

The Influence of Content Quality And Price On Purchase Decision of Skintific Skincare Products Mediated By Visibility Celebrity Endorsers (Empirical Study: Instagram Users In Jakarta)

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KEYWORDS

price, content quality,
celebrity endorser,
purchase decision,
instagram

ABSTRACT

The aim of this research is to analyze more deeply the relationship and influence of content quality, price on purchase decisions mediated by celebrity endorsers on purchase decisions via Instagram. The method used in this research is a quantitative method. In this research the variables used are independent variables, mediating variables and dependent variables. The independent variables used are price and content quality. The mediating variable used is Celebrity endorser. The Dependent variable used is Purchase decision. The population in this study are Instagram social media account users who live in Jakarta with a sample size of 150. Data analysis techniques using SEM with AMOS tools. The conclusions are Price influences Celebrity Endorser, Celebrity Endorser influences Purchase decisions, Price influences purchase decisions, and Price influences purchase decisions through celebrity endorsers with a CR value of $2.06 > 1.96$

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Introduction

In the current era of globalization, competition between companies is getting tighter, the role of information technology is triggering industry to increasingly aggressively seek solutions to every business problem (Adrianto et al., 2023). The marketing model that is currently trending is social media marketing.

Instagram users have increased so that the use of social media for marketing activities can be done to increase purchasing decisions (Mahendra & Putri, 2022). especially the cosmetics industry in Indonesia is growing rapidly. Many new skincare brands have appeared, especially in the last few years, many local skincare brands have emerged (Alkharabsheh & Zhen, 2021).

Currently, there are more and more skincare products spread across Indonesia that can complement the needs and desires of consumers and also have various variants (Abdullah & Tantri, 2012). The enthusiasm of the Indonesian people for Skintific products is high, there are factors that they consider when buying these products, Celebrity Endorsers have a significant influence on a consumer's purchasing decision and

have a positive impact on sales of a product because consumers will feel interested and curious about the product after seeing their favorite celebrity convey the product message well. so decided to buy the product (Kalangi et al., 2019).

Based on this background and data, research is needed to examine the influence of content quality and price on purchasing decisions mediated by celebrity endorsers, so the research is given the title "The Influence of Design Appearance & Price on purchasing decisions mediated by celebrity endorsers (Empirical Study: Instagram Users in Jakarta)".

Literature Review

Purchase decision

Purchase decision is an action taken by a consumer to purchase a product after selecting or evaluating one of several alternatives or choices and after that a concrete follow-up is carried out, namely purchasing the product that has been selected. A purchasing decision is a person's decision where someone chooses several options. (Kausuhe et al., 2021).

Celebrity endorser

According to (Shimp, 2017), Celebrity Endorsers are advertising stars, actors and individuals who can influence consumer attitudes and behavior towards advertised products and the use of celebrities in advertising will be more easily remembered by consumers. Celebrity Endorser is a figure that is liked by the audience and is expected to have admiration for the celebrity as an endorser who will also influence the product or company being advertised (Safitri, 2018). Before deciding to choose a celebrity as an endorser, the company should check and measure the celebrity's popularity and attractiveness as a famous person (Insani & Madiawati, 2020).

Price

Every manufacturer tries to provide a good perception of the products and services they sell. According to (Hawkins & Allen, 2019), there are two factors that influence the perception of price fairness, namely: (1) Perception of price differences where consumers tend to evaluate the price difference between the price offered and the known base price, (2) Price references held by consumers obtained from their own experience, information outside advertising and the experiences of other people.

Content quality

Content quality is a perception that consumers have after seeing content in the form of accuracy, completeness, relevance and timeliness of brand-related information on a social media page (Runiasari, 2021).

Research Methods

Research framework

Quantitative research methods can be interpreted as research methods that are based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative/statistical data analysis, Researchers use quantitative methods because researchers want to get extensive information from a population, then researchers want to know the influence of one or more independent variables on one or more dependent variables in natural conditions, researchers also intend to test research hypotheses and researchers want to get accurate data based on phenomena that is empirical and can be measured (Sugiyono, 2017).

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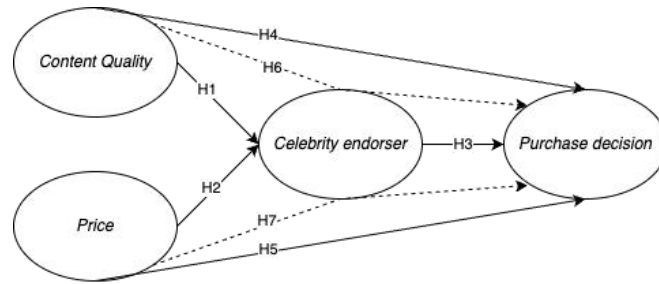


Figure 1 Research Framework

The population in this research are Instagram social media account users who live in Jakarta. The number of samples that will be taken from this research is by calculating the number of indicators for each variable, namely 30 indicators so that the total sample used is a minimum of 5x the number of indicators (30 indicators) = 150 respondents

Results and Discussions

Analysis of Research Results

The analysis stages of this research are divided into several stages:

Validity Test

Testing the validity of the research instrument uses the Confirmatory Factor Analysis (CFA) Test. This test is carried out to determine construct validity or to find out whether each indicator can explain the existing construct. The indicators used to measure the validity of research variables are indicators that have a loading factor > 0.5 (Purmono et al., 2023).

Table 1 Confirmatory Factor Analysis

			Estimate	S.E.	C.R.	P
CQ14	<-	CQ	1			
CQ13	<-	CQ	0,721	0,078	9,188	***
CQ12	<-	CQ	1,002	0,081	12,435	***
CQ11	<-	CQ	0,597	0,079	7,548	***
CQ10	<-	CQ	1,031	0,071	14,447	***
CQ9	<-	CQ	0,997	0,071	14,125	***
CQ8	<-	CQ	0,667	0,078	8,584	***
CQ7	<-	CQ	0,574	0,076	7,573	***
CQ6	<-	CQ	1,189	0,079	14,983	***
CQ5	<-	CQ	1,078	0,073	14,799	***
CQ4	<-	CQ	1,02	0,075	13,69	***
CQ3	<-	CQ	0,988	0,078	12,671	***
CQ2	<-	CQ	1,056	0,072	14,606	***
CQ1	<-	CQ	1,135	0,082	13,786	***
PP8	<-	PP	1			
PP7	<-	PP	1,015	0,09	11,259	***
PP6	<-	PP	1,055	0,083	12,667	***
PP5	<-	PP	0,94	0,072	13,142	***

PP4	<- --	PP	0,94	0,073	12,856	***
PP3	<- --	PP	0,892	0,072	12,417	***
PP2	<- --	PP	0,902	0,074	12,264	***
PP1	<- --	PP	0,921	0,073	12,606	***
CE1	<- --	CE	1			
CE2	<- --	CE	0,931	0,051	18,408	***
CE3	<- --	CE	0,967	0,05	19,366	***
PD1	<- --	PD	1			
PD2	<- --	PD	0,978	0,053	18,51	***
PD3	<- --	PD	0,867	0,053	16,41	***
PD4	<- --	PD	0,938	0,058	16,115	***
PD5	<- --	PD	0,846	0,056	15,231	***

Reliability Test

Tabel 2 Reliability test

Variabel	terms	Cronbach's Alpha	Result
CQ	>0,7	0,962751	Reliabel
PR	>0,7	0,955152	Reliabel
CE	>0,7	0,941362	Reliabel
PD	>0,7	0,951281	Reliabel

The results of reliability testing for each research variable can be seen in Table 2 where the four research variables have Cronbach's alpha values between 0.94 to 0.96, which means that all variables have very reliable reliability as research instruments (Arif & Siregar, 2021).

GOF Test

Tabel 3 GOF Test

Indikator GoF	Cut Off Value	Value	Result
Chi Square respondent (150)	≤Chi Square tabel=179,581	645,130	Poor Fit
Probability≥0,05	≥0,05	0,000	Poor Fit
CMIN/DF≤2,00	≤2,00	1,617	Good Fit
RMSEA≤0,08	≤0,08	0,064	Good Fit
GFI≥0,9	≥0,9	0,784	Poor Fit
AGFI≥0,9	≥0,9	0,748	Poor Fit
TLI≥0,95	≥0,95	0,942	Marginal Fit
CFI≥0,95	≥0,95	0,932	Marginal Fit
RMR	≤0,05	0,072	Poor Fit
NFI	≥0,9	0,873	Poor Fit
IFI	≥0,9	0,933	Good Fit
PGFI	≥0,50	0,637	Good Fit
PNFI	≥0,50	0,741	Good Fit
PCFI	≥0,50	0,869	Good Fit

The Goodness of Fit (GOF) test is used as a reference for whether the research model is acceptable. This test was carried out because the data analysis method used was

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Structural Equation Model (SEM) using the AMOS program. SEM is a multivariate technique that combines aspects of multiple regression and factor analysis to estimate a series of dependency relationships simultaneously (Kostygina et al., 2020).

Hypothesis Test

Hypothesis testing is carried out after the research model can be considered fit. Meanwhile, the basis for decision making is as follows:

- If the P value (Probability) > 0.05 or CR < 1.96, then H1 is rejected and H0 is accepted (no effect)
- If the P value (Probability) ≤ 0.05 and CR ≥ 1.96 then H1 is accepted and H0 is rejected (there is an influence)

Tabel 4 Hypothesis Testing

			Estimate	S.E.	C.R.	P
C	←	CQ	0,251	0,159	1,579	0,114
E	-					
C	←	/PP	0,345	0,156	2,208	0,027
E	-					
P	←	CE	<u>0,349</u>	0,076	4,565	***
D	-					
P	←	CQ	-0,069	0,135	-0,512	0,609
D	-					
P	←	PP	0,327	0,136	2,409	0,016
D	-					

Tabel 5 Hypothesis influence

	Description	Decision
H1	Price has a significant influence on Celebrity Endorser	Accepted
H2	Content Quality has a significant effect on Celebrity Endorser	Rejected
H3	Price has a significant effect on Purchase Decision	Accepted
H4	Celebrity Endorser has a significant influence on Purchase Decision	Accepted
H5	Content Quality has a significant influence on Purchase Decisions	Rejected

Direct, Indirect and Total influence

Analysis was carried out to determine the magnitude of the direct, indirect and total influence coefficients of all research variables (Anggita & Ali, 2017).

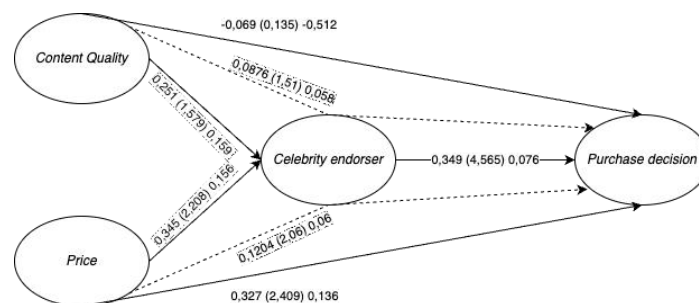


Figure 2 Direct and Indirect Influence of CQ, PP on PD (direct) through CE mediation (indirect)

Based on Figure 2, the calculation according to the Sobel formula can be described to determine the magnitude of the direct and indirect influence between variables as follows:

Celebrity endorsers have no influence in mediating the relationship between Content quality and Purchase Decision

$$CQ \rightarrow CE \rightarrow PD = 0,251 \times 0,349$$

Estimate = 0,0876
 SE = 0,058
 CR = 1.51 (CR < 1,967)

Input:		Test statistic:	Std. Error:	p-value:
a	0.251	Sobel test: 1.49286832	0.05867832	0.13547166
b	0.349	Aroian test: 1.46218478	0.05990966	0.14369058
s _a	0.159	Goodman test: 1.52556829	0.05742057	0.12711741
s _b	0.076	Reset all	Calculate	

Celebrity endorsers have an influence in mediating the relationship between price and Purchase Decision.

$$PP \rightarrow CE - PD = 0,345 \times 0,349$$

Estimate = 0,1204
 SE = 0,06
 CR = 2,06 (CR > 1,967)

Input:		Test statistic:	Std. Error:	p-value:
a	0.251	Sobel test: 1.49286832	0.05867832	0.13547166
b	0.349	Aroian test: 1.46218478	0.05990966	0.14369058
s _a	0.159	Goodman test: 1.52556829	0.05742057	0.12711741
s _b	0.076	Reset all	Calculate	

Discussions

Price has a positive effect on celebrity endorsers

Based on the results of data processing, Price has a positive and significant effect on Celebrity Endorsement so that Hypothesis-1 is accepted. The higher the positive price, the more positive the celebrity endorser. This indicates that customers think that if the price is positive it will make it easier for celebrity endorsers to convey positive things about the product.

Content quality does not have a positive effect on celebrity endorsers

Based on the results of respondents' data processing regarding content quality, it has no effect on celebrity endorsers. This means that respondents have the perception that the better the content quality, the better it will not affect the celebrity endorser. Respondents in this study assume that good content quality is not the reason that can improve the celebrity endorser's ability to convey message to customers.

Price has a positive effect on Purchase Decision

Based on the results of data processing related to price, the purchase decision has a significant influence. This means that respondents have the perception that if the price of an item is reasonable, affordable and has appropriate benefits and benefits, it will influence the purchase decision. So the more positive the price, the more positive the purchase decision will be regarding synthetic products via Instagram social media

Celebrity endorsers have a positive influence on Purchase Decisions

Based on the results of data processing of respondents regarding the influence of

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celebrity endorsers on purchase decisions, it is stated that celebrity endorsers do not have a significant influence on purchase decisions. This means that respondents have the perception that the more positive the celebrity endorser, the more positive the purchase decision will be.

Content quality has no positive effect on Purchase Decision

Based on the results of respondents' data processing, Content quality does not have a positive and significant effect on Purchase Decisions, so that the higher or positive Content quality will not influence the Purchase Decision to be higher or more positive. Respondents in this study believe that content quality cannot improve purchasing decisions and that other supporting factors are needed.

Conclusion

The following are conclusions of research problem :

Content Quality has no positive effect on Celebrity Endorsement with an estimated value of 0.251, a CR value of $1.579 < 1.96$ and a p value of $0.114 > 0.05$

Price influences Celebrity Endorser with an estimated value of 0.345 (positive), a CR value of $2.208 > 1.96$ and a p value of $0.027 < 0.05$

Celebrity Endorser influences Purchase decisions with an estimated value (0.349 (positive) CR value $4.565 > 1.96$ and p value $0.000 < 0.05$

Content quality has no effect on purchase decisions with an estimated value of -0.069 (negative), a CR value of -

$0.512 < 1.96$ and a p value of $0.609 > 0.05$

Price influences purchase decisions with an estimated value of 0.327 (positive), a CR value of $2.409 > 1.96$ and a p value of $0.016 < 0.05$

Price influences purchase decisions through celebrity endorsers with a CR value of $2.06 > 1.96$

Content Quality has no effect on Purchase decisions through celebrity endorsers with a CR value of $1.51 < 1.96$

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