THE INFLUENCE OF ADVERTISING ON INSTAGRAM SOCIAL MEDIA AND CELEBRITY ENDORSEMENT ON PURCHASE INTEREST IN DEAR ME BEAUTY PRODUCTS

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ABSTRACT

This research aims to determine the effect of advertising on Instagram social media and celebrity endorsements on purchasing interest in Dear Me Beauty products in Langsa City. This research used a sample of 96 respondents with the criteria for respondents who used Dear Me Beauty products in the Langsa City area and were aged 17 years and over. The data analysis method uses multiple linear regression, t-test, F test, and coefficient of determination test (Adjusted R^2). The results of the t-test state that the advertising variable on Instagram social media has a significant effect on buying interest in Dear Me Beauty products in Langsa City, and the celebrity endorsement variable has a significant impact on buying interest in Dear Me Beauty products in Langsa City. The results of the F test state that advertisements on Instagram social media and celebrity endorsements simultaneously significantly affect purchasing interest in Dear Me Beauty products in Langsa City.

Keywords: Advertising on Instagram Social Media, Celebrity Endorsement, Buying Interest.

INTRODUCTION

The times have brought many changes, especially the need for self-care to support one's appearance, beautify oneself, and always appear attractive in front of others. This makes competition between the personal care and cosmetics industries even more competitive. This is proven by the many types of cosmetics in circulation, both domestic and foreign production. The large number of products circulating on the market requires consumers to be more selective in choosing the products they consume.

Based on the results of the Data Boks survey 2022 regarding the most popular products when shopping online, beauty care products are ranked third. Fashion and accessories are in first place with a percentage of 50%, the following best-selling products are electronics and gadgets with a rate of 46%, and 39% of consumers choose beauty and body care products as the most popular products when shopping online (DataBoks, 2022). Cosmetics are a critical need for people, especially women, who use cosmetics in their daily lives or activities. This makes cosmetics popular with students and workers to support their appearance (Sasongko & Setyawati, 2022).

Purchase interest significantly increases selling power to achieve the company's expected goals. Consumer buying interest is a factor in consumer behavior and attitudes toward buying or consuming a product. Several factors, including advertising on social media and celebrity supporters, can influence consumers' buying interest in a product.

Social media is one of the media companies widely used to do business online to obtain a broader market reach in their promotional activities. Instagram is one of the largest social media platforms today. Like Dear Me Beauty, one of the brands that uses sponsored ads on Instagram social media to advertise its newest products. Dear Me Beauty uses this opportunity to improve and support their products so that consumers know them more widely. Dear Me Beauty also uses a different advertising trick in one of its product posts. Cosmetic advertisements generally always use women as models. Still, in one of the Dear Me Beauty advertisement posts for foundation products, a brown-skinned man was used as the model for the foundation product.

The use of celebrities as stars to promote products has its charm. In addition to the power to attract consumer attention and publicity benefits, celebrities can also be used to convince, persuade, and influence consumers. An assessment of a celebrity endorsement can be seen from popularity, namely from how many followers or fans the celebrity has, which makes celebrities useful intermediaries in product marketing. One of the celebrity endorsers of Dear Me Beauty products is Tasya Farasya. Tasya Farasya has 6 million followers on her Instagram account. Tasya Farasya

has quite good communication skills when promoting products. He can also produce quality photos with a unique style and character. Consumers will be more confident if the product is supported by their celebrity idol so that the results obtained will resemble the celebrity who conveyed the message.

Dear Me Beauty is a local cosmetics brand from Indonesia that follows current marketing trends by actively collaborating with other brands, such as food producers K.F.C., Nissin wafers, Sasa flavorings, and Yupi candy. This collaboration resulted in a series of limited-edition cosmetic products. Dear Me Beauty products target the millennial generation. Therefore, one of the

characteristics of Dear Me Beauty is minimalist product packaging with nude shades. Dear Me Beauty continues to innovate by increasing the number of shades so that its products can be used for all skin tones. Dear Me Beauty has two product categories, namely makeup and skincare.

The Indonesian cosmetics market is increasingly crowded with various locally made cosmetic brands. The quality of various local cosmetics is equivalent to that of foreign brands. One has gone viral and gained much attention from cosmetics lovers in Indonesia. A survey conducted by Populix on the most widely used local cosmetic brands in 2022 included the Dear Me Beauty brand.

Table 1. Most Used Local Cosmetic Brands in Indonesia (September 2022)

Cosmetic Brands	Respondent (%)
Wardah	48
Emina	40
Make Over	22
Something	19
Purbasari	15
Y.O.U. Cosmetic	14
Dear Me Beauty	11

Source: *GoodStats*

Based on Table 1, Dear Me Beauty occupies 7th out of 7 lists of local cosmetic brands widely used in Indonesia, with 11% of respondents in 2022. This shows that Dear Me Beauty is experiencing a decline, showing that this brand is only sometimes the best. Superior compared to other competing brands. Where the Dear Me Beauty products released already have good ingredients. Regarding promotion, Dear Me Beauty's product content follows trends, and the packaging is beautiful and easy to carry anywhere. However, Dear Me Beauty products are still far behind other competing products.

From initial observations and interviews conducted by researchers with 20 respondents, five people said the Dear Me Beauty product advertisement on Instagram social media was attractive, so it stole their attention to buy and find out more about Dear Me Beauty products, but 15 people said the Dear Me Beauty product advertisement Me Beauty is less attractive and only markets its products through social media, such as Instagram and Tiktok, making consumers who do not have social media not know about these products. On the other hand, 12 people said that the impact of celebrity endorsement on Dear Me Beauty products was good in promoting the product. They were satisfied because the promoted

product was what the celebrity had reviewed. However, eight people said that the celebrity endorsement of Dear Me Beauty products in promoting the product needed to be more detailed in explaining the product.

The objectives of this research are: (1) to determine the effect of advertising on Instagram social media on purchasing interest in Dear Me Beauty products in Langs City. (2) to determine the effect of celebrity endorsement on purchasing interest in Dear Me Beauty products in Langsa City. (3) to determine the effect of advertising on Instagram social media and celebrity endorsements on purchasing interest in Dear Me Beauty products in Langsa City.

Theoretical Basis
Advertisements on Instagram Social Media

According to Azhari & Rustam (2021), advertising is a media outlet aiming to publish information about products or services to many customers, such as benefits/advantages and how to use the product or service to attract the attention of customers to become interested. Instagram social media is an application for sharing photos that allow users to take pictures, apply filters, and share them on various social networking services

(Herawati, 2020). According to Wibisono (Andita, 2017), advertising indicators in this research are:

1. To attract attention, the advertisement displayed must be able to attract the audience.
2. The use of well-known advertising features and an exciting storyline is usually used to attract consumer interest in the brand being advertised in the advertisement shown to the audience.
3. Advertising can create desire. Good advertising should attract people's attention and make them want to try the brand being advertised.
4. Generating an action, Consumers will act to buy the advertised brand once they have a strong desire for it.

Celebrity Endorsements

According to (Wijaya Sugiono, 2015), celebrity endorsement is an individual who is used as an icon or symbol that is popular in society and transfers its symbolic meaning to the product they advertise. The celebrity endorsement indicators in this research, according to Rossiter and Percy (Pontoh, 2016), are:

1. Visibility is the dimension of how famous a celebrity is.
2. Credibility, expertise, and objectivity are two factors that are closely related to celebrity credibility.
3. Attraction focuses on the attractiveness of celebrities, which involves two essential factors: the level of likeability and the level of similarity with the personality desired by product users (similarity).
4. Power is a celebrity's ability to attract and persuade consumers to buy.
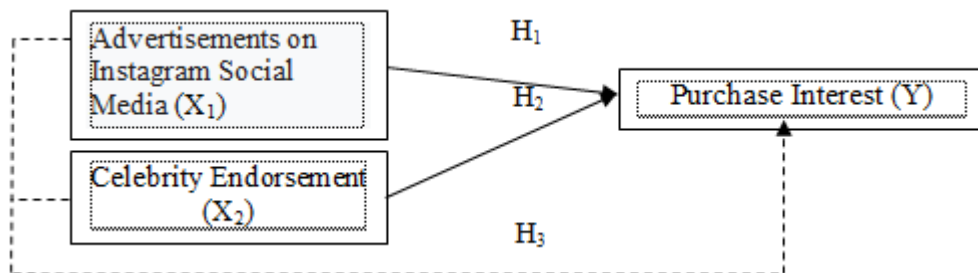

Figure 1. Conceptual Framework

HYPOTHESIS

The hypotheses in this research are:

1. It is suspected that advertisements on Instagram social media significantly influence buying interest in Dear Me Beauty products in Langsa City.
2. Celebrity endorsements are suspected to significantly influence purchasing interest in Dear Me Beauty products in Langsa City.
3. It is suspected that advertisements on Instagram social media and celebrity endorsements significantly influence purchasing interest in Dear Me Beauty products in Langsa City.

RESEARCH METHODS

Research Scope and Location

This research is part of the Marketing Management science concentration, which examines advertising on Instagram social media, celebrity endorsements, and purchasing interest. The object of this research is Dear Me Beauty products, and the subjects of this research are the general public in Langsa City who use Dear Me Beauty products.

Research Population and Sample

According to Sugiyono (2019), a population is a generalized area of objects/subjects with specific qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population studied in this research is the people of Langsa City who use Dear Me Beauty products, the exact number of which is unknown.

Sugiyono (2018) states that the sample is part of the population's number and characteristics. According to Sugiyono (2014), purposive sampling is a technique for determining research samples with specific considerations to make the data obtained later more representative.

Specific considerations referred to are:

1. People who use Dear Me Beauty products in the Langsa City area.
2. Aged 17 years and over.

Because the exact population size is not known, the sample size is considered using the Cochran formula (Sugiyono, 2019):

$$n = \frac{z^2 pq}{e^2} \dots \dots \dots \dots \dots \dots \dots \dots \dots \dots (1)$$

Where :

n = Sample

z = Price in the normal curve for a deviation of 5% with a value of 1.96
p = 50% chance of being correct = 0.5
q = 50% chance of being wrong = 0.5
e = Margin of error 10% = 0.10

Using the formula above, the number of samples to be taken is:

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1{,}96)^2 \, (0{,}5) \, (0{,}5)}{(0{,}10)^2}$$

$$n = 96{,}04 = 96 \text{ respondent}$$

Method of collecting data

In this research, data collection methods were carried out in several ways, including:

1. Observation is a data collection method with specific characteristics compared to other methods, namely interviews and questionnaires (Sugiyono, 2015). In this research, direct observations were made of the people of Langsa City who used Dear Me Beauty products.
2. Interviews are used as a data collection method if the researcher wants to conduct a preliminary study to find problems that must be researched, if the researcher wants to learn things from respondents in more depth, and if the number of respondents is small (Sugiyono, 2015). This research interviewed several respondents who used Dear Me Beauty products in Langsa City.
3. A questionnaire is a list of questions or statements about a specific topic given to the subject, either as a group or individually, to obtain particular information. In this study, the questionnaire was used on a Likert scale with a score of 1-5.

Classic assumption test
Normality test

The normality test is intended to determine whether the residual values in the regression model have a normal distribution. This research used graphic analysis, which uses a normal probability plot. This graphic analysis is one of the easiest ways to determine normality.

Multicollinearity Test

The multicollinearity test is intended to determine whether there is a high or perfect correlation between the independent variables in the regression model. Detecting a high correlation between independent variables can be done in several ways, one of which is using the Tolerance and Variance Inflation Factor (V.I.F.). So, low tolerance is the same as a high V.I.F. value.

Heteroscedasticity Test

Heteroskedasticity means that there are unequal variants of the variables in the regression model. To detect heteroscedasticity problems, you can use graphic analysis methods. This graphic method is carried out by looking at plot graphs, including the prediction of the dependent variable, namely ZPRED, with the residual SRESID.

Multiple Linear Regression Analysis

Multiple linear analysis is used to measure the strength of the relationship between two or more variables and to show the direction of the relationship between the dependent variable and the independent variable (Ghozali, 2013: 96).

The equation for the multiple linear regression formulation in this research is:

$$Y = a + b_1 X_1 + b_2 X_2 + e \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots$$

Information:
Y = Purchase Interest
a = Constant
b1, b2 = Regression coefficient of each independent variable
X1 = Ads on Instagram Social Media
X2 = Celebrity Endorsement
e = Error

Hypothesis testing
Partial Significance Test (t-Test)

The t-test measures how much influence one independent variable has on the dependent variable by assuming the other independent variables are constant (Ghozali, 2013). This test uses observations of the t-significance value at the $\alpha = 5\%$ level. This analysis is based on a comparison between the t-significance value and the significance value of 0.05 with the following conditions:

1. If the significance of $t < 0.05$, then H0 is rejected. Ha is accepted, which means that the independent variables partially influence the dependent variable.
2. If the significance of $t > 0.05$, then H0 is accepted, and Ha is rejected, which means that the independent variables partially do not affect the dependent variable.

Simultaneous Significance Test (F Test)

The F test aims to determine whether all the independent variables included in the model simultaneously influence the dependent variable (Ghozali, 2013). This test uses observations of the F significance value at the $\alpha = 5\%$ level. This analysis is based on a comparison between the significance value of F and the significance value of 0.05 with the following conditions:

1. If the significance of $F < 0.05$, then H0 is rejected. Ha is accepted, which means the

independent variables simultaneously influence the dependent variable.

2. If the significance of F is> 0.05, then H0 is accepted, and Ha is rejected, which means that the independent variables do not simultaneously affect the dependent variable.

Coefficient of Determination (Adjusted R2)

According to Ghozali (2018), the coefficient of determination test measures how far the model can explain variations in the dependent variable. Where the coefficient of determination value is located at 0 and 1, the classification of the correlation coefficient is 0 (no correlation), 0 – 0.49 (weak correlation), 0.50 (medium correlation), 0.51 – 0.99 (strong correlation), and 1.00 (perfect correlation).

RESULTS AND DISCUSSION
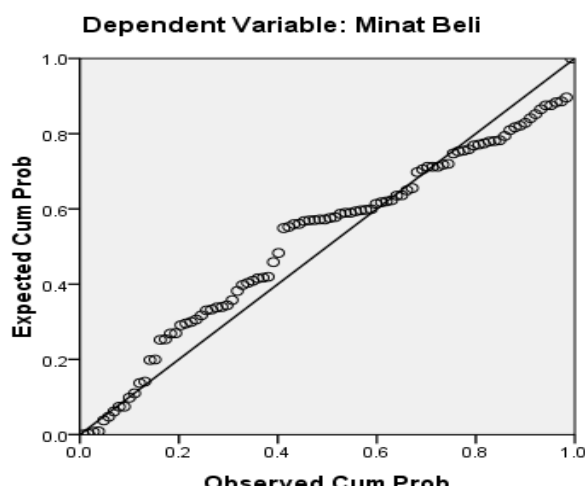**Classic Assumption Test Results**
Normality Test Results

Figure 2. Scatter Plot of Normality Test
Source: SPSS Processing Results (2024)

Based on the image above shows the data pattern in the form of small circles spreading around the diagonal line and following the direction of the diagonal line; this means the distribution pattern is expected, so the regression model meets the normality assumption.

Heteroscedasticity Test Results
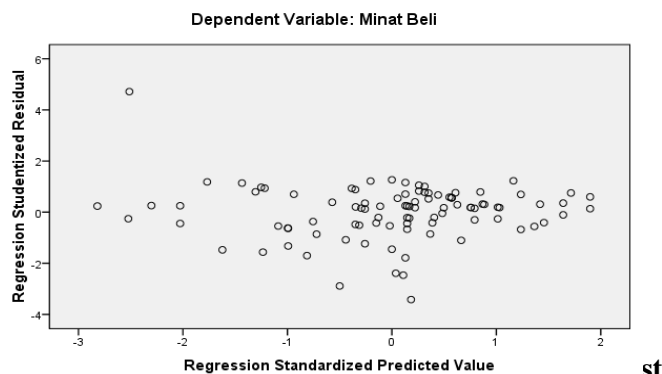
Source: SPSS Processing Results (2024)

The picture above shows no regular or clear pattern, which shows that the regression model in this study does not have heteroscedasticity.

Multicollinearity Test Results

Table 2. Multicollinearity Test Results

Coefficients

Model		Collinearity Statistics	
		Tolerance	V.I.F.
1	(Constant)		
	Iklan pada Media Sosial Instagram	0,723	1,384
	Celebrity Endorsement	0,723	1,384
Dependent Variable: Minat Beli			

Source: SPSS Processing Results, (2024)

Based on the table above, the Tolerance value of the advertising variable on social media Instagram and celebrity endorsement is more significant than 0.10, and the V.I.F. value is smaller than 10. This shows no multicollinearity between the independent variables in the regression model.

Multiple Linear Analysis Results

Table 3. Results of Multiple Linear Analysis

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	4,756	3,314	
	Iklan pada Media Sosial Instagram	0,477	0,099	0,448
	Celebrity Endorsement	0,339	0,112	0,283
Dependent Variable: Minat Beli				

Source: SPSS Processing Results, (2024)

Based on the Unstandardized Coefficients (B) value in the table above, the multiple linear regression equation is obtained, namely:

$$Y = 4{,}756 + 0{,}477X_1 + 0{,}339X_2 \quad (3)$$

Hypothesis Test Results
t Test Results

Table 4. T-test results

Coefficients

Model		t	Sig.
1	(Constant)	1,435	0,155
	Iklan pada Media Sosial Instagram	4,799	0,000
	Celebrity Endorsement	3,030	0,003
Dependent Variable: Minat Beli			

Source: SPSS Processing Results, (2024)

Based on the table above, the advertising variables on social media, Instagram, and celebrity endorsements have a t-sig value smaller than 0.05. This shows that these variables significantly affect purchasing interest in Dear Me Beauty products in Langsa City.

F Test Results

Table 5. F Test Results

Model	Mean Square	F	Sig.
1 Regression	648,069	32,880	0,000[a]
Residual	19,710		
Total			

Source: SPSS Processing Results, (2024)

Based on the table above, this research has an F sig value smaller than 0.05. This shows that the independent variables, which include advertisements on Instagram social media (X1) and celebrity endorsements (X2) simultaneously, have a significant effect on purchasing interest in Dear Me Beauty products in Langsa City.

Coefficient of Determination Results (Adjusted R2)

Table 6. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square
1	0,644[a]	0,414	0,402

Source: SPSS Processing Results, (2024)

Based on the table above, the Adjusted R Square value is 0.414 or 41.4%.

DISCUSSION

The Influence of Advertising on Instagram Social Media on Purchase Interest in Dear Me Beauty Products in Langsa City

The results of the significance value of the advertising variable on Instagram social media are 0.000 <0.05, which means the first hypothesis in this research is accepted. This is based on previous research (Elsafira, 2021) titled "The Effect of Exposure to Instagram @Ademo.Store Social Media Promotion Advertisements on Interest in Buying Beauty Products." This is also (Herawati, 2020), which shows that advertising on social media can build brand identity, build relationships with consumers, and increase sales. The social media application Instagram, which dominates the photo-sharing feature, proves the correlation in influencing consumer buying interest.

The Influence of Celebrity Endorsements on Purchase Interest in Dear Me Beauty Products in Langsa City

The result of the significance value for the celebrity endorsement variable is 0.003 <0.05, which means the second hypothesis in this research is accepted. This is supported by previous research conducted by (Ramlawati & Lusyana, 2022) with the title "The Influence of Celebrity Endorsement and Brand Image on Interest in Buying Wardah Beauty Products among HPMM Maiwa Branch Students in Makassar." This is also supported by (Wenas et al., 2014) that celebrity endorsement is for all individuals who enjoy public recognition and use it to promote consumer products by appearing with the product in an advertisement. Celebrity endorsements will attract consumers and create interest in buying the product.

The Influence of Advertising on Instagram Social Media and Celebrity Endorsements on Purchase Interest in Dear Me Beauty Products in Langsa City.

Based on the results of the F test, a significance value of 0.000 <0.05 was obtained. This shows that the advertising variables on Instagram social media and celebrity endorsements influence purchasing interest in Dear Me Beauty products in Langsa City. This is also by previous research conducted by (Salman, 2022), with the research title "The Influence of Celebrity Endorsements, Testimonials, and Advertisements on Instagram Social Media on Interest in Purchasing Scarlett Products (Study of Consumers of Development Economics Students, Class of 2018-2021 Faculty Siliwangi University Economics and Business)".

CONCLUSION

Based on the results and discussion above, the t-test results show that partially, the advertising variables on Instagram social media and celebrity endorsements have a significant effect on buying interest in Dear Me Beauty products in Langsa City. Furthermore, the results of the F test showed that simultaneously, the advertising variables on social media, Instagram, and celebrity endorsements significantly affect purchase interest in Dear Me Beauty products in Langsa City. Based on the results of the coefficient of determination

(R2) test, an Adjusted R Square value of 0.414 or equal to 41.4%, this shows that advertising variables on social media Instagram and celebrity endorsements influence interest in buying Dear Me Beauty products in Langsa City. Meanwhile, the remaining 58.6% is influenced by other variables not examined in this research, such as brand image, Price, and other variables.

SUGGESTION

Based on the conclusions above, a suggestion can be given, namely that Dear Me Beauty products should expand their product promotion media other than social media. Dear Me Beauty products should be more selective in choosing celebrity endorsements that promote products creatively and uniquely to be more attractive to consumers and others. For future researchers, it would be best to carry out a study by deepening the scope of the research by using a different number of samples and variables to be used as further research, such as brand image, Price, and other variables.

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