

## Celebgram Endorsement And Product Quality, How Does It Influence The Interest To Shop Online?

Irham Amir<sup>1\*</sup>, Alma Widiyanti<sup>2</sup>

Faculty of Economics and Sharia Business, Tazkia Islamic University College, Bogor  
\*irham@tazkia.ac.id

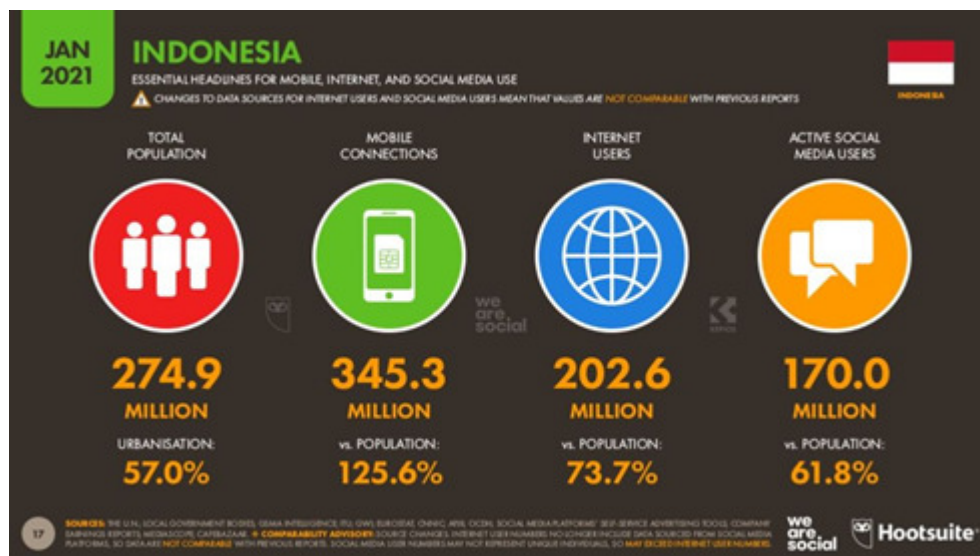
**Abstract:** This research aims to determine the effect of the endorsement and product quality on online shopping interest on the cosmetic brand EMINA. By using a descriptive quantitative approach, the sampling technique used is random sampling by distributing questionnaires to 100 millennial generation women in Bogor. This study found the endorsement program and product quality have a positive and significant effect on online shopping interest.

**Keywords:** Celebrity Endorsement, Instagram, Online Shopping, Product Quality, Purchase Interest.

### 1. INTRODUCTION

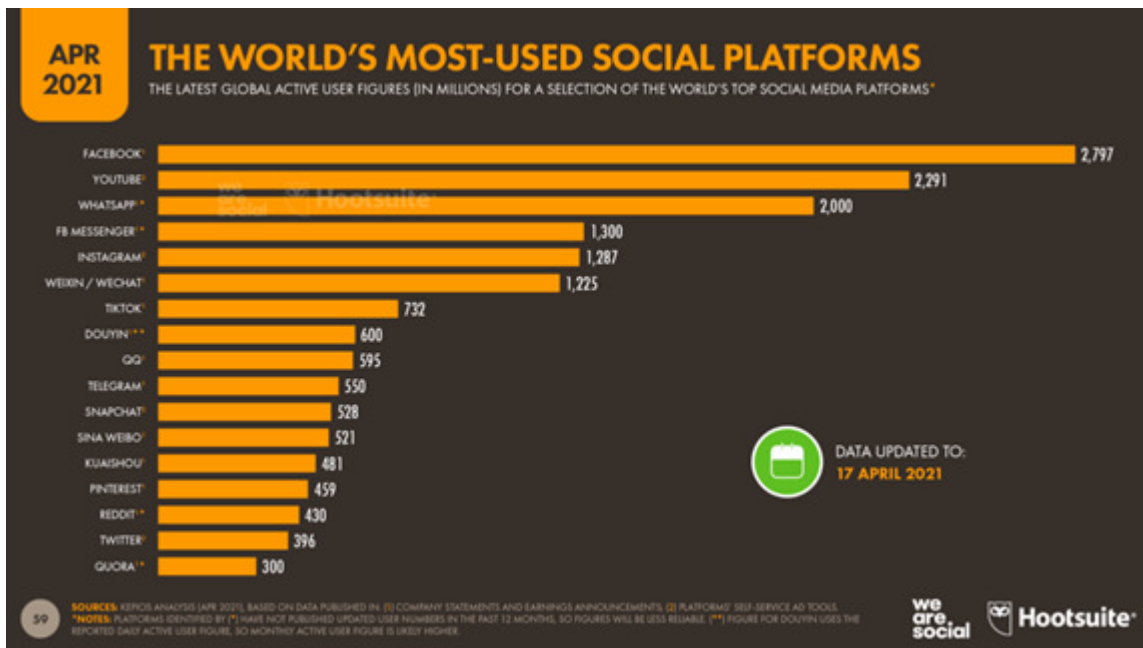
Various aspects of human life experience innovation along with the development of technology and the internet. The emergence of a new and unpredictable social media platform in the field of communication as if the world has no space and time boundaries. Without meeting people personally, anyone around the world are able to know each other's activities through posts uploaded on social

media. The marketing of a product or service also undergoes innovation which is supported by the rise of internet users in various countries, including Indonesia (Mejía Trejo, 2018). According to APJII (2021) 73.7% of the Indonesian population are internet users. Social media users are dominated by the population among teenagers or the age range of 18-25 years as much as 49%, followed by the age range of 26-35 years as much as 33.8% and the age range of 35-45 years as much as 14.6%.



Source: we are social, 2021

Figure 1. Internet User in Indonesia



Source: we are social, 2021

Figure 2. The Most Used Social Media

Figure 1 (Haryanto, 2021) shows data on internet users in Indonesia in 2021, which exceeds half of the total population. This is in line with the survey results which revealed that most of the Indonesian population already owns a smartphone with a percentage of 66.3%. It can be said that the need for smartphones is also increasing with the use of social media which seems to require everyone to use a smartphone.

According to Figure 2 (Kemp, 2021), the most popular social media platform in the world is Facebook, which is accessed by more than 2.7 billion users around the world. Followed by YouTube, popular as video content type as the second most used social media platform. WhatsApp, Fb Messenger and Instagram came after as the top 5 most used social media platform with approximately more than 1.2 billion users each. Each platform has its own functions and advantages that attract the attention of users. Even in 2020 Instagram users in Indonesia reached 63 million people. With a slight difference, 50.8% of them are from women and 49.2% are from men. With the rise of Instagram

users, some of its users take advantage of this platform to promote products by utilizing endorser services (Nurman, 2020).

This paper studies how the influence of endorsers who promote products on Instagram on online shopping interest in online shopping. In addition, the quality of the promoted product will also be assessed for its influence on online shopping interest. This study will focus on the cosmetic brand EMINA as a case study in examining research variables. This research has research limitations so that it is more focused. From the above background, the authors limit the research to millennial generation women who live in the city of Bogor, Indonesia who use Instagram.

## 2. LITERATURE REVIEW

### 2.1 Endorsement

An endorser can be referred to as an icon of a product that promotes a product or service by

displaying the characteristics of the product in order to support the effectiveness of message delivery (Suryadi, 2006). Belch & Belch (2004) define an endorser as a person who demonstrates or communicates a message on a product or service.

Meanwhile, according to Hardiman (2006) an endorser is a person whose job is to be a representative or image of a product chosen because of his strong and prominent reputation among the public. Not only having an influential endorser, a product should also have decent quality because it will be offered to consumers. Shimp (2003) explains that an endorser is an advertisement supporter or commonly known as an advertisement star who is used to support a product. Sonwalkar *et al.*, (2011) explains that endorsement is a form of communication in which a celebrity acts as a spokesperson for a particular product or brand.

Endorsement services use a contract that is generally known in *fiqh muamalah*, namely the *ijarah* contract which means a lease contract. The *ijarah* contract is allowed in Islam based on the rules of *fiqh* which say that the original law in *mu'âmalah* is halal and is allowed unless there is evidence that prohibits the contract (almanhaj, 2012).

As long as the product promoted is halal and the contract between the seller and the endorser does not violate Islamic law such as manipulation of goods, fraud and forgery, then endorsement is allowed as Allah says in QS Al-Maidah verse 2 and the hadith below: "Whoever cheats, then it does not belong to our group. People who commit fraud and forgery have their place in hell" (HR. Ibn Hibban).

## 2.2 Celebrity Endorser

According to (T. A. Shimp, 2003) celebrity endorser is a promotional technique by using artists as advertising stars in various media, ranging from print media, social media, or television media. An endorser is an actor, artist, entertainer or athlete who has been known to the public for his success in their

respective fields to support an advertised product or service. So it can be concluded that Celebrity Endorsement is a way of promotion that uses the services of a celebrity or famous person to introduce a product or service so that it can be known by many people (Awasthi & Choraria, 2015).

## 2.3 Product quality

Product quality is an effort to build the characteristics of the seller or company on its products with the aim that the product is easily recognized by consumers (Schiffman & Kanuk, 2007). According to Handoko (2002), product quality is the condition of an item that is in accordance with predetermined standards. As for Prawirosentono (2002) argues that product quality is everything that is attached to a product, be it physical, function or product properties that are in accordance with consumer needs and tastes so that consumers feel satisfied with the products purchased or consumed.

Kotler & Armstrong (2006) explained that product quality is a product's ability to perform its functions, which include product durability, reliability, ease of operation, repair, precision, and other valuable attributes. There are several assessments of the quality of the product like what consumers want. It can be concluded that trustworthiness (trustworthy), attractiveness (attractiveness), and expertise (expertise) can simultaneously significantly influence the purchase interest of Instagram social media users.

## 2.4 Purchase Interest

A successful product promotion can be seen from the extent to which a product can attract consumer purchase interest. Purchase interest is a process of combining knowledge and behaviour with the aim of evaluating one or more alternatives (Setiadi, 2013). According to Meldarianda *et al.*, (2010), purchase interest can be defined as the seller's response to a product that attracts his attention and finally decides to buy the product. It can be

concluded that purchase interest is a desire from consumers that reflects the plan to purchase a number of products with certain brands.

Islamic law perspective allows purchase interest, as long as the seller and the buyer make the transaction willingly and there is no element of coercion. This is based on the Qur'an surat An-Nisa verse 29.

## **2.5 Online shopping**

In this sophisticated era, buyers are not required to meet face-to-face with sellers. By utilizing gadgets, consumers can buy a product anywhere and anytime by doing online shopping.

According to Mujiyana & Elissa, (2013) online shopping is a process of buying goods interactively and in real time from sellers by utilizing technology. Online shopping as a process that allows buyers to interact with sellers without having to meet face-to-face with the aim of buying goods. Without having to visit the seller's shop, the buyer can view and choose the products displayed on the platform used by the seller to promote or sell their products (Park & Kim, 2003).

## **2.6 Instagram**

Instagram is a social networking site used to share photos and videos created in October 2010. Instagram is a social network that was founded on October 6, 2010 from a company called Burbn, Inc. The company was founded by Kevin Systrom and Mike Krieger who are currently the CEOs of Instagram. Instagram is an application that can be used to share photos and videos that allows its users to take photos, take videos, apply a digital filter, and other social networking activities.

There are some previous study discussed about the influence of endorser towards purchase interest. For instance research conducted by Awasthi

& Choraria (2015) found that the attractiveness and credibility of a celebrity can influence attitudes towards advertising through the mediating role of imitation behaviour, besides that advertisements made by celebrities can shape consumers' purchase interest. The conclusion that endorser have positive influence on purchase interest has the same result with other studies (Savitri, 2017) (Nurman, 2020).

The other studies examine the influence of endorser towards another variable such as purchase decision and purchase intention with different case study. Heda (2017) found that celebrity endorsement and brand image can influence purchasing decision. Setiawan (2018) concluded that celebrity endorsement has a positive influence on purchase intention, either directly or indirectly with mediating variable brand awareness.

Nurdiana *et al.*, (2019) found that there was an influence on celebrity endorsement on purchasing decisions for Wardah cosmetics. Sanny *et al.*, (2020) stated that celebrity endorsers do not have a direct influence on purchase intention. Celebrity endorsers influence purchasing decisions by being mediated by brand image. Product quality has a direct effect on purchasing decisions. However, there has been no previous study that examine the influence of endorser towards purchase interest that also include the factor of product quality.

Thus, the hypothesises of this research are:

- H1: Celebrity endorsements have a positive effect on online shopping interest in EMINA cosmetic brand.
- H2: Product quality has a positive effect on online shopping interest at the cosmetic brand EMINA
- H3: Celebrity endorsements and product quality have a positive effect on online shopping interest at the cosmetic brand EMINA.

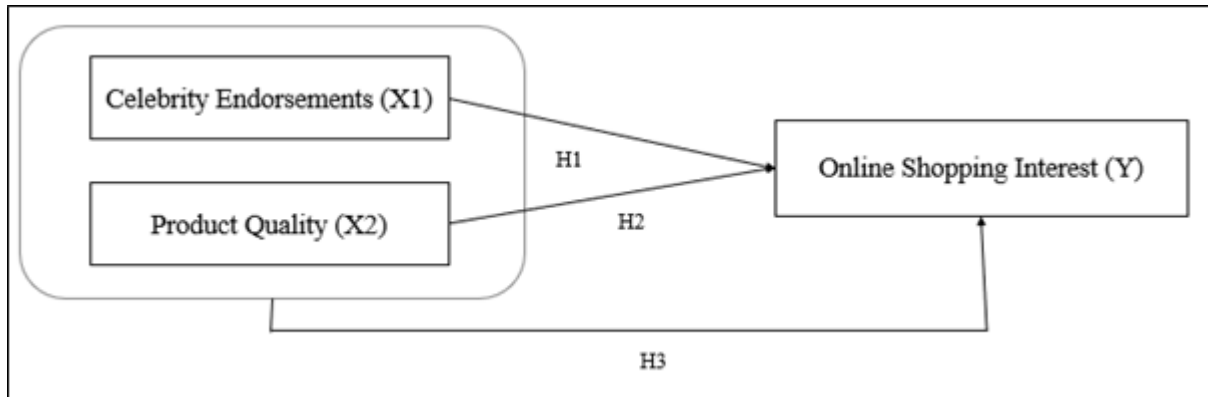


Figure 3. Research Framework

This framework is a multiple linear regression analysis model. Multiple linear analysis is used to determine the relationship between two or more variables to find out how variations of several independent variables affect the dependent variable. In this study, the use of multiple linear regression analysis was to determine how the influence of the use of celebrity endorsements and product quality on online shopping interest in the cosmetic brand EMINA.

### 3. RESEARCH METHODS

This research was conducted in the Bogor area. The time for this research is starting from May - July 2021. The type of research used by the author in this study is descriptive quantitative research. According to (Sugiyono, 2013) quantitative research is a research method based on the philosophy of positivism, which is used to examine a particular sample or population. Primary data used by the author in this research is in the form of a questionnaire distributed to respondents, especially millennial generation in Bogor.

#### 3.1 Population and Sample

The population of millennials in Bogor is 373,621 consisting of 190,459 men and 183,162 women (BPS, 2017). Sample characteristic for this research are millennial generation of women from 20-39 years old in Bogor who has Instagram account. Determination of the number of samples in this study using the Slovin formula. The number of millennial women in Bogor as many as 183,162 people and with an error rate of 10% (ten percent), the minimum sample size for the distribution of questionnaire is:

$$n = \frac{N}{1 + (N \times e^2)}$$

$$n = \frac{183.162}{1 + (183.162 \times 0,1^2)}$$

$$5[ = 99,9732 = 100 \text{ respondents}$$

The independent variables are credibility, attractiveness, and strength which is symbolized by X. Then the dependent variable is online shopping interest which is symbolized by Y.

**Table 1.** Operational Variables

Variable	Indicator	References	Scale
Celebgram (X1)	a. Physical Attraction b. Credibility c. Power	Shimp (2014)	Four-point Likert scale
Product Quality (X2)	a. Durability b. Realibility c. Aesthetics	Orville, Larreche, dan Boyd (2005)	Four-point Likert scale
Online Shopping Interest (Y)	a. Explorative interests b. Transactional interest c. Referral Interest	Ferdinand (2006)	Four-point Likert scale

### 3.2 Multiple Linear Regression Analysis

To answer the problems in this study, researchers used multiple linear regression analysis (multiple regression) in order to examine the effect of two or more independent variables on one other variable on an interval scale.

Multiple linear regression equation, namely:

$$Y = a + b_1X_1 + b_2X_2 + e$$

## 4. RESULTS AND DISCUSSION

EMINA is a product of PT. Paragon Technology and Innovation. This company is one of the largest national cosmetic manufacturing companies in Indonesia. This company was founded by Nurhayati Subakat in 1985. EMINA's own cosmetic products have been produced since 2015. The company has several other leading brands such as Wardah, Make Over, IX, and Putri. PT. Paragon has approximately 7,500 employees and produces more than 95,000,000 facial and personal care products annually.

### 4.1 Data Description

The respondents were millennial generation women in the Bogor area. The process of searching and collecting data in this study was carried out by distributing questionnaires via googleform which was held in early June 2021. Meanwhile, the general description of the respondents in this study is as follows:

**Table 2.** Distribution of Respondents by Age

Age	Total	Percentage
20-24	85	85%
25-29	15	15%
30-34	0	0
35-39	0	0
<b>Total</b>	100	100%

The distribution of respondents based on age, with a range of 20–24 years dominated the whole with a total of 85 people or as much as 85%. Then followed by respondents with an age range of 25–29 years totalling 15 people or as much as 15%.

**Table 3.** Distribution of Respondents Based on Education

Education	Total	Percentage
Middle school	1	1%
High School	44	44%
D3	14	14%
S1	35	35%
S2	6	6%
<b>Total</b>	<b>100</b>	<b>100%</b>

According to table 3, the respondents were dominated by women of a high school education level

as many as 44 respondents equal to 44%. Then followed by the level of education S1 with the number of respondents as many as 35 people or 35%. Furthermore, with a D3 education level as many as 14 people or about 14%. And S2 with the number of respondents as many as 6 people or about 6%, then 1 person or 1% with a junior high education level.

**Table 4.** Respondents' Answer Index Category

Range	Category
1.00-2.00	Low
2.00-3.00	Medium
3.00-4.00	High

The results of the answers from 100 respondents on each variable X are as follows:

**Table 5.** Results of Respondents' Answers to the Celebgram Endorsement Variable

Questions	Scale				Average	Category
	4	3	2	1		
X1.1	44	51	1	4	3,65	High
X1.2	55	38	5	2	3,35	High
X1.3	51	44	4	1	3,45	High
X1.4	35	55	9	1	3,15	High
X1.5	37	56	6	1	3,20	High
X1.6	33	62	4	1	3,05	High
X1.7	63	33	3	1	3,70	High
X1.8	57	40	2	1	3,60	High
X1.9	23	64	10	3	3,10	High
X1.10	11	46	38	5	2,75	Medium
<b>Average</b>					<b>3,27</b>	<b>High</b>

In the table above, the results showed the overall average of respondents' answers is high with an average value of 3.27 and the question with the

highest average value is the question item at number seven (X1.7). And the lowest score was obtained in question number ten (X1.10).

**Table 6.** Results of Respondents' Answers for Product Quality Variables

Questions	Scale				Average	Category
	4	3	2	1		
X2.1	25	47	25	3	3,05	High
X2.2	40	50	8	2	3,20	High
X2.3	44	51	4	1	3,40	High
X2.4	22	49	28	1	3,30	High
X2.5	31	65	3	1	3,20	High
X2.6	24	52	22	2	2,90	Medium
X2.7	38	59	2	1	3,20	High
X2.8	37	57	5	1	3,40	High
X2.9	28	58	11	3	3,20	High
Average					3,20	High

The average result of the product quality variable from Table 8 is 3.20 which is included in the high category. Question with the highest average score, it was obtained in question number three (X2.3)

and question number eight (X2.8) with a value of 3.40. The lowest score was obtained in question number six (X2.6) with a value of 2.90.

**Table 7.** Results of Respondents' Answers to Online Shopping Interest Variables

Questions	Scale				Average	Category
	4	3	2	1		
X3.1	34	51	13	2	3,35	High
X3.2	20	69	9	2	3,25	High
X3.3	22	54	22	2	3,10	High
X3.4	25	61	13	1	3,25	High
Average					3,23	High

Based on Table 7, online shopping interest variable has an average of 3.23, which value is included in the high category. And for the question with the highest average value obtained in the first number question (X3.1) with a value of 3.35. For the question with the lowest score obtained in question number three (X3.3) with an average value of 3.10.

#### 4.2 Validity and Reliability Test Result

The validity test was carried out on the variables of the endorsement program, product quality, and online shopping interest. Judging by comparing the values of R count and R table, at (n) = 100 and the degree of freedom (df) = n – 2, the R table value



is 0.193. The variable is valid if the value of R count > R table meanwhile the variable is invalid if the value of R count < R table. Based on the calculations, it is found that the values of all questions on the three variables are declared valid, seen from the value of R count > R table, which means that 23 question items in this study can be used to measure X1, X2 and Y variables.

**Table 8.** Validity Test

<b>Variable</b>	<b>Indicator</b>	<b>R Count</b>	<b>R Table</b>	<b>Note</b>
<b>Celebgram Endorsement</b>	X1.1	0,740	0,193	Valid
	X1.2	0,736	0,193	Valid
	X1.3	0,755	0,193	Valid
	X1.4	0,808	0,193	Valid
	X1.5	0,768	0,193	Valid
	X1.6	0,757	0,193	Valid
	X1.7	0,743	0,193	Valid
	X1.8	0,797	0,193	Valid
	X1.9	0,801	0,193	Valid
	X1.10	0,747	0,193	Valid
<b>Product Quality</b>	X2.1	0,765	0,193	Valid
	X2.2	0,619	0,193	Valid
	X2.3	0,727	0,193	Valid
	X2.4	0,688	0,193	Valid
	X2.5	0,738	0,193	Valid
	X2.6	0,708	0,193	Valid
	X2.7	0,733	0,193	Valid
	X2.8	0,759	0,193	Valid
	X2.9	0,678	0,193	Valid
<b>Online Shopping Interest</b>	X3.1	0,894	0,193	Valid
	X3.2	0,898	0,193	Valid
	X3.3	0,857	0,193	Valid
	X3.4	0,775	0,193	Valid

**Table 9.** Reliability Test Results

No	Variable	Cronbach's Alpha	Reliable Standard	Note
1	Celebgram	0,921	0,60	Reliable
2	Product Quality	0,879	0,60	Reliable
3	Online Shopping Interest	0,876	0,60	Reliable

Based on the table above, it is known that the Cronbach's Alpha value of the endorsement program variable with the number of question items 10 is 0.921, the product quality variable with the number of question items 9 is 0.879 and the online shopping interest variable with the number of question items 4 is 0.876 all of these variables meet the alpha critical requirements of 0,60. Thus, it can

be concluded that the questionnaire is declared reliable because the value of Cronbach's Alpha is greater than 0.60, which means that the indicators for the three variables is consistent as measuring instruments.

**4.3 Normality and Multicollinearity Test**

**Table 10.** One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		103
Normal	Mean	.0000000
Parameters <sup>a,b</sup>	Std. Deviation	1.73369683
Most Extreme Differences	Absolute	.054
	Positive	.029
	Negative	-.054
Test Statistic		.054
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on Table 10, the significance value in the Kosmogorov Smirnov section is 0.20. It can be concluded that the distribution of the data is normal

because the significance value in the Kosmogorov Smirnov table is greater than 0.05.

**Table 11.** Multicollinearity Test Results

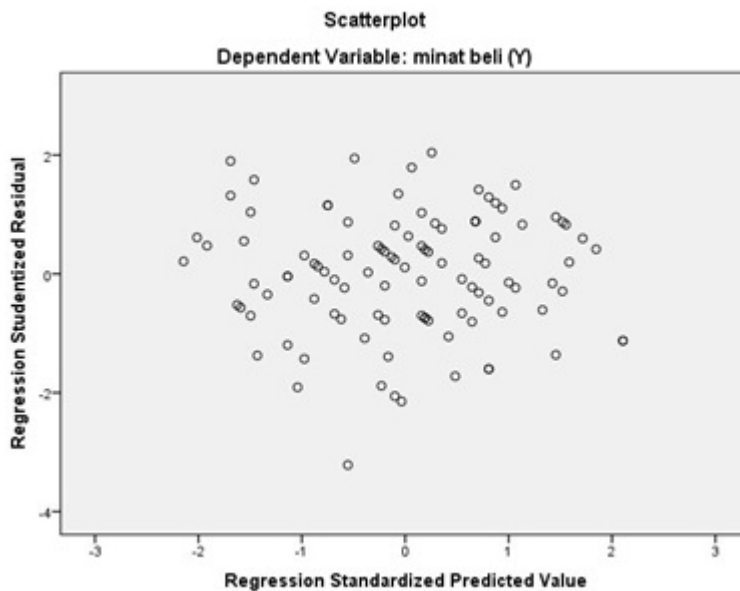
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.857	.771		1.112	.269		
	Selegam Endorse (X1)	.235	.034	.565	6.935	.000	.511	1.958
	Kualitas Produk (X2)	.157	.041	.310	3.798	.000	.511	1.958

Based on Table 11, the tolerance value is bigger than 0.10 while the VIF value is lower than 10, it can be concluded that there is no multicollinearity between independent variables.

**4.4 Heteroscedasticity Test**

Heteroscedasticity test is used to see whether

there is an inequality of variance and residuals of one observation with other observation residuals. The way to see whether there is heteroscedasticity is to look at the graph plot between the predicted value of the dependent variable (ZPRED) and the residual (SRESID). Based on Figure 4, the points appear to be spread above and below zero, so it can be concluded that there is no heteroscedasticity.



**Figure 4.** Heteroscedasticity Test Results

4.5 T Test, F Test and Coefficient of Determination

Table 12. Coefficient a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.857	.771		1.112	.269
Selegram Endorse(X1)	.235	.034	.565	6.935	.000
Kualitas Produk (X2)	.157	.041	.310	3.798	.000

a. Dependent Variable: Online Shopping Interest (Y)

The t-test was carried out to test whether there was a partial effect of the independent variables (program endorsement and product quality) on the dependent variable (online shopping interest). According to Table 12 the probability value (sig) on the celebgram endorsement variable (X1) is 0.00, which is lower than 0.05 ( $0.000 < 0.05$ ). Then

$H_0$  is rejected and  $H_1$  is accepted, which means that the X1 variable (celebgram endorsement) has a significant influence on the Y variable (online shopping interest). This is in accordance with the first hypothesis which states that the endorsement program has a significant effect on online shopping interest.

Table 13. ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	596.272	2	298.136	97.245	.000 <sup>b</sup>
Residual	306.582	100	3.066		
Total	902.854	102			

a. Dependent Variable: online shopping interest (Y)

b. Predictors: (Constant), product quality (X2), program endorsement (X1)

The F test was carried out to test whether there was an effect of the endorsement program, the quality of the product together on online shopping interest. From the table above, the

probability value is 0.000, so it can be concluded that the endorsement program and product quality both have a significant effect on online shopping interest.

**Table 14.** Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.813 <sup>a</sup>	.660	.654	1.75095

Predictors: (Constant), Product Quality (X2), Celebgram Endorser (X1)

The coefficient of determination is used to determine how much influence the dependent variable has on the independent variable. To find out the percentage, the adjusted R square model summary is applied. Based on multiple linear regression analysis shows the magnitude of the coefficient of determination (Adjusted R<sup>2</sup>) = 0.654

or equal to 65.4%. It can be concluded that 65.4% online shopping interest is influenced by the variables of the endorsement program and product quality. While 34.6% is influenced by other variables that are not included in this study.

#### 4.6 Multiple linear regression

**Table 15.** Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.857	.771		1.112	.269
	Celebgram Endorse (X1)	.235	.034	.565	6.935	.000
	Product Quality (X2)	.157	.041	.310	3.798	.000

a. Dependent Variable: online shopping interest (Y)

Multiple linear regression analysis is used to answer the hypothesis whether the endorsement program and product quality simultaneously or partially affect consumer online shopping interest. Based on the results of data processing using SPSS, the constant coefficient value was 0.857, with a standard error of 0.771. The coefficient on the endorsement program is 0.235 and the product quality is 0.157. Then the regression equation can be formulated as follows: online shopping interest = 0.857 + 0.235 celebgram (X1) + 0.157 product quality (X2) + e.

From the regression equation, it can be described as follows:

1. The constant value obtained is 0.857, which means that if the endorsement program and product quality are equal to zero, then online shopping interest is 0.857.
2. The value of the beta coefficient on the endorsement program variable is 0.235, which means that any changes in the endorsement program variable (X1) will result in a 0.235 change in online shopping interest.

3. The value of the beta coefficient on the product quality variable is 0.157, which means that any changes in the product quality variable (X2) will result in a change in online shopping interest of 0.157.

#### **4.7 Discussion**

##### **4.7.1 The Influence of Celebrity Endorsements on Online Shopping Interest**

Based on the results of statistical tests, it shows that there is a positive influence of celebrity endorsements on online shopping interest in the cosmetic brand EMINA. This is proven by the results of the regression test with a t-count value of 6.935 with a significance value of 0.000 less than 0.05 ( $0.000 < 0.05$ ) and the regression coefficient having a positive value of 0.235. As a result the first hypothesis in this study was proven, namely "Celebrity Endorsement has a positive effect on online shopping interest in online shopping on the cosmetic brand EMINA".

The results of this study support previous research conducted by Heda, (2017) shows that the celebrity endorser variable has a positive effect on purchasing decisions, with the results of regression analysis showing the celebrity endorser variable has a significant value of 0.000 which is smaller than the standard set.

##### **4.7.2 The Influence of Product Quality on Online Shopping Interest**

Based on the results of statistical tests, it shows that there is a positive influence of product quality on online shopping interest in the EMINA cosmetic brand. This is obtained from the results of statistical regression tests with a t-count value of 3.798 with a significance value of 0.000 which is smaller than 0.05 ( $0.000 < 0.05$ ). And the regression coefficient has a positive value of 0.157. So the second hypothesis in this study was proven.

The results of this study support previous research conducted by Maulidya, (2020) showing that product quality variables have a positive effect on purchasing decisions, with the results of the analysis. The regression showed that the product quality variable had a significant value of 0.000 which was smaller than 0.05.

##### **4.7.3 Effect of Celebrity Endorsement and Product Quality on Online Shopping Interest**

Based on the results of statistical tests, it shows that there is a positive influence of celebrity endorsements and product quality on online shopping interest in the cosmetic brand EMINA. This is obtained from the results of the F test, which obtained a calculated F value of 97.245 with a significance value of 0.000. It can be concluded that the hypothesis in this study is proven. The results of the adjusted R2 test in this study obtained a value of 0.654. So this shows that consumer online shopping interest is influenced by the celebrity endorsement variable and product quality by 65.4%. Meanwhile, the remaining 34.6% is influenced by other factors not included in this study.

#### **5. CONCLUSION AND RECOMMENDATIONS**

Based on the results and discussion of the research, some conclusions can be drawn as follows:

1. Celebrity endorsement has a positive and significant effect on online shopping interest. This is proven by a regression coefficient of 0.235 and a t-count significance value of 0.000 which is smaller than 0.05 ( $\text{sig} < 0.05$ ). The t-count value obtained is greater than the t-table  $6.935 > 1.983$ .
2. Product quality has a positive and significant effect on online shopping interest. This is proven by the regression coefficient of 0.157 and the t-count significance value of 0.000 which is smaller than 0.05 ( $\text{sig} < 0.05$ ). And the t-count

value obtained is greater than the t-table, namely  $3.798 > 1.983$ .

3. Celebrity endorsement and product quality simultaneously have a positive effect on online shopping interest. This is shown by the calculated F value of 97.245 with a significance value of 0.000 which means it is smaller than 0.05.
4. The amount of adjusted R2 in this study obtained a value of 0.654. It means consumer online shopping interest is influenced by the celebrity endorsement variable and product quality by 65.4%. Meanwhile, the remaining 34.6% is influenced by other factors not included in this study.

### 5.1 Research Limitations

1. The method of collecting data is using a questionnaire, so it is very possible that the data in this study is subjective.
2. This research is still unable to fully reveal what factors can influence online shopping interest in online shopping at the cosmetic brand EMINA. Researchers only found 65.4% of the factors that influence consumer online shopping interest in the EMINA cosmetic brand. So that there are still 34.6% of other factors not examined in this research.
3. This study has a limited sample, because the researchers only set a sample for millennial generation women around the Bogor city area.

### 5.2 Recommendations

Companies are advised to increase the level of consumer confidence in the endorsement program in order to convey advertising messages on EMINA cosmetic brand products. To increase the level of consumer trust, companies can increase the use of endorsement programs that have good popularity and credibility and are widely liked by consumers. So that EMINA's cosmetic brand products will have a good

image in the minds of consumers.

The company is expected to be able to continue to innovate in creating a new product and to be able to maintain the quality of products in the EMINA cosmetic brand. Because product quality is one of the important components of consumers before making a purchase.

Future research is expected to improve the limitations of this study and can increase the number of samples and data collection techniques in order to obtain comprehensive results.

Given the influence of variables that are not included in this study is quite large, it is hoped that further researchers can develop this research by examining other variables such as promotion, brand image, and price perception.

### REFERENCES

- [1] Almanhaj. 2012. *Kaidah Ke-50/: Hukum Asal Mu'adalah Adalah Halal Kecuali Ada Dalil yang Melarangnya*. Almanhaj.or.Id. <https://almanhaj.or.id/4319-kaidah-ke-50-law-origin-muamalah-is-halal-except-ada-dalil-yang-melangnya-2.html>
- [2] APJII, A. P. J. I. I. 2021. *Peluang Penetrasi Internet dan Tantangan Regulasi Daerah*. In *Buletin APJII Edisi 79 Januari 2021* (p. 15). <https://apjii.or.id/download/file/BULETINAPJIIEDISI79Januari20211.pdf>
- [3] Awasthi, A. K., & Choraria, S. 2015. *Effectiveness of Celebrity Endorsement Advertisements: The Role of Customer Imitation Behaviour*. *Journal of Creative Communications*, 10(2), 215–234.
- [4] Belch, G., & Belch, M. 2004. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. Hill/Irwin.

- [5] Handoko. 2002. *Manajemen Pemasaran*. IPWI.
- [6] Hardiman, I. 2006. *Seri Pintar Public Relations: 400 Istilah PR Media & Periklanan*. Gagas Ulung.
- [7] Haryanto, T. 2021. *Pengguna Internet Indonesia Tembus 202,6 Juta*. Inet.Detik.Com. <https://inet.detik.com/cyberlife/d-5407210/pengguna-internet-indonesia-tembus-2026-juta>
- [8] Heda, N. 2017. *Pengaruh Celebrity Endorser dan Brand Image Terhadap Keputusan Pembelian Sampo (Studi Kasus pada Merek Clear)*. Skripsi. Program Studi Manajemen Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Yogyakarta.
- [9] Kemp, S. 2021. *Digital 2021 April Global Statshot Report*. Datareportal.Com. <https://datareportal.com/reports/digital-2021-april-global-statshot>
- [10] Kotler, P., & Amstrong, G. 2006. *Prinsip-prinsip Pemasaran*. Erlangga.
- [11] Mejía Trejo, J. 2018. *Designing A Digital Marketing Model Innovation To Increase The Competitiveness*. First insights in Mexico. *Nova Scientia*, 10(20), 569–591.
- [12] Meldarianda, R., Lisan, H., & Kristen, U. 2010. *Pengaruh Store Atmosphere Terhadap Minat Beli Konsumen pada Resort Café Atmosphere Bandung*. *Jurnal Bisnis dan Ekonomi (JBE)*, 17(2), 97–108.
- [13] Mujiyana, M., & Elissa, I. 2013. *Analisis Faktor-faktor yang Mempengaruhi Keputusan Pembelian Via Internet pada Toko Online*. *J@ TI Undip: Jurnal Teknik Industri*, 8(3), 143–152.
- [14] Nurdiana, M., Tarmizi, A., & Anita, E. 2019. *Pengaruh Celebrity Endorse Terhadap Keputusan Pembelian Kosmetik (Studi Kasus pada Konsumen Wardah Mahasiswi Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Sulthan Thaha Saifuddin Jambi)*. UIN Sulthan Thaha Saifuddin Jambi.
- [15] Nurman, M. 2020. *Pengaruh Penggunaan Selebgram (Selebriti Instagram) Sebagai Endorsement Terhadap Sikap Konsumen Dalam Membangun Minat Beli untuk Melakukan Pembelian Secara Online pada Mahasiswa Universitas Negeri Padang*. Universitas Negeri Padang.
- [16] Park, C., & Kim, Y. 2003. *Identifying Key Factors Affecting Consumer Purchase Behavior In An Online Shopping Context*. *International Journal of Retail & Distribution Management*.
- [17] Prawirosentono, S. 2002. *Manajemen Operasi, Analisis dan Studi Kasus*. Bumi Aksara.
- [18] Sanny, L., Arina, A., Maulidya, R., & Pertiwi, R. 2020. *Purchase Intention on Indonesia Male's Skin Care by Social Media Marketing Effect Towards Brand Image and Brand Trust*. *Management Science Letters*, 10(10), 2139–2146.
- [19] Savitri, N. W. 2017. *Pengaruh Celebrity Endorser dan Iklan Melalui Media Televisi Terhadap Minat Beli pada Tokopedia di Denpasar*. Udayana University.
- [20] Schiffman, L., & Kanuk, L. L. 2007. *Perilaku Konsumen*. Indeks Gramedia.
- [21] Setiadi, N. J. 2013. *Perilaku Konsumen Edisi Revisi*. Kharisma Putra Utama.



- [22] Setiawan, L. 2018. *Pengaruh Celebrity Endorsement Terhadap Purchase Intention Dengan Brand Awareness Sebagai Variabel Mediasi pada Produk Green Tea Esprecielo Allure*. *Jurnal Manajemen Pemasaran*, 12(1), 53–60.
- [23] Shimp, T. A. 2003. *Periklanan Promosi: Aspek Tambahan Komunikasi Pemasaran Terpadu*. Erlangga. Jakarta.
- [24] Sonwalkar, J., Kapse, M., & Pathak, A. 2011. *Celebrity Impact-A Model of Celebrity Endorsement*. *Journal of Marketing & Communication*, 7(1).
- [25] Sugiyono, D. 2013. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D*.
- [26] Suryadi, D. 2006. *Promosi Efektif Menggugah Minat dan Loyalitas Pelanggan*. Tugu Publisher.