

**THE INFLUENCE OF E-WOM, SOCIAL MEDIA PROMOTION, AND
CELEBRITY ENDORSERS ON PRODUCT PURCHASE DECISIONS****Yinta Divaya Andina¹⁾, Hari Purwanto²⁾**¹Management, Faculty of Economics and Business, PGRI Madiun University
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email: hari.purwanto@unipma.ac.id***Abstrak***

Tujuan dari penelitian ini untuk mengetahui adanya. Pengaruh *e- WOM*, Promosi Media Sosial, dan *Celebrity Endorser* Terhadap Keputusan Pembelian Produk *Skincare* Somethinc (Studi Empiris Konsumen di Kota Madiun). Penelitian ini merupakan penelitian kuantitatif dengan jumlah sampel sebanyak 384 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *Purposive Sampling* dan disebar dengan teknik *Accidental Sampling*. Teknik analisis data menggunakan alat uji berupa software SPSS versi 25. Hasil Penelitian ini adalah (1) *Electronic Word Of Mouth* (X1) berpengaruh terhadap Keputusan Pembelian (Y). (2) Promosi Media Sosial (X2) berpengaruh terhadap Keputusan Pembelian (Y). (3) *Celebrity Endorser* (X3) berpengaruh terhadap Keputusan Pembelian (Y).

Kata Kunci: *Electronic Word Of Mouth*, Promosi Media Sosial, *Celebrity Endorser*, Keputusan Pembelian.

Abstract

The purpose of this study is to determine the existence of The Influence of e-WOM, Social Media Promotion, and Celebrity Endorser on Somethinc Skincare Product Purchase Decisions (Empirical Study of Consumers in Madiun City). This study is a quantitative study with a sample of 384 respondents. The sampling technique in this study used the Purposive Sampling technique and was distributed using the Accidental Sampling technique. The data analysis technique used a test tool in the form of SPSS software version 25. The results of this study are (1) Electronic Word Of Mouth (X1) influences the Purchase Decision (Y). (2) Social Media Promotion (X2) influences the Purchase Decision (Y). (3) Celebrity Endorser (X3) influences Purchasing Decision (Y).

Keywords: *Electronic Word Of Mouth, Social Media Promotion, Celebrity Endorser, Purchasing Decision.*

A. INTRODUCTION

1. Background

The current business world is experiencing rapid growth, primarily due to intense competition. One industry experiencing significant growth is the skincare industry. Indonesians are increasingly recognizing the importance of personal care to enhance their appearance and self-confidence, which has become an integral part of the modern lifestyle (Hardum, 2021). Somethinc is a local skincare company that has experienced remarkable commercial expansion, led by its founder, Irene Ursula, a passionate and enterprising young entrepreneur. A survey conducted by researchers at several offline stores in Madiun City shows that Somethinc products consistently remain a favorite choice in several skincare stores in Madiun City, outperforming sales of other local skincare products.

Local brands like Somethinc are among those successfully leveraging the power of e-WOM to increase awareness and sales of their products. Across platforms like Shopee, TikTok, and Instagram, Somethinc has received positive reviews from consumers, both in terms of product quality, ingredient safety, and effectiveness in addressing skin issues. Although electronic word of mouth (e-WOM) is generally considered to have a strong influence on consumer purchasing decisions, several studies have shown conflicting results. Research conducted by Rahmawati and Kusumawati (2021) shows that e-WOM has no direct effect on consumer purchasing decisions. Somethinc demonstrates very strong performance in reaching a wide audience through platforms like Instagram, TikTok, and Twitter. For example, Somethinc's official Instagram account has over 1 million followers, and each promotional content uploaded can achieve tens to hundreds of thousands of impressions and interactions. On TikTok, several of the brand's promotional and educational product videos have even made it to the FYP (For You Page) and have been viewed millions of times, indicating their extensive promotional reach and effectiveness in capturing consumer attention. Several studies have shown that social

media promotions do not always have a significant impact on purchasing decisions. Research conducted by Sari and Widodo (2021) found that social media promotions had no significant effect on fashion product purchasing decisions among college students.

Marketing strategies using celebrity endorsers are a widely used approach to build trust and increase consumer purchasing interest. Somethinc, a growing local skincare brand, leverages the power of public figures to introduce and promote its products. One celebrity endorser who has significantly influenced Somethinc's promotion is Tasya Farasya. In addition to visibility and credibility, Tasya Farasya's power and influence as an endorser is also significant. Tasya's endorsements have created a viral effect, increasing sales, and changing the brand's perception from a local product to a premium and trusted skincare brand. For example, after Tasya reviewed one of Somethinc's serums in her video, there was an increase in purchasing interest and searches for the product on various e-commerce platforms. Research by Wulandari and Prasetyo (2021) found that celebrity endorsers do not significantly influence cosmetic product purchasing decisions.

2. Literature Review

- **Electronic Word of Mouth**

Electronics word of mouth is a communication medium that is useful as a means of sharing information about a product or service that has been used between consumers and they did not know each other previously (Sakha *et al.*, 2024).

- **Social Media Promotion**

Sosial media marketing a marketing activity carried out by utilizing social media to market products or services owned and packaging them into interesting content so that it can attract and convince consumers about the products or services marketed online. (Puspasari & Hadithya, 2023).

- **Celebrity Endorser**

Laysia & Amin, 2024, celebrity endorser is an artist, entertainer, blogger, vlogger, celebrity, athlete, and influencer who is feared by many people for their success in their respective fields.

- **Purchasing decision**

According to Alim (2021), purchasing decisions are attitudes displayed by consumers in searching for, purchasing, using, evaluating and consuming a product that can later satisfy their needs.

B. METHOD

This study employed quantitative methods. The research location was Madiun City. The population comprised all 384 Somethinc Skincare consumers in Madiun City. The sample was the population itself. Therefore, the sampling technique employed purposive sampling and accidental sampling. Data analysis utilized SPSS software version 25.

C. RESULTS AND DISCUSSION

Based on the results of data processing research using the SPSS program, the following results were obtained:

1. Research Validity Test

Table 1. Validity Test

No	Pertanyaan	R hitung	R tabel	Sig.	Kesimpulan
1.	X _{1.1}	0,878	0,100	0,000	Valid
2.	X _{1.2}	0,858	0,100	0,000	Valid
3.	X _{1.3}	0,653	0,100	0,000	Valid
4.	X _{1.4}	0,858	0,100	0,000	Valid

Source: Processed Primary Data (2025)

Based on the table above, it can be seen that the X1 variable shows that all 4 questionnaire questions are valid. This meets the requirements, namely having a calculated r value > r table (0.100) and a significance value <0.05.

Table 2. Results of the Social Media Promotion Validity Test (X2)

No	Pertanyaan	R hitung	R tabel	Sig.	Kesimpulan
1.	X _{2.1}	0,819	0,100	0,000	Valid
2.	X _{2.2}	0,873	0,100	0,000	Valid
3.	X _{2.3}	0,824	0,100	0,000	Valid

Source: Processed Primary Data (2025)

Based on the table above, it shows that all 3 questions on variable X2 are valid. This meets the requirements, namely having a calculated r value $>$ r table (0.100) and a significance value $>$ 0,05.

Table 3. Results of the Celebrity Endorser Validity Test (X3)

No.	Pertanyaan	R hitung	R tabel	Sig.	Kesimpulan
1.	X _{3.1}	0,751	0,100	0,000	Valid
2.	X _{3.2}	0,806	0,100	0,000	Valid
3.	X _{3.3}	0,804	0,100	0,000	Valid
4.	X _{3.4}	0,804	0,100	0,000	Valid

Source: Processed Primary Data (2025)

It can be seen that the X3 variable indicates that all 4 questionnaire questions are valid. This meets the requirements, namely having a calculated r value $>$ r table (0.100) and a significance value $>$ 0,05.

Table 4. Results of the Purchase Decision Validity Test (Y)

No.	Pertanyaan	R hitung	R tabel	Sig.	Kesimpulan
1.	Y _{1.1}	0,800	0,100	0,000	Valid
2.	Y _{1.2}	0,780	0,100	0,000	Valid
3.	Y _{1.3}	0,740	0,100	0,000	Valid
4.	Y _{1.4}	0,823	0,100	0,000	Valid
5.	Y _{1.5}	0,840	0,100	0,000	Valid

Source: Processed Primary Data (2025)

This indicates that all 5 questions on the Y variable are valid. This fulfills the requirements of having a calculated r value $>$ r table (0.100) and a significance value $>$ 0.05. Thus, all questions in the questionnaire can be used and can be trusted

as data for this study.

2. Reliability Test

Table 5. Reliability Test Results

Variabel	Cronbach's Alpha	Kategori Reliabilitas
<i>E-WOM</i>	0.830	Reliabel
Promosi Media Sosial	0.789	Reliabel
<i>Celebrity Endorser</i>	0.798	Reliabel
Keputusan Pembelian	0.854	Reliabel

Source: Processed Primary Data (2025)

Based on the table above, it can be seen that the E-Wom (X1) Social Media Promotion (X2) Celebrity Endorser (X3) and Purchase Decision (Y) variables have a Cronbach alpha value greater than 0.60 so they are included in the Reliability category.

3. Classical Assumption Test

a. Normality Test

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.94620004
Most Extreme Differences	Absolute	.041
	Positive	.040
	Negative	-.041
Test Statistic		.041
Asymp. Sig. (2-tailed) ^c		.162
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed Primary Data (2025)

The results of the normality test for the e-wom, social media promotion, celebrity endorser, and purchasing decision variables showed a significance value

> 0.5, namely 0.162. This indicates that the data from all variables are normally distributed, thus fulfilling the analysis requirements for further research.

b. Multicollinearity Test

Table 7. Multicollinearity Test Results

		Coefficients ^a	
		Collinearity Statistics	
Model		Tolerance	VIF
1	<i>E-Wom</i>	.454	2.201
	Promosi Media Sosial	.395	2.534
	<i>Celebrity Endorser</i>	.500	2.001

a. Dependent Variable: Keputusan Pembelian

Source: Processed Primary Data (2025)

The results of the table above show that there are no independent variables that have a tolerance value > 0.10, and do not have a VIF value < 10. The E-Wom variable has a tolerance value of 0.454 and a VIF of 2.201. The Social Media Promotion variable has a tolerance value of 0.395 and a VIF of 2.534 and the Celebrity Endorser variable has a tolerance value of 0.500 and a VIF of 2.001. So it can be concluded that there is no multicollinearity between independent variables in the regression mode.

c. Heteroscedasticity Test

Table 8. Heteroscedasticity Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.532	.382		4.012	.000
	<i>E-Wom</i>	.063	.036	.130	1.740	.083
	Promosi Media Sosial	.087	.051	.136	1.692	.091
	<i>Celebrity Endorser</i>	-.072	.037	-.140	-1.962	.051

a. Dependent Variable: Keputusan Pembelian

Source: Processed Primary Data (2025)

The results of the heteroscedasticity test presented in the table above show that all independent variables have a sig value > 0.05. Therefore, it can be concluded that the regression model does not exhibit symptoms of heteroscedasticity.

4. Hypothesis Testing

a. Multiple Linear Regression Analysis

Table 9. Multiple Linear Regression Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	1.482	.627		2.363	.019
E-Wom	.183	.060	.145	3.047	.002
Promosi Media Sosial	.562	.084	.340	6.660	.000
Celebrity Endorser	.519	.060	.390	8.615	.000

a. Dependent Variable: Keputusan Pembelian

Source: Processed Primary Data (2025)

$$Y = 1,482 + 0,183X_1 + 0,562X_2 + 0.519X_3 + e$$

Based on the multiple linear regression equation, it explains that:

1. The constant of the regression equation is 1.482, meaning that if all independent variables are equal to zero, then the Purchase Decision is 1.482.
2. The regression coefficient for the E-Wom variable is 0.183 and is marked with a (+) sign, indicating a positive relationship between the E-Wom variable and the Purchase Decision. This indicates that each unit change in E-Wom, assuming other variables remain constant, will increase the Purchase Decision by 0.183, or 18.3%.
3. The regression coefficient for the social media promotion variable is 0.562 and is marked with a (+) sign, indicating a positive relationship between the

social media promotion variable and the purchase decision.

4. The regression coefficient of the celebrity endorser variable is 0.519 and is marked (+), meaning that the celebrity endorser variable has a positive relationship with purchasing decisions. This indicates that each unit change in celebrity endorsers, assuming other variables remain constant, will increase purchasing decisions by 0.519 or 51.9%.

b. T-test

Table 10. T-Test Results

Model	Coefficients ^a		Beta	t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error			
(Constant)	1.482	.627		2.363	.019
E-Wom	.183	.060	.145	3.047	.002
Promosi Media Sosial	.562	.084	.340	6.660	.000
Celebrity Endorser	.519	.060	.390	8.615	.000

a. Dependent Variable: Keputusan Pembelian

Source: Processed Primary Data (2025)

- a. For variable (X1), $t \text{ count} > t \text{ table}$, i.e., $3.047 > 1.655$ with a significance of $0.002 < 0.05$, meaning H_0 is rejected and H_a is accepted. This means that partially, variable (X1) has a positive and significant influence on Y, so the **first hypothesis is accepted**.
- b. For variable (X2), $t \text{ count} > t \text{ table}$, i.e., $6.660 > 1.655$ with a significance of $0.000 < 0.05$, meaning H_0 is rejected and H_a is accepted. This means that partially, variable (X2) has a positive and significant influence on Y, so the **second hypothesis is accepted**.
- c. In variable (X3) $t \text{ hitung} > t \text{ tabel}$, namely $8.615 > 1.655$ with a significance of $0.000 < 0.05$, meaning H_0 is rejected and H_a is accepted. This means that

partially the variable (X3) has a positive and significant influence on Y, so the **third hypothesis is accepted.**

c. Koefisien Determinasi (R²)

Table 11. Results of the Determination Coefficient (R2) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 ^a	.610	.607	2.958
a. Predictors: (Constant), Celebrity Endorser, E-Wom, Promosi Media Sosial				

Source: Processed Primary Data (2025)

The results of the coefficient of determination test in the table above yield an R-square value of 0.607, or 60.7%. This indicates that e-WOM, social media promotions, and celebrity endorsers can influence purchasing decisions by 60.7%.

D. DISCUSSION

- a. The results of the t-test (partial test) in table.10 show that E-Wom has a significant value of $0.002 < 0.050$ and a t-count value of $3.047 > 1.655$, so H_a is accepted and H_o is rejected. From the results of this hypothesis test, it is concluded that electronic word of mouth influences purchasing decisions. The results show that respondents gave positive reviews of Somethinc Skincare products, often recommended them, felt helped by review information, and were confident because many people had used them. This contributed to an increase in purchasing decisions for Somethinc products.
- b. The results of the t-test (partial test) in Table 10 show that Social Media Promotion has a significant value of $0.000 < 0.050$ and a t-value of $6.660 > 1.655$, so H_a is accepted and H_o is rejected. From the results of this hypothesis test, it is concluded that social media promotion influences purchasing decisions. The results show that Somethinc Skincare promotions through Instagram, TikTok, and YouTube provide easily accessible, frequently updated information and effectively explain product benefits. This encourages increased purchasing decisions.

- c. The results of the t-test (partial test) in table 10 show that celebrity endorsers have a significant value of $0.000 < 0.050$ and a t-value of $8.615 > 1.655$, so H_a is accepted and H_o is rejected. From the results of this hypothesis test, it is concluded that celebrity endorsers influence purchasing decisions. The results show that celebrity endorsers of Skincare Somethinc provide broad exposure, convey product advantages honestly, have an attractiveness, and increase trust in the product. This supports increased purchasing decisions.

E. CONCLUSION

Based on data analysis and discussion regarding the influence of e-WOM, social media promotion, and celebrity endorsers on purchasing decisions, it has a positive and significant influence.

F. SUGGESTIONS

- Further researchers are advised to add other variables that can also influence purchasing decisions, such as brand image, product quality, price perception, or customer trust, so that the research results are more comprehensive and reflect broader factors in consumer behavior.
- Future researchers are advised to expand the scope of the region to other cities or regions so that the results are more geographically representative and can be compared between regions, especially in seeing the influence of digital promotion in various market segments.

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