AKADEMIK E-ISSN 2774-888X
Jurnal Mahasiswa Ekonomi & Bisnis
Vol. 2, No. 3, September 2022

THE INFLUENCE OF ADVERTISING STAR CHARACTERISTICS ON MARKET SHARE: Beautiful and Famous Celebrity Endorser

Fina Ayu Lestari
Universitas Gresik, Indonesia
finaayulestari@gmail.com

Submitted: 26th May 2022 | **Edited**: 02nd August 2022 | **Issued**: 01st September 2022

Cited on: Lestari, F. A. (2022). THE INFLUENCE OF ADVERTISING STAR CHARACTERISTICS ON MARKET SHARE: Beautiful and Famous Celebrity Endorser. *AKADEMIK: Jurnal Mahasiswa Ekonomi & Bisnis, 2*(3), 103-112.

ABSTRACT

Various ways are used to influence consumers to make purchases, one of which is by using advertising stars that are relevant to the product and target market. In the beauty business, using ad stars who are beautiful and popular is believed to have a broad influence on market share, so that product sales increase. This research was conducted to test the attractiveness of advertising stars on consumer purchasing decisions for a beauty product. To prove this conjecture, a quantitative approach is used with Particle Least Square analysis. Respondents in this study were users of Pixy brand beauty products in Gresik, East Java. Data collection was carried out purposively with a total of 100 respondents. The results of the study explained that more than 50% of consumers buy beauty products because they are influenced by advertisement stars, especially if the advertisement stars are their idols. So that the belief arises as followers to also be able to look beautiful like their idols. This was confirmed in a statistical test, in which the consumer's decision to buy Pixy brand beauty products in the city of Gresik was influenced by the attractiveness of advertising stars, which engendered trust.

Keywords: Characteristics of Advertising Stars, Attractiveness, Trust, Purchase Decision, Beauty Products

INTRODUCTION

Cosmetics is a series of treatments that can change appearance by beautifying facial skin. Many cosmetic brands now trust beauty vloggers to review their products through the YouTube platform. Beauty vloggers have both good and bad effects on consumer buying decisions. Geraldine & Candraningrum (2020) says that the function of beauty vloggers in relation to certain product companies is also seen to have an influence on customer purchasing decisions.

Purchasing decisions are determined through consumer participation in the information search process, the stronger the consumer participation, the greater the consumer's desire to make a purchase. Through product reviews provided by beauty vloggers on the Youtube channel, information can be conveyed massively and widely.

Product reviews by beauty vloggers are indirectly an effective marketing communication technique due to their fast spread and attractive nature. In addition, it also becomes a challenge when a product receives criticism or suggestions from the reviews given. The beauty vlogger's trust in a product reviewed will influence consumers in determining purchasing decisions.

Pixy is a product aimed at Indonesian teenagers and women consumers. Pixy face powder comes in two types: compact powder and loose powder. People prefer loose powder because it is more practical, lighter and with a fairly good level of coverage and resistance. Trust develops when consumers receive guarantees from sellers, as evidenced by previous consumer testimonial studies (Istiqomah et al., 2019; Hafisa, 2018). Trust is an important aspect in influencing purchasing decisions (Anggraeni & Madiawati in (Kusuma et al., 2021)). Beauty vloggers always try to provide quality information about the products reviewed, therefore a beauty vlogger's trust in a product will greatly influence consumers in determining their purchasing decisions.

There is a review of the pixy loose powder product by beauty vloggers Wellisna Merduani and Talitha Raissa who said that pixy loose powder cannot close large pores, the sponge is rather rough, does not have good quality in controlling oil on the face, and has no staying power. which is long enough to be used as daily make-up is thought to have caused a decrease in the level of consumer purchasing decisions for Pixy loose powder products, as shown in the Top Brand Index (TBI) table for the loose face powder product category for the past three years. The TBI brand Pixy's score in the face powder category decreased over the year. In 2021 there will be a decrease of 0.2%. Allegedly due to the decreased consumer interest in Pixy loose face powder products after judging from the reviews given by several beauty vloggers on their YouTube channel. As stated by (Jatmiko, 2018; Sujana, et al., 2017), attractiveness is an important aspect in influencing purchasing decisions.

From the explanation of trust and attractiveness, it can be interpreted that both have a major impact on consumer purchasing decisions. Based on the phenomena listed, the researcher was thus inspired to conduct more studies on "The Influence of Beauty Vlogger Trust and Attractiveness on Purchase Decisions of Pixy Loose Powder". The aims of this study were determined as follows: (1) To determine the effect of beauty vlogger's trust on purchasing decisions of Pixy loose powder in Gresik; (2) To

determine the effect of the attractiveness of beauty vloggers on purchasing decisions of Pixy loose powder in Gresik.

THEORETICAL BASIS

Consumer Behavior

Recognizing consumer behavior is an effective way of developing a marketing strategy for the products you offer. Understanding consumer behavior can determine the steps so that the product offered is accepted by the market. According to Mardianti (2021) consumer behavior is an individual activity that is directly involved in obtaining and using goods or services which includes the process of making decisions and preparing the determinants of these activities. According to Kotler and Keller in Novarianto et al. (2019) consumer behavior as a study of how individuals, organizations and groups act in buying, selecting and using ideas, products and services in satisfying customer needs and wants. Consumer behavior is the things that underlie consumers to make purchasing decisions. When deciding to buy an item or product, consumers always think about the item to be purchased first. Starting from the price, quality, function or use of these goods, and so forth. The activity of thinking, considering, and questioning goods before buying constitutes or is included in consumer behavior.

Trust

Long-term consumer connections require trust. According to research by Wiedyani & Prabowo (2019), customer trust is a consumer reaction to the perceived discrepancy between expectations and actual performance in use. The source of trust, according to Johnstan (Puspita, 2019), depends on the audience's assessment of the purpose of the source's activity. If the audience believes the source is motivated by personal decisions, the source is less convincing than sources that are not motivated by personal decisions. It can be stated that the audience will trust honest sources or communicators in communicating information, having morals in actions, and making comments. The indicators in the trust variable according to Ohanian in Sarashadi and Dewi (2018) are: Vlogger Reliability; Vlogger's honesty; Vlogger consistency; and Sincerity of Vloggers.

Attractiveness

Attractiveness is an independent aspect that includes a variety of unique traits that customers can observe, such as physical attractiveness, intelligence, personality, nature and lifestyle (Windyastari & Sulistyawati, 2018). Samuel & Stefhani (2020) define attractiveness as a similarity of closeness, intimacy, physical attractiveness, and skills. According to Ohanian in Sarashadi and Dewi (2018), the attractiveness of beauty vloggers (message source) is a mixture of similarity, closeness, and preference. Besides that, attractiveness is related to social ideals and general appearance, the indicators include: Vlogger personality; Vlogger's physical appearance; and Vloggers in common with their audiences.

Purchase Decision

Economics, finance, technology, politics, culture, product, price, location, promotion, physical evidence, people and procedures are all impacts of purchasing decisions. As a result, the customer develops an attitude towards processing all the information and draws conclusions in the form of reactions that arise as to what item to buy. Purchasing decisions are part of consumer behavior, according to Kotler and Armstrong in Hastuti & Anasrulloh (2020), which is the study of how people, communities and organizations choose, buy, use, and how products and services, ideas or experiences fulfill desires. and their wishes. According to this definition, the purchase decision is one of the most important ideas in consumer behavior because it allows individuals, groups and organizations to choose among many possibilities and make the most profitable choice. Purchasing decision indicators according to Kotler in (Sholihat & Rumyeni, 2018), include: Product stability; Habits; Recommend; and Repurchase.

The Relationship of Trust to Purchase Decisions

Beauty vlogger represents an ideal lifestyle where some people and their followers want to imitate that lifestyle. Seeing the behavior of consumers who want to imitate the lifestyle of beauty vloggers, companies are willing to give their products to beauty vloggers to review as a form of product promotion. Trust that beauty vloggers are considered to have insight into certain issues such as brand reliability, will be the person most able to convince others to take a purchase decision (Shimp in Sari, 2020). As Prasojo (2020), Masruroh & Sudarwanto (2020), and Alim & Budiarti (2021) stated that

the trust variable influences the decision to purchase make-up products. Thus it can be concluded that trust is a very important characteristic for the effectiveness of the messenger or is called a beauty vlogger.

The Relationship of Attractiveness to Purchase Decisions

An attractive promotion is one that has appeal, namely the ability to attract the attention of consumers. Promotions that are attractive are usually creative, that is, they can differentiate themselves from ordinary promotions, promotions that are unusual and different. Promotions that are the same as others will not be able to break through the crowd of competitive promotions and will not be able to attract the attention of consumers. Beauty vloggers have appeal in various ways, which attract various target audiences to make purchasing decisions (Shimp in Sari, 2020). The attractiveness of the beauty vlogger becomes an important dimension of the image of the product being represented. The results of research by Ismayanti & Santika (2017) and Wardani & Setianingrum (2020), that attractiveness has an influence on purchasing decisions. It can be concluded that the attractiveness variable has an influence on purchasing decisions because when a consumer feels attracted to a vlogger who gives a product review. So, this will make the information provided more easily accepted by consumers and can influence purchasing decisions.

METHOD

Quantitative techniques were used in this study to determine the true relationship. This implies that a correlational factor analysis technique was used in this study, with the aim of the researcher to perform a correlation analysis between the independent and dependent variables. The probability sampling approach was used in a sample of 100 Pixy cosmetic users in Gresik, East Java who met the criteria of being more than 17 years old and female. In the statistical test of this study, the SEM Partical Least Square (PLS) equation model with validity, reliability, R testing^2 (R-square), and hypothesis testing was used.

RESULT

Validity and Reliability Test

Table 1. Instrument Validity Test

Instrument	Loading Factor Value
Questionnaire 1 – X1	0.83
Questionnaire 2 – X1	0.85
Questionnaire 3 – X1	0.84
Questionnaire 4 – X1	0.83
Questionnaire 1 – X2	0.84
Questionnaire 2 – X2	0.78
Questionnaire 3 – X2	0.73
Questionnaire 1 – Y	0.94
Questionnaire 2 – Y	0.93
Questionnaire 3 – Y	0.94
Questionnaire 4 – Y	0.95

Source: Results of SmartPLS data processing, 2022

Convergent validity test is included in the validity test. The convergent validity test is carried out by examining the loading factor value of each indicator and the average value of the extracted variance. The results of the PLS model test produce all loading factor values greater than 0.70 and all AVE values greater than 0.50, indicating that convergent validity measures have been met.

Table 2. Reliability Test

	AVE	Composite Reliability
Attractiveness	0,614	0,826
Trust	0,708	0,906
Purchase Decision	0,877	0,966

Sumber: Output SmartPLS 3, 2022

The reliability test was carried out to assess the consistency of the respondents' responses. If the composite reliability coefficient is more than 0.70, the respondent's answers are considered consistent, and the research questionnaire is considered reliable.

Structural Model Test

The R-Square test is used to identify the inner model (accuracy test model or model consistency), where a value of 0.75 indicates that the model is strong, a value of 0.50 indicates that the model is weak, and a value of 0.25 indicates that the model is bad (Ghozali & Latan in Temple & Madiawati, 2021). The findings reveal an R2 of 0.50, indicating that the model is moderate. As an alternative, it can be stated that the factors

of Trust and Attractiveness are 50% of the Purchase Decision, while the remaining 50% is controlled by other variables.

Hypothesis Test

Table 3. Path Coefficient

	Path Coefficients (O)	P Values
Trust - Purchase Decisions	0,424	0,000
Attraction - Purchase Decision	0,341	0,005

Sumber: Output SmartPLS 3, 2022

Hypothesis 1. Trust has a positive effect on purchasing decisions acceptable, with a path coefficient of 0.424, and a T-statistic value of 3.69 greater than the t-table value (critical value) of 1.96 at $\alpha = 0.05$, then it is significant (positive) .

Hypothesis 2. Attractiveness has a positive effect on purchasing decisions acceptable, with a path coefficient of 0.341, and a T-statistic value of 2.84 greater than the t-table value (critical value) of 1.96 at $\alpha = 0.05$, then it is significant (positive).

The Influence of Belief on Purchase Decisions

According to research findings, trust has a significant positive effect on purchasing decisions. This means that the higher the level of customer trust, the higher the level of purchasing decisions. Based on the phenomena or problems that occur with Pixy's loose powder products, it is very important for companies to pay attention to consumer reviews, especially beauty vloggers, to be more considered in future product improvements with good quality in order to achieve maximum purchasing decision levels. This research is supported by Wardani & Setianingrum (2020), Masruroh & Sudarwanto (2020), and Valentin (2021) which confirms that there is a positive and significant relationship between trust and purchasing decisions, which can be read as strong customer trust increases product purchasing decisions.

Based on the outer loading value, it is found that the honesty indicator has the highest level of influence on trust in purchasing decisions. A beauty vlogger who provides honest reviews without any demands from other parties, of course greatly affects consumer confidence in Pixy loose powder products. This reflects high trust in increasing purchasing decisions on a product.

The Influence of Attractiveness on Purchase Decisions

According to research findings, attractiveness has a significant positive effect on purchasing decisions. The greater the attractiveness of the beauty vlogger, the higher the

purchasing decision rate. Based on the phenomenon of Pixy's loose powder products, it is very important for companies to pay attention to the attractiveness of vloggers in reviewing their products to be more considered in future product improvements with good quality in order to achieve maximum purchasing decision levels. This research is supported by Dwi & Ponirin (2020) and Untono (2016) which show that there is a positive and significant relationship between attractiveness and purchase decisions. It can be interpreted that great attractiveness will increase purchase decisions.

Based on the outer loading value, it was found that the beauty vlogger personality indicator has the highest level of influence on the attractiveness of purchasing decisions. The beauty vlogger has the characteristic of conveying Pixy loose powder product reviews firmly so that they can support purchasing decisions. This reflects the personality of a vlogger who is good at creating consumer appeal and can optimally increase purchasing decisions.

CONCLUSION

Conclusions were reached as projections from studies and discussions as follows: High trust can increase purchasing decisions for Pixy loose powder products in Gresik. and High attractiveness can increase the purchasing decision of Pixy loose powder products in Gresik. Based on the above results, several recommendations for decision making are as follows: Pixy loose powder products should be able to give an attractive impression, especially to beauty vloggers, this will help customers make purchasing decisions. Based on the results of the beauty vlogger's review, Pixy loose powder products should be able to improve the quality of their products, this will help customers make purchasing decisions.

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