

THE INFLUENCE OF PRODUCT QUALITY, CELEBRITY ENDORSERS AND WORD OF MOUTH ON THE DECISION TO PURCHASE GARNIER SAKURA WHITE DAY CREAM IN PEJATEN VILLAGE, SELATAN JAKARTA

Ratna Farida¹, Resti Hardini², Kumba Digdowiseiso³

Faculty Of Economics And Business National University, Indonesia^{1,2,3}

Email: ratnafaridamultimedia@gmail.com¹, restihardini@gmail.com²,
kumba.digdo@civitas.unas.ac.id³

Abstract

This research focuses on assessing the impact of product quality, celebrity endorser, and word of mouth on the purchase decision of Garnier Sakura White Day Cream in Pejaten Village, South Jakarta. The primary data were collected through a questionnaire distributed to 100 respondents who had used Garnier Sakura White Day Cream. The data were analyzed using the multiple linear regression method with SPSS version 22.0. The findings indicate that product quality, celebrity endorser, and word of mouth have a positive and significant influence on the purchase decision of Garnier Sakura White Day Cream in Pejaten Village, South Jakarta. This implies that consumers in this area consider these factors when making decisions about purchasing the mentioned skincare product. The study contributes valuable insights for businesses, highlighting the importance of maintaining product quality, utilizing effective celebrity endorsements, and fostering positive word of mouth to enhance consumer decision-making in the competitive skincare market.

Keywords: Product Quality, Celebrity Endorser, Word of Mouth, Purchase Decision.

INTRODUCTION

Nowadays appearance feels increasingly important, looking attractive is a demand to support a confident attitude in every daily activity. Not infrequently many women are obsessed with being able to look attractive like artists. This has resulted in opportunities for the development of the care and beauty product business to experience fierce competition. Appearance is something that needs attention by everyone, especially those who have activities working outside the home. The thing of concern is clean, bright, healthy and natural-looking skin.

Garnier understands that women can have different wants, needs, and aspirations. Garnier is a skin care product that has a series of whitening, moisturizing, and anti-aging.

Garnier has a whitening cream called Garnier Sakura White Day Cream. Garnier Sakura White Day Cream is a skin care cream that effectively brightens the skin, prevents dull skin, protects the face from ultraviolet rays and fades dark spots. Garnier Sakura

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White Day Cream is not the only whitening cream product on the market. Pond's is a major competitor in addition to other brands that also have a range of whitening creams.

Based on Top Brand Index 2015-2018 Category: Whitening Cream, Garnier's product purchase decision based on Top Brand Award data for 4 years Garnier lags quite far from its main competitor, Pond's, but Garnier can still stay in the second rank of top brands despite the emergence of new competitors such as Wardah and Nivea. Garnier fluctuates every year, starting from 2015 it has a top brand index of 10.8%, in 2016 it has decreased to 9.6%, in 2017 it has increased to 10.0%, in 2018 it has increased again and continues to increase, so that in 2018 Garnier's top brand whitening cream index reached 14.0%. In addition, Watsons Cosmetics Store in Pejaten Village, South Jakarta, displayed the sales profit of garnier sakura white day cream for four years.

The main objective of this research, based on the previous problem formulation, is to conduct an analysis of the influence of product quality on purchasing decisions for Garnier Sakura White Day Cream in Pejaten Village, South Jakarta. In addition, this research aims to identify the impact of celebrity endorsers on purchasing decisions for the same product at that location. Furthermore, this research will also analyze the influence of word of mouth on consumer purchasing decisions regarding Garnier Sakura White Day Cream products in Pejaten Village. Thus, this research carries a dual objective, namely to understand the contribution of each product quality variable, celebrity endorser, and word of mouth to the decision to purchase skin care products at the Pejaten Village market, South Jakarta. This objective aims to provide a comprehensive understanding of the factors that influence consumer purchasing decisions in the context of skin care products.

RESEARCH METHOD

This research focuses on purchasing decisions for Garnier Sakura White Day Cream in Pejaten Village, South Jakarta, with independent variables including product quality, celebrity endorser, and word of mouth. The object of research is purchasing decisions which are influenced by these factors. The research population consisted of consumers who chose to buy Garnier Sakura White Day Cream in Pejaten Village, South Jakarta. Sampling was carried out using the Nonprobability Sampling method, especially purposive sampling, where the selection of respondents was based on certain criteria. These criteria include consumers who have recently made purchases at Watsons stores and have used Sakura White Day Cream whitening cream for at least 1 year. With this approach, the research aims to investigate the influence of product quality variables, celebrity endorsers, and word of mouth on consumer purchasing decisions for Garnier Sakura White Day Cream in Pejaten Village, South Jakarta.

RESULTS AND DISCUSSION

Characteristics By Age

The results of the calculation of questionnaire data are known to be the number and percentage of age of Garnier Sakura White Day Cream respondents as many as 100 consumers who were sampled, obtained the number of respondents based on age criteria, namely, the number of 17-25 years old as many as 32 respondents with a percentage of 32%, 26-35 years old as many as 52 respondents with a percentage of 52%, 36-45 years old as many as 16 respondents with a percentage of 16%.

Characteristics of respondents by gender

The results of the calculation of questionnaire data are known to be the number and percentage of gender of Garnier Sakura White Day Cream respondents as many as 100 consumers who were sampled, obtained the number of respondents based on gender criteria, that is, the total number of respondents was 100 women. So it can be concluded that the largest frequency is dominated by female respondents, which is 100%.

Characteristics of respondents based on recent education

From the existing questionnaires, respondents who had the last education of junior high school were 20 respondents or 20%, SLTA of 32 respondents or 32%, the number of educated respondents. Diploma-S1 of 48 respondents or 48%.

Characteristics of respondents based on income

It is known that the number and percentage based on income, namely, < 3,000,000 as many as 23 respondents with a percentage of 23%, 3,000,000-5,000,000 as many as 47 respondents with a percentage of 47%, respondents with income of 5,000,000-7,000,000 as many as 19 respondents with a percentage of 19%, and respondents with income 7,000,000-10,000,000 as many as 11 respondents with a percentage of 11%.

Table 1. Multiple Linear Regression Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1 (Constant)	3.452	1.852		1.864	.065		
Kualitas Produk	.217	.070	.242	3.076	.003	.790	1.266
Celebrity Endorser	.320	.096	.303	3.332	.001	.593	1.686
Word Of Mouth	.359	.081	.372	4.418	.000	.691	1.446

a. Dependent Variable: Keputusan Pembelian
Sumber : Olah data dengan SPSS 22.0

Based on table 4.11, the multiple linear regression equation is as follows:

$$Y = 0,242 X_1 + 0,303 X_2 + 0,372 X_3$$

Information:

Y = Purchase Decision

X₁ = Product Quality

X₂ = Celebrity Endorser

X₃ = Word of Mouth

From the results of the analysis it can be seen that in the product quality variable there are positive and significant implications in the regression coefficient of 0.242, so it can be concluded that every increase in the product quality variable will increase purchasing decisions by 0.242, if the assumptions of other variables are considered constant.

The celebrity endorser variable has a regression coefficient of 0.303, so it can be concluded that every increase in the celebrity endorser variable will increase purchasing decisions by 0.303, if the assumptions of other variables are considered constant.

The word of mouth variable has a regression coefficient of 0.372, so it can be concluded that every increase in the word of mouth variable will increase purchasing decisions by 0.372, if the assumptions of other variables are considered constant. Based on validity and reliability tests that have been carried out, all statement items are declared valid and reliable.

Normality Test

The normality test is used to find out whether the data population is normally distributed or not. The data normality test can be performed with the Kolmogorov – Smirnov test. The application of the Kolmogorov-Smirnov test is that if it is significant below 0.05, it means that the data to be tested has a significant difference from the standard normal data, it means that the data is abnormal.

Table 2. Normality Test Results One-Sample Kolmogorov-Smirnov Test

Test		Unstandardized Residual
Normal Parameters ^{a, b}	N	100
	Mean	.0000000
	Std. Deviation	1.65818626
Most Extreme Differences	Absolute	.104
	Positive	.069
	Negative	-.104
	Kolmogorov-Smirnov Z	1.041
	Asymp. Sig. (2-tailed)	.229

a. Test distribution is Normal.

b. Calculated from data.

Sumber : Olah data dengan SPSS 22.0

The Automobile

Autocorrelation tests are performed to see whether or not there is autocorrelation in a regression model with the Durbin-Watson In this study the value of N is = 100 with the value (K) is = 3 then the value of the DL table is = 1.6131 and the value of DU is = 1.7364 and the value of $(4 - DU) = 2.2632$. The result of DW value is 2.044. Then the DW value lies in DU and $(4 - DU)$, $= 1.7364 < 2.044 < 2.2632$. It can be concluded that no autocorrelation occurred in the regression model used in this study.

Multicollinearity Test

The multicollinearity test also aims to test whether the regression model found a correlation between independent variables. A good regression model is free from multicollinearity or no correlation between independent variables. The multicollinearity test is seen from the value of Variance Inflation Factor (VIF) and Tolerance, the standard used is that if the Tolerance > 0.1 and VIF < 10 then multicollinearity does not occur.

Heteroscedasticity Test

The heteroscedasticity test using the glacier test aims to test whether in the regression model there is an inequality of variance from the residual of one observation to another. A good regression model does not occur heteroscedasticity. The correlation between Residual and Product Quality variables results in a signification number of more than 0.05, which is 0.663. The significance value is greater than 0.05, which means that the data does not occur heteroscedasticity problems and the study can continue.

The correlation between Residual and Celebrity Endorser variables gives a signification number of more than 0.05, which is at the level of 0.769. The correlation

between Residual and Word of Mouth variables resulted in a significance number of more than 0.05, which is at the level of 0.574. affects consumer satisfaction by 0.281. The regression coefficient of price perception is 0.630. This value shows that other independent variables have fixed or constant values and price perception (X2) increases by 1 point, it will affect consumer satisfaction by 0.630. The sales promotion regression coefficient is 0.059. This value shows that other independent variables have fixed or constant values and sales promotion (X3) increases by 1 point, it will affect consumer satisfaction by 0.059.

Test F

The F test is used to test the significance of the regression coefficient together, i.e. whether the independent variable has an influence on the dependent variable tested at a significant level of 0.05. The significance of this test is used to determine whether the independent variable developed in this study is able to explain the variation in the change in the dependent variable. Based on F Test Results the results of simultaneous testing or F test where the $F_{\text{calculate}}$ value is obtained at 36.131 with a significance level of 0.000 smaller than the alpha probability limit or the error rate obtained is (0.05) or 5%, so that the sig in the Anova table can be interpreted as significant because it is below the predetermined alpha value limit. (dependent) so that the regression model developed in this study is considered to meet the feasibility requirements.

Test Coefficient of Determination (R2)

The analysis of the coefficient of determination (R2) is used to give an understanding of how much the percentage of influence between the independent variable and the dependent variable. Based on Test Results R2 (Coefficient of Determination) the R Square value (Coefficient of Determination) of the regression equation is 0.530 which means that the independent variable in this study which includes product quality, celebrity endorser and word of mouth is 53% while the remaining 47% is explained by other variables that are not in this study.

The Tree of Sorrow (t)

The t test aims to partially test each independent variable whether it has an effect on the dependent variable. Based on the Pasial Test Results t shows that the calculated value in the Product Quality variable (X1) is 3.076 with a significant value of 0.003, the t_{table} value ($\alpha = 0.05$) must be found is 1.984, because the calculated value ($3.076 > 1.984$) with a significant level ($0.003 < 0.05$), then H_0 was rejected, which means that there is a positive and significant influence between Product Quality (X1) and Purchasing Decision (Y).

Showing that the calculated value in the Celebrity Endorser variable (X2) of 3,332 with a significant value of 0.001 must be found the t_{table} value ($\alpha = 0.05$) is 1.984, because the calculated value ($3,332 > 1.984$) with a significant level ($0.001 < 0.05$), then H_0 is rejected, which means that there is a positive and significant influence between the Celebrity Endorser (X2) on the Purchase Decision (Y).

Showing that the calculated value in the Word of Mouth variable (X3) is 4.418 with a significant value of 0.000, the t_{table} value ($\alpha = 0.05$) must be found is 1.984, because the calculated value ($4.418 > 1.984$) with a significant level ($0.000 < 0.05$), then H_0 is rejected, which means that there is a positive and significant influence between Word of Mouth (X3) on Purchase Decision (Y).

CONCLUSION

Based on the results of research that has been analyzed on Garnier Sakura White Day Cream in Pejaten Village, South Jakarta, several conclusions can be drawn. First, product quality has a positive and significant influence on purchasing decisions, indicating that improving product quality can increase consumers' tendency to buy Garnier Sakura White Day Cream in Pejaten Village. Second, celebrity endorsers also have a positive and significant influence on purchasing decisions, indicating that increasing the popularity or credibility of endorsers can strengthen consumer purchasing decisions regarding these products. Lastly, word of mouth also has a positive and significant influence on purchasing decisions, showing that increased information and recommendations from local consumers can have a positive impact on purchasing decisions for Garnier Sakura White Day Cream in Pejaten Village, South Jakarta. This conclusion provides a clear view of the factors that can influence consumer purchasing decisions on skin care products at the Pejaten Village market.

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