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## The Effect Of Typical Personal Endorsement And Product Quality On Skintific Skincare Purchase Decisions In Tapos Depok

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### Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh typical personal endorsement dan kualitas produk terhadap keputusan pembelian pada platform e-commerce Shopee. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei. Data dikumpulkan melalui kuesioner yang disebarikan kepada 100 responden yang merupakan pengguna aktif Shopee. Analisis data dilakukan dengan menggunakan metode regresi linier berganda untuk menguji hubungan antara variabel independen (typical personal endorsement dan kualitas produk) dengan variabel dependen (keputusan pembelian). Hasil penelitian menunjukkan bahwa typical personal endorsement memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Konsumen cenderung percaya dan terdorong untuk membeli produk yang direkomendasikan oleh individu yang dianggap memiliki karakteristik serupa dengan mereka. Selain itu, kualitas produk juga terbukti memiliki pengaruh yang signifikan terhadap keputusan pembelian. Produk dengan kualitas yang baik lebih mungkin dibeli oleh konsumen daripada produk dengan kualitas yang kurang memuaskan. Kesimpulannya, typical personal endorsement dan kualitas produk berperan penting dalam mempengaruhi keputusan pembelian konsumen pada Shopee. Oleh karena itu, perusahaan disarankan untuk meningkatkan kualitas produk dan memanfaatkan typical personal endorsement dalam strategi pemasarannya untuk meningkatkan penjualan.

Kata Kunci: *Dukungan Pribadi yang Khas, Kualitas Produk, Keputusan Pembelian.*

## Abstract

This study aims to analyze the influence of typical personal endorsement and product quality on purchasing decisions on the Shopee e-commerce platform. The research method employed is quantitative with a survey approach. Data were collected through a questionnaire distributed to 100 respondents who are active Shopee users. The data analysis was conducted using multiple linear regression to examine the relationship between independent variables (typical personal endorsement and product quality) and the dependent variable (purchasing decisions). The results indicate that typical personal endorsement has a positive and significant effect on purchasing decisions. Consumers tend to trust and are more inclined to purchase products recommended by individuals who share similar characteristics with them. Moreover, product quality also significantly influences purchasing decisions. Products with good quality are more likely to be purchased by consumers compared to those with less satisfactory quality. In conclusion, both typical personal endorsement and product quality play vital roles in influencing consumers' purchasing decisions on Shopee. Therefore, companies are advised to improve product quality and utilize typical personal endorsements in their marketing strategies to boost sales.

*Keywords: Typical Personal Endorsements, Product Quality, Purchasing Decisions.*

## INTRODUCTION

The Industrial Revolution 5.0 has brought about major changes in human interaction with technology, including consumer behaviour. The internet as a means of connectivity opens up business opportunities to market products more efficiently, including in e-commerce such as Shopee. Nielsen's study shows that 70% of internet users in Indonesia are interested in online shopping. In the beauty sector, the typical personal endorsement marketing strategy has been shown to influence purchasing decisions, especially on the Shopee platform which implements product endorsements such as Skintific.

Skintific, a beauty brand that focuses on improving the skin barrier, was first introduced in Indonesia in August 2021. The use of endorsements on Shopee helps increase consumers' positive perception of the product, even though problems arise such as inconsistencies in expectations with the product received. In addition to endorsements, product quality is also an important factor that influences purchasing decisions on e-commerce platforms.

Previous studies have shown that typical personal endorsement and perceived product quality have a positive impact on purchasing decisions. Based on this, this study will explore the influence of typical personal endorsement and product quality on purchasing decisions for Skintific skincare by female users in Tapos District, Depok City, West Java.

## 1. Typical Personal Endorsement

Endorsement is a marketing practice in which a person or entity uses their influence to support and recommend a product or service on social media. According to Kotler (2016), endorsement utilizes well-known figures to promote products, strengthen brand image, and influence purchasing decisions. Suryadi (2016) defines endorsers as individuals who represent a product in promotional activities to convey messages effectively, while Hardiman (2016) emphasizes the importance of the endorser's attractiveness and outstanding character.

There are two types of endorsers: celebrity and typical personal endorsers. According to Shimp (2018), celebrity endorsers use famous figures, while typical personal endorsers involve ordinary people who provide testimonials about the product. Typical personal endorsers are more trusted because of the similarity of values, lifestyles, and demographics with consumers (Oktabrilian, 2017).

The main difference between the two is that celebrity endorsers emphasize personal branding, while typical personal endorsers are more trusted because of their simplicity and similarity to consumers (Yuliani & Dida, 2018). Imawati et al. (2016) added that consumers trust individuals more easily than companies.

In conclusion, a typical personal endorser is an ordinary individual who advocates for a product to increase brand reputation, consumer awareness, and drive purchasing decisions.

## 2. Product Quality

Product quality is the ability of a product to perform its function, including aspects of durability, reliability, and accuracy (Kotler & Keller, 2016). Improving quality is important for companies because it can increase customer satisfaction and encourage repeat purchases. Tjiptono (2015) refers to product quality as direct performance that includes reliability, ease of use, and aesthetics. Ernawati (2019) emphasized that product quality is an important factor influencing consumer purchasing decisions. The better the quality of the product, the higher the consumer interest in buying it.

In conclusion, product quality refers to how well a product meets or exceeds consumer expectations, including performance, durability, innovation, design, and features. Perceptions of quality are subjective and can vary depending on personal preferences and previous experiences.

## 3. Buying decision

Purchasing decisions are cognitive processes experienced by consumers when choosing, buying, using, and disposing of products or services to meet needs and desires (Nurhayati, 2023). Gunawan et al. (2022) stated that purchasing decisions involve the interaction of various factors such as environmental influences, purchasing conditions, and individual characteristics. Ferine and Yuda (2022) added that purchasing decisions involve personal, psychological, social, and situational factors, and go through stages such as problem recognition, information search, alternative evaluation, and post-purchase

behaviour.

In conclusion, purchasing decisions are the result of interactions between consumer characteristics, the decision-making process, and environmental and situational influences that affect consumers during the purchasing process.

## METHOD

This research was conducted in Tapos District, Depok City because it has a representative and demographically diverse female consumer population. This location was also chosen because of the existence of various online stores and platforms that sell beauty products such as skincare, sunblock cream, lipton, and eye cream, as well as its proximity to the researcher's residence. In addition, good accessibility makes it easy for consumers to purchase products. The selection of Tapos District, Depok City is relevant to understanding the influence of typical personal endorsement and Shopee product quality on the purchasing decisions of Skintific skincare products on female consumers in the area. This research was conducted for four months, starting from December 2024 to March 2025.

The population of this study includes all women in Tapos District who have purchased and used Skintific skincare products through the Shopee application. Based on data from the West Java Provincial Statistics Agency and the Communication and Informatics Service in 2023, the number of female population in the area was recorded at 907,506 people.

The research sample was determined using the Slovin formula to calculate the minimum sample size, with a predetermined error rate. The sample criteria were women aged 18-40 years who had purchased and used Skintific skincare products through the Shopee application. The Slovin formula was chosen because it is appropriate for a population whose behaviour is not yet known for certain (Sugiyono, 2019).

## RESULTS AN DISCUSSION

### 1. Validity Test

Validity testing is a process to ensure that each measurement instrument and questionnaire used in the study is able to measure what should be measured accurately. In the table below, a validity test is run on the questions related to three main indicators: Typical Personal Endorsement (X1), Product Quality (X2) and Purchase Decision (Y). Each question item is tested using the calculated R value or rather than the R table value to determine whether the existing question item is valid or not. The R table value used is 0.1966. If the calculated R is greater than the R table, the existing question item is considered valid.

Table 1 Validity Test Results

No.	Indicator	Question	Validity Test		
		Items	R Count	R Table	Information
Typical Personal Endorsement (X1)					
1	Trustworthiness (Trust) X1.1	P1.1	0.569	0.1966	Valid
2		P1.2	0.589	0.1966	Valid
3	Expertise (Expertise) X1.2	P1.3	0.677	0.1966	Valid
4		P1.4	0.726	0.1966	Valid
5	Attractiveness (Attractiveness) X1.3	P1.5	0.737	0.1966	Valid
6		P1.6	0.707	0.1966	Valid
7	Respect (Quality is Appreciated) X1.4	P1.7	0.635	0.1966	Valid
8		P1.8	0.524	0.1966	Valid
9	Similarity (Similarity) X1.5	P1.9	0.662	0.1966	Valid
10		P1.10	0.748	0.1966	Valid
Product Quality (X2)					
1	Form X2.1	P2.1	0.652	0.1966	Valid
2	Features (Features) X2.2	P2.2	0.719	0.1966	Valid
3	Performance Quality (Performance Quality) X2.3	P2.3	0.837	0.1966	Valid
4	Conformance Quality (Quality of Conformity) X2.4	P2.4	0.855	0.1966	Valid
5		P2.5	0.834	0.1966	Valid
6	Durability (Resilience) X2.5	P2.6	0.796	0.1966	Valid
7	Reliability (Reliability) X2.6	P2.7	0.872	0.1966	Valid
8	Repairability (Ease of repair) X2.7	P2.8	0.718	0.1966	Valid
9	Style X2.8	P2.9	0.754	0.1966	Valid
10	Customization X2.9	P2.10	0.771	0.1966	Valid
Purchase Decision (Y)					

1	As Needed Y1.1	P3.1	0.800	0.1966	Valid
2		P3.2	0.846	0.1966	Valid
3		P3.3	0.844	0.1966	Valid
4	Have Benefits Y1.2	P3.4	0.787	0.1966	Valid
5		P3.5	0.852	0.1966	Valid
6		P3.6	0.770	0.1966	Valid
7	Accuracy in Buying Y1.4	P3.7	0.789	0.1966	Valid
8		P3.8	0.855	0.1966	Valid
9	Repeat Purchase Y1.5	P3.9	0.808	0.1966	Valid
10		P3.10	0.753	0.1966	Valid

Source: Processed Data 2025

Based on the results of the validity test displayed in the table above, it can be concluded that all questions from the three indicators X1 Typical Personal Endorsement, X2 Product Quality and Y Purchasing Decision have a calculated R value that is greater than the R table value (0.1966). Thus, all questions used in this study are declared valid. This explains that the instrument used is able to measure the concept to be measured accurately, be it Typical Personal Endorsement, Product Quality, or Purchasing Decision.

## 2. Reliability Test

Reliability testing aims to measure the consistency and stability of research instruments over time. In the table below, the reliability test is run on questions related to three main indicators: Typical Personal Endorsement (X1), Product Quality (X2) and Purchase Decision (Y). In this Reliability Test, the calculated R value is used and then compared with the R table value (0.60) as the limit to determine whether the instrument is reliable or not. If the calculated R is greater than the R table, then the instrument is considered reliable.

Table 2 Reliability Test Results

Variables	Cronbach's Alpha	R Table	Information
Typical Personal Endorsement (X1)	0.854	>0.6	Reliable
Product Quality (X2)	0.925	>0.6	Reliable
Purchase Decision (Y)	0.941	>0.6	Reliable

Source: Processed Data 2025

Based on the reliability test results shown in the table above, all questions from the three indicators X1 Typical personal endorsement (0.854), X2 Product quality (0.925) and Y Purchase decision (0.941) have a calculated R value that is greater than the R table value (0.60) and X1 (0.854) > R table (0.60), X2 (0.925) > R table (0.60), and Y (0.941) > R table (0.60). This indicates that all instruments used in this study have a high level of consistency or are considered reliable. In other words, these instruments are able to produce consistent results if tested again under the same conditions in the future.

### 3. Classical Assumption Test

According to Ghozali (2018), the classical assumption test is used to test whether the data collected from researchers has good quality. The classical assumption test used in this study includes the normality test, multicollinearity test, and heteroscedasticity test.

Table 3.1 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.54954301
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	-.083
Test Statistics		.087
Asymp. Sig. (2-tailed)		.061c

a. Test distribution is Normal.

b. Calculated from data.

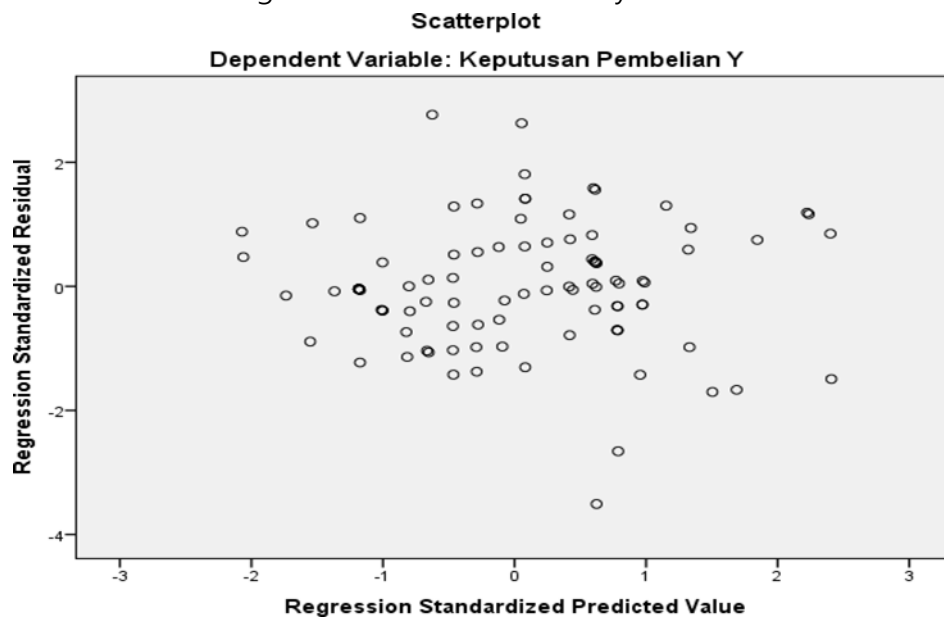
c. Lilliefors Significance Correction.

Source: IBM SPSS Statistics 27

Based on the results of the analysis of the table above, the Asymp.Sig value (2-tailed) is 0.061 > 0.05 or read as 0.061 is greater than 0.05, so the residual data is normally distributed, so the regression model is suitable for use and can be continued to the next stage.

### 3.1. Heteroscedasticity

Figure 3.1. Heteroscedasticity Test Results



Based on the results of the analysis of the graphical image above, it explains that there is no clear pattern, for example, the points are spread above and below the number 0 on the Y axis, so in this study there was no heteroscedasticity.

### 3.2 Multicollinearity

Table 3.2 Multicollinearity Test Results

<b>Coefficients<sup>a</sup></b>							
Model	Unstandardize d Coefficients		Standardize d Coefficients			Collinearity Statistics	
	B	Std. Erro r	Beta	t	Sig .	Toleranc e	VIF
(Constant)	3.33 6	2.110		1,581	.117		
Typical Personal X1 Endorseme nt	.017	.080	.013	.209	.83 5	.563	1,77 6
Product Quality X2	.876	.062	.880	14,16 8	.00 0	.563	1,77 6

Dependent variable: Purchase Decision Y

Source: IBM SPSS Statistics 27

Based on the analysis results in the table above, the Tolerance value of X1 Typical Personal Endorsement (0.563) > 0.100 and X2 Product Quality (0.563) > 0.1000 were obtained, while the VIF value of X1 Typical Personal Endorsement (1.776) < 10.00 and X2 Product Quality (1.776) < 10.00, so in this study the data did not show symptoms of

multicollinearity.

#### 4. Hypothesis Testing

According to Arifin (2017:17) explains that hypothesis testing is carried out to test the truth of a statement in a statistical step or to make conclusions to accept or reject existing statements. Hypothesis testing is carried out to help in decision making to help in making the right decision on a proposed hypothesis. The processes for testing a hypothesis are starting with determining the null hypothesis (H0) or alternative hypothesis (Ha), determining statistical tests or calculations, applying the level of significance, or determining test criteria.

##### 4.1 Test of Determination Coefficient (R Test)

Table 4.1 Test of Determination Coefficient (R Test)

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.888a	.789	.785	2,576	

a. Predictors: (Constant), Product Quality X2, Typical Personal Endorsement X1

Source: IBM SPSS Statistics 27

Based on the results of the analysis of the Determination coefficient test above, we get data on the percentage of diversity of the variable amount of expenditure on Purchase Decisions (Y). The existing things can be explained from the independent variables, namely: The R Square value of Typical Personal Endorsement (X1) and Product Quality (X2) is 79.5%, while the remaining 20.5% is obtained from the percentage of diversity of the variable amount of expenditure on Purchase Decisions (Y) which can be explained from the variables Typical Personal Endorsement (X1) and Product Quality (X2) is 79.5% while the remaining 20.5% is explained by other variables outside the regression model or influenced by other factors.

##### 4.2 Partial Test (t-Test)

Table 4.2 Partial Test Results (T Test)

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.336	2.110		1,581	.117
Typical Personal Endorsement X1	.017	.080	.013	.209	.835
Product Quality X2	.876	.062	.880	14,168	.000

Dependent variable: Purchase Decision Y

Source: IBM SPSS Statistics 27

1. Based on the analysis results from the table above, the t-value of Typical personal Endorsement X1 (0.209) < t table (1.985) and Sig (0.835) > 0.05 or read t count X1 (0.209)

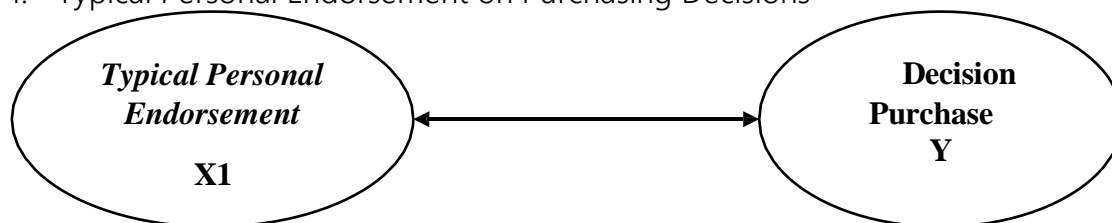
is smaller than t table (1.985) with Sig (0.835) greater than 0.05, it is concluded that Typical Personal Endorsement (X1) has a positive and non-significant partial effect on Purchasing Decisions (Y) of skintific skincare by female consumers on the Shopee application in the North Banjarmasin sub-district. So Statement H1 is rejected and H0 is accepted.

2. Based on the analysis results from the table above, the t-value of Product Quality X2 (14.168) > t table (1.985) and Sig (0.000) < 0.05 or read t count X2 (14.168) is greater than t table (1.985) with Sig (0.000) less than 0.05, it is concluded that Product Quality has a positive and significant partial effect on Purchasing Decisions (Y) of skintific skincare by female consumers on the Shopee application in the North Banjarmasin sub-district. So the H2 statement is accepted and H0 is rejected.

#### 4.3 Simple Linear Test

Simple regression is a probabilistic model that explains the linear relationship between two variables where one variable is assumed to influence the other variable. The probabilistic model for simple linear regression is as follows:

1. Typical Personal Endorsement on Purchasing Decisions

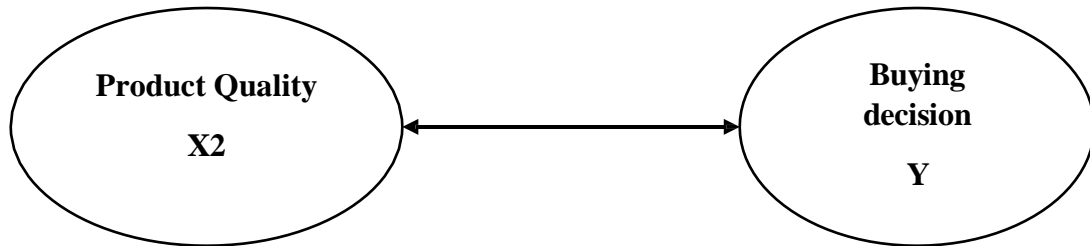


Picture Variable X1 against Y

Y	= $\alpha + \beta X_1 + e_i$
Y	= 9.890 + 0.767 + 0.05
t count	= 7.322
t table	= 1.984
Sig	= 0.105
R	= 0.595
R2	= 0.354

Based on the results of the constellation and regression analysis above, it is known that the constant value is 9,890, the regression coefficient X1 Typical Personal Endorsement (0.767) from all factors studied. It can be concluded that the Typical Personal Endorsement variable has a positive relationship with the Purchasing Decision. This states that the better the Typical Personal Endorsement, the higher the Purchasing Decision. Judging from the R value with a value of (0.595) or 59.5% is a correlation coefficient that explains the level of relationship between the Typical Personal Endorsement variable and the Purchasing Decision. The correlation value explains the level of strong relationship because it is between 0.600 and 0.799.

## 2. Product Quality on Purchasing Decisions



PictureVariable X2 against Y

Y	= $\alpha + \beta X_2 + e_i$
Y	= 3.592 + 0.884 + 0.05
t count	= 19,161
t table	= 1.984
Sig	= 0.046
R	= 0.888
R2	= 0.789

Based on the results of the constellation and regression analysis above, it is known that the constant value is 3,592, the regression coefficient X2 Product Quality (0.884) from all factors studied. It can be concluded that the Product Quality Variable has a positive relationship with the Purchase Decision. This explains that the better the Product Quality, the higher the Purchase Decision. Judging from the R value with a value of (0.888) or 89% is a correlation coefficient that explains the level of relationship between the Product Quality variable and the Purchase Decision. The correlation value shows a strong level of relationship because it is between 0.600 and 0.799.

## 3. Typical Personal Endorsement and Product Quality on Purchasing Decisions

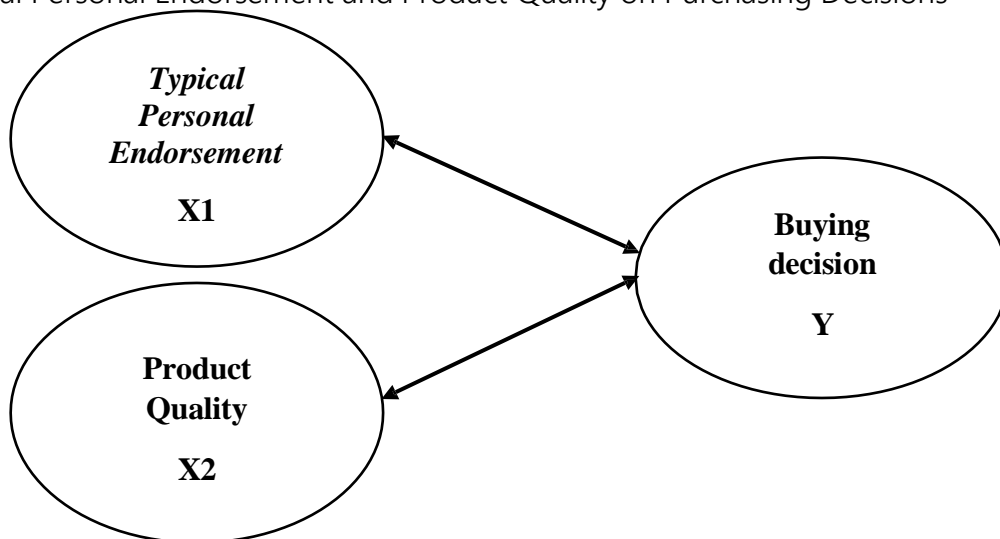


Image of Variables X1 and X2 Against Y

$$Y = \alpha + \beta X_1 + \beta X_2 + e_i$$

$$Y = 3.336 + 0.017 + 0.876 + 0.05$$

f count = 181,810  
 f table = 3.94  
 Sig = 0.080 + 0.062  
 R = 0.013 + 0.0880  
 R2 = 0.789

Based on the results of the constellation and regression analysis above, it is known that the constant value is 3,336, the regression coefficient X1 Typical Personal Endorsement (0.017), X2 Product Quality (0.876) from all factors studied. It is concluded that the Typical Personal Endorsement and Product Quality variables have a positive relationship with Purchasing Decisions. This study explains that the better the Typical Personal Endorsement, the more it can increase Purchasing Decisions. It can be seen from the R value with a value of (0.013) or 1.3% which is a correlation coefficient that explains the level of relationship between the Product Quality variable and Purchasing Decisions. The correlation value explains the level of strong relationship because it is between 0.600 and 0.799.

#### 4.4 Simultaneous Test (f-Test)

Table 4.3 Simultaneous Test Results (f Test)

ANOVA						
	El	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2412.323	2	1206.162	181,810	.000
	Residual	643.517	97	6,634		b
	Total	3055.840	99			

a. Dependent Variable: Purchase Decision Y  
 b. Predictors: (Constant), Product Quality X2, Typical Personal Endorsement X1

Source: IBM SPSS Statistics 27

Based on the results of the analysis of the table above, the calculated f value (181.810) > f table (3.939) with Sig (0.000) < 0.05 or read as calculated f (181.810) is greater than f table (3.939) with Sig (0.000) less than 0.05, so it is concluded that the variables X1 Typical personal endorsement and X2 Product Quality have a positive and significant effect simultaneously on Y Purchasing Decisions so that H3 is accepted and H0 is rejected.

#### 4.5 Multiple Linear Test

Table 4.5 Multiple Linear Test Results

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3.336	2.110		1,581	.117
Typical Personal Endorsement X1	.017	.080	.013	.209	.835
Product Quality X2	.876	.062	.880	14,168	.000

Dependent variable: Purchase Decision Y

Source: IBM SPSS Statistics 27

$$Y = a + \beta x + e$$

$$Y = 3.336 + 0.017 X1 + 0.876 X2 + 0.05$$

1. Based on the constant of 3.336, this explains that if X1 (Typical Personal Endorsement) and X2 (Product Quality) have a value of 0, then the value of Y remains at 3.336.
2. Based on variable X1 (Typical Personal Endorsement), the results of the regression test that explain the variable X1 have a positive regression coefficient with a value of b = 0.017. This means that if there is an increase in the value of variable X1 by 1 point, there will also be an increase in the variable Y by 0.017.
3. Based on the variable X2 (Product Quality), the results of the regression test that explain the variable X2 have a positive regression coefficient with a value of b = 0.876. This means that if there is an increase in the value of the variable X2 by 1 point, there will also be an increase in the variable Y by 0.876.

Based on the research results that have been described above using quantitative descriptive analysis using the SPSS program, the research results that will be discussed are as follows:

The Influence of Typical Personal Endorsement on Skintific Skincare Purchasing Decisions (Case Study of Female Consumers Using the Shopee Application in the North Banjarmasin District)

The results of the study indicate that Typical Personal Endorsement (X1) does not have a significant influence on the purchasing decision of Skintific skincare products on Shopee by female consumers in North Banjarmasin District. The t-count value (0.209) is smaller than the t-table (1.985) and the significance level (0.835) is greater than 0.05. This shows that endorsements from ordinary figures are not strong enough to influence purchasing decisions.

Some factors that may influence these results include the lack of credibility or relevance of the endorser, where consumers are more influenced by other sources of information such as beauty influencers or product reviews on social media. In addition, consumers in this region may be more focused on product quality, brand reputation, or personal experience in making purchasing decisions, rather than endorsements from non-celebrity figures.

These results contradict previous studies which show that celebrity endorsement has a significant influence on purchasing decisions (Nilammadi et al., 2020; Sofiana et al., 2022). Other factors such as Source Credibility Theory and Consumer Experience Theory also can explain why endorsements from ordinary consumers are less effective than those from celebrities. Further research is needed to explore other factors that influence consumer purchasing decisions.

The Influence of Product Quality on Skintific Skincare Purchasing Decisions (Case Study of Female Consumers Using the Shopee Application in the North Banjarmasin District)

The results of the study indicate that product quality (X2) has a significant influence on the purchasing decision of Skintific skincare products on Shopee by female consumers in North Banjarmasin District. The t-count value (14.168) > t-table (1.985) with a significance level of 0.000 < 0.05. This shows that product quality plays an important role in driving purchasing decisions.

The quality of skincare products is highly considered because it is related to the health and appearance of the skin. Consumers tend to buy products that provide real results, are safe to use, and have a good reputation. Positive experiences with high-quality products increase consumer loyalty and strengthen brand image, encouraging repeat purchases and recommendations to others.

This finding is consistent with previous studies (Mustika & Prihartono, 2021; Montolalu et al., 2021), which also found that product quality influences purchasing decisions. This supports the Product Quality Theory by Kotler and Keller (2016), where high-quality products increase consumer satisfaction and loyalty.

The Influence of Typical Personal Endorsement and Shopee Product Quality on Skintific Skincare Purchasing Decisions (Case Study of Female Consumers Using the Shopee Application in the Tapos District of Depok City)

Hypothesis H3 in this study tests the simultaneous influence of Typical Personal Endorsement (X1) and Product Quality (X2) on the purchasing decision of Skintific skincare products on Shopee by female consumers in North Banjarmasin District. The results of the F test show the F-count value (181,810) > F-table (3,090) with significance

0.000 < 0.05, indicating that both variables have a significant effect simultaneously.

Typical Personal Endorsement (X1) and Product Quality (X2) influence purchasing decisions simultaneously but through different channels.

Endorsements from ordinary figures can build emotional connections and trust, while

product quality provides assurance about the effectiveness and safety of the product. The combination of the two creates a stronger influence on purchasing decisions than if considered separately.

Endorsements supported by good product quality strengthen consumer trust, increase the effectiveness of endorsement messages, and facilitate purchasing decisions. An endorsement supported by evidence of high quality provides additional confidence to consumers regarding the value of the product being purchased.

This study is in line with previous studies, such as research by Magfiroh & Rufial (2022) which shows that product quality and celebrity endorsement together influence purchasing decisions, as well as research by Adhitya & Sahbana (2023) which confirms that social endorsement and product quality have a simultaneous influence on purchasing decisions.

Recommendation: Skincare manufacturers such as Skintific are advised to utilize relevant typical personal endorsements and maintain product quality to positively influence purchasing decisions. Further research needs to explore other factors that influence purchasing decisions, such as price and promotion, to gain a more comprehensive picture of consumer behaviour in the skincare market. Integration of additional marketing elements, such as competitive pricing and good customer service, can enhance the shopping experience and build consumer loyalty.

## CONCLUSION

This study shows the following conclusions: 1) Typical Personal Endorsement X1 does not have a significant partial effect on the Skintific Skincare Purchasing Decision by female consumers using the Shopee application in Tapos District, Depok City, West Java, 2) Product Quality X2 has a significant partial effect on the Skintific Skincare Purchasing Decision by female consumers using the Shopee application in the Tapos District, Depok City, West Java, 3) Typical Personal Endorsement and Product Quality have a significant simultaneous effect on the Skintific Skincare Purchasing Decision by female consumers using the Shopee application in Tapos District, Depok City, West Java. This study confirms that product quality is a more dominant factor in influencing purchasing decisions, while Typical Personal Endorsement is able to play a complementary role that strengthens the existing influence if supported by quality products.

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