shopee influence customers' decisions to buy (Giovani & Purwanto, 2022)

The following discussion of the research findings will be based on the quantitative descriptive analysis done using the SPSS software and the results mentioned above:

The Influence of Social Media Marketing on Purchase Decisions

The study's findings can demonstrate that social media marketing has an impact on consumers' decisions to buy. Looking at the value of the t-test results in hypothesis testing that meets the significance value, it shows that the relationship between the two is significant. This is corroborated by earlier studies by (Munawaroh & Nurlinda, 2023) which shows that Social Media *marketing* directly affects the purchase decision. This explains that the better the Social Media *Marketing* will further increase product purchase decisions. In addition to sharing favorable user evaluations, Skintific's social media accounts are able to give customers helpful information about the advantages of the content in its goods.

The Influence of Celebrity Endorsements on Purchase Decisions

According to the study's findings, decisions on Skintific purchases are influenced by celebrity endorsements. The t-test results in hypothesis testing, which meet the significance threshold, demonstrate that the relationship between the two is significant. This is corroborated by earlier studies by (Rismawan et al., 2024) This demonstrates that celebrity endorsements have a significant positive impact on purchasing decisions. It suggests that the stronger the influence of celebrity endorsements, the greater the likelihood of consumers deciding to purchase Skintific products. This outcome is influenced by a number of variables, including the endorsers' lack of relevance or

legitimacy and the fact that consumers are more influenced by other information sources, including social media product reviews or beauty influencers.

The Influence of Social Media Marketing and Celebrity Endorsment on Purchase Decisions

The third hypothesis in this study examines the simultaneous effects of social media marketing (X1) and celebrity endorsement (X2) on consumer behavior (Y). The results of uji F show that $F\text{-hitung} (135.109) > F\text{-tabel} (3.09)$ Having a $0.000 < 0.05$ significance level, suggesting that both factors had significant impacts at the same time.

Simultaneously, social media marketing and celebrity endorsement strategies significantly impact the purchasing decisions of Skintific products. The combination of creative content on social media and relevant selebriti dukungan helps to boost consumer trust, improve product sales, and increase consumer confidence.

Similar to previous research (Simanjuntak et al., 2024), this study demonstrates how brand awareness, social media marketing, and celebrity endorsements are all related to the variable of remaja's online skincare purchase behavior.

This result differs from that of (Syntha et al., 2022). Prior studies asserted that celebrity endorsement influences wardah product purchases, but social media marketing had no effect on such decisions. Thus, the researcher's goal is to close this gap.

Selecting a number of celebrities with appealing branding and attractive appearances is essential in leveraging celebrity endorsements to optimize marketing strategies. By attracting individuals who are interested in cosmetics, such endorsements can enhance the relevance of promotional content to the target audience. The advertisement effectively captures attention and builds a brand image that complements the cosmetic products by featuring celebrities with engaging and attractive facial features (Arthamevira & Yuliana, 2024).

Consistently innovating and being up to date with digital trends, skincare firms can use these insights to better their sales and marketing strategies. By doing so, other skincare brands can continue to remain relevant in the very dynamic and always changing beauty sector. Additionally, it will be very helpful to continuously assess each digital marketing strategy's efficacy in order to maximize marketing performance and boost brand competitiveness. Accordingly, successful digital marketing implementation involves more than just using technology; it also involves how businesses comprehend and manage their interactions with customers in a more personalized and in-depth manner, which will ultimately lead to higher success in the long run (Eka et al., 2024)

CONCLUSION

The results of the study allow for the drawing of the following conclusions: (1) Social Media Marketing has a significant and positive impact on Purchase Decisions for Skintific products, confirming that the hypothesis stating Social Media Marketing influences Purchase Decisions is accepted. (2) Celebrity Endorsement also has a significant and positive effect on Purchase Decisions for Skintific products, supporting the hypothesis that Celebrity Endorsement affects Purchase Decisions.

The recommendations the author can make in light of the research findings include (1) For academics, the existence of this research can be a source of reading, especially about the science of marketing management, especially in improving purchasing decisions. (2) For practitioners, It is anticipated that this research will be taken into account and used to improve the quality of the final product, improving further in its promotion strategy and *endorsement*. For companies, it is hoped that it can be useful to formulate the best marketing strategy, especially in social media marketing , It is expected that this study will make it possible to develop a marketing strategy that is more effective, so that it can provide satisfaction to users so that it will create a purchase decision (3) For

the next researcher, It is expected that this research can be expanded by incorporating additional variables that may influence the increase in purchase decisions.

By examining the elements that determine whether endorsements are successful or unsuccessful, elucidating how consumers react to digital tactics like social media promotions, and highlighting the significance of tactics to establish a strong brand image on digital platforms, this research can contribute to the advancement of marketing knowledge. Therefore, this study adds to the body of knowledge in digital marketing while offering useful advice to companies looking to boost sales through focused marketing tactics.

To increase awareness and foster trust, companies, marketers, and social media platforms are advised to stick to a consistent marketing strategy that highlights the benefits of the product, like "We Repair Your Skin Barrier." Increase market prospects by tailoring influencer selection and content to appeal to different market categories, such as adults, seniors, and teenagers. For best results, use several marketing channels like advertising, social media marketing, event marketing, and personal selling. Using live shopping to increase consumer connection and trust by bringing in specialists (such as dermatologists) to immediately answer queries and explain products. Skintific can enhance its brand positioning, boost customer interaction, and successfully influence purchase decisions in the current digital era by putting these methods into practice.

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