

THE INFLUENCE OF CLEAR SHAMPOO ADVERTISEMENTS ON PURCHASE DECISIONS (CASE STUDY ON CLEAR SHAMPOO ADVERTISING CELEBRITIES ENDORSER: AGNES MONICA)

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Abstract: Increasingly fierce competition in producing products requires producers to carry out the right strategy so that their products can survive in the market. One of the ways to do this is to carry out promotions using celebrity endorsers as good message distributors. This study used multiple linear regression tests to determine the effect of celebrity endorser: Agnes Monica on Clear shampoo advertisements on consumer purchasing decisions. From the results of the partial test of the four variables studied, only attractiveness and power variables have an effect. That means the respondents rated Agnes Monica as a celebrity endorser capable of being inspirational and charismatic who was able to increase purchasing decisions of an advertised product, namely Clear shampoo.

The variables of visibility and credibility have no effect on consumer purchasing decisions. From these results we can see that consumer purchasing decisions are not only influenced by how popular a celebrity endorser is, but also by the attractiveness and power of the endorser to make consumers confident in making purchasing decisions on advertised products.

From the results of the simultaneous test of the four variables studied, it turns out that overall the variables of visibility, credibility, attractiveness and power influence consumer purchasing decisions. That means Agnes Monica as a celebrity endorser has popularity and is able to communicate advertised products, as well as being an inspiration and idol for others..

Keywords: visibility, credibility, attractiveness, power and purchase decision.

INTRODUCTION

Entering the current era of digitalization, competition in the business world is getting tougher. Competition is so tight, of course, this is a challenge that must be passed by companies in order to win and maintain market share. Every company tries to attract the attention of consumers in various ways, one of which is by carrying out a promotional mix that is able to provide information about its products to consumers, namely advertising.

In order for advertising to be a medium for conveying a good message from a product so that it can attract the attention of consumers. One way is to use Endorser. The presence of a famous figure (actor, entertainer or athlete) in an advertisement for a product can be the main attraction of the product itself. With the achievements of the Endorser and being the person who conveys the message of the product which in turn can influence consumer attitudes and behavior towards the product he is advertising.

Agnes Monica is a multi-talented, dynamic person who has succeeded in bringing Indonesia's name to go international. Agnez Mo, his current stage name, closed 2020 with 194 awards for his myriad achievements, where the number is still increasing, both awards from within the country and abroad. With these characters, Agnes Monica will surely become a role model for anyone in general and of course for her fans in particular.

In Indonesia, there are so many hair care products. As people care about the health and beauty of their hair. Domestically, the hair care or shampoo industry is controlled by big players, namely PT. Unilever

Indonesia Tbk with Sunslik and Clear shampoo products. As well as PT. Procter & Gamble with Pantene products.

There are 3 shampoo brands from big players, namely Sunsilk, Clear and Pantene. Talking about quality shampoo brands, Clear is certainly one of them. This brand under Unilever has been present in Indonesia for more than 30 years. The formula that fits Indonesian men and women has made many Clear shampoo variants sell well on the market. Through this research, the writer wants to know the effect of Clear shampoo ad endorser on consumer purchasing decisions.

LITERATURE REVIEWS

According to Kotler and Armstrong (1991: Kotler, 1994, 1995) in Nurmianto (2007) Marketing is an activity carried out in connection with the market. This definition rests on the following concepts, namely needs, wants and demands, products (goods and services and ideas), cultural values of satisfaction, exchanges and transactions, relationships and networks, markets and marketers and potential buyers (prospects).

Endorsers are often also referred to as direct sources, namely a speaker who delivers a message and or demonstrates a product or service (Belch & Belch, 2004: 168). Endorser is also interpreted as a person who is chosen to represent the image of a product (product image). Usually, community leaders have prominent characters and strong appeal (Hardiman, 2006: 38). Then the expertise possessed by celebrities with advertised product brands must be relevant (Jewler & Drewniany, 2005: 10).

RESEARCH METHOD

The research design is conclusive research, where the research is directed at proving the effect of visibility, credibility, attractiveness and power on consumer purchasing decisions on Clear shampoo products with Agnes Monica as a celebrity endorser. The research design is in the form of research conducted using a questionnaire instrument.

Data analysis technique

Classic assumption test

a. Normality test

The normality test of the regression model aims to find out whether the confounding or residual variables in the regression model have a normal distribution or not. Normality can be seen in the Normal Probability Plot graph.

b. Multicollinearity Assumption Test

Multicollinearity is a condition where there is a perfect or near perfect linear relationship between two or more independent variables in the regression model. A good regression model requires no multicollinearity problem. One way to detect the presence or absence of multicollinearity is by looking at the Tolerance and VIF values.

c. Heteroscedasticity Assumption Test

The way to detect it is by looking at the plot graph between the predicted value of the dependent variable (ZPRED) and the residual (SRESID). Detection of the presence or absence of heteroscedasticity can be done by looking at whether there is a certain pattern on the scatterplot graph between SRESID and ZPRED. The Y axis is the predicted Y, and the x axis is the residual (Y.PRed-Y.actually) whose analysis has been studied.

d. Autocorrelation Assumption Test

Autocorrelation is a condition where there is a correlation from the residuals for one observation with another observation arranged according to a time series. A good regression model requires no autocorrelation problems. One way to detect whether there is autocorrelation is by using the Durbin-Watson test (DW test) (Duwi Priyatno, 2012: 63). If the DW value ranges between 2 and 4-du, then there is no autocorrelation (Suharyadi and Purwanto, 2011: 232). It can also be seen that if the DW number is between -2 to +2 then there is no autocorrelation

Multiple Regression Analysis

Multiple linear regression analysis is used to determine how much influence Visibility, Credibility, Attractiveness and Power have on purchasing decisions. The formula used in this study is:

$$\text{Purchase decision (Y)} = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Information :

X1 = visibility

X2 = credibility

X3 = attractiveness

X4 = power

β = regression coefficient

e = errors

Goodness of Fit test

t test

The t test is a test that aims to find out whether each regression coefficient is significant or not to the dependent variable.

If the significant value is ≤ 0.05 then at a certain level of confidence H_0 is rejected. This means that the independent variable is significantly significant to the dependent variable.

F test

This F test is a test that aims to find out how much influence the regression coefficients together have on the dependent variable.

This test is done by looking at the significant value. If the significant value is ≤ 0.05 then H_0 is rejected, which means that the independent variables jointly affect the independent variables.

Determination Test (R^2)

Sudarmanto (2005) states that Adjusted R Square shows the magnitude of R Square that has been adjusted, namely R^2 which has been freed from the influence of degrees of freedom, so it really shows how the influence of the independent variable is on the dependent variable.

RESULT AND DISCUSSION

Overview of Respondents

Respondents in this study were the Gunadarma University community. Based on data from 125 respondents who saw an advertisement for Clear shampoo advertised by Agnes Monica through a survey of data collection methods using a questionnaire, the conditions of the respondents regarding age and gender were as follows.

Overview of Respondents by Age

From the research conducted by distributing questionnaires to students at Gunadarma Kelapa Dua University, the general description of the age of the respondents was obtained as follows:

Table 1. Age of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <18	14	11,2	11,2	11,2
18-22	80	64,0	64,0	75,2
23-27	29	23,2	23,2	98,4
>27	2	1,6	1,6	100,0
Total	125	100,0	100,0	

Based on table 1 it can be seen that the highest percentage of respondents is the age of 18-22 years, namely 80 people or 80%. This shows that the Gunadarma University Kelapa Dua undergraduate students who have an interest in buying Clear shampoo are mostly 18-22 years old.

Overview of Respondents by Gender

From the research conducted on 125 respondents, the gender of the respondents can be shown in the following table:

Table 2. Gender of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Man	57	45,6	45,6	45,6
Woman	68	54,4	54,4	100,0
Total	125	100,0	100,0	

Based on table 2 above, it can be seen that the largest percentage of female respondents is greater than male respondents, with the number of female respondents being 68 people or 68%.

Classic assumption test

The normality test results are normally distributed. This can be seen from the line that describes the actual data following the diagonal line so that it meets the assumption of normality. Meanwhile, the results of the multicollinearity test show that the tolerance value is greater than the specified default value of 0.10. Whereas the VIF value also shows a number below 10 so it can be concluded that there is no multicollinearity between the independent variables in the regression model. For the heteroscedasticity test, it can be concluded that the points spread with an unclear pattern above and below the number 0 on the Y axis. It can be concluded that in the regression model there is no heteroscedasticity problem. And the result of the autocorrelation test is the Durbin-Watson value of 1.642 located in the area -2 to 2, so it can be concluded that there is no autocorrelation in the regression model.

Multiple Linear Regression Analysis

With the help of the SPSS program in the process of calculating multiple linear regression between the independent variables on the dependent variable, the test results can be obtained in table 4.16 below:

Table 3. Coefficients Multiple Linear Regression Equations

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,224	,716		-,313	,755
	<i>Visibility</i>	,226	,153	,116	1,481	,141
	<i>Credibility</i>	,246	,143	,154	1,713	,089
	<i>Attractiveness</i>	-,306	,132	-,196	-2,310	,023
	<i>Power</i>	,782	,131	,544	5,963	,000

a. Dependent Variabel: Purchase_Decision

Equality:

$$Y = -0,224 + 0,226X_1 + 0,246X_2 - 0,306X_3 + 0,782X_4$$

Description : Y = Purchase_Decision

X1 = *Visibility*

X2 = *Credibility*

X3 = *Attractiveness*

X4 = *Power*

Goodness of Fit test

T test

The t variable test is used to measure how far the influence of one independent variable individually explains the variation of the dependent variable.

As presented in table 4.18 above, the visibility variable (X1) has a significance value of 0.141 which means > 0.05 , thus H_0 is accepted. In conclusion, the visibility variable (X1) individually has a negative and not significant effect on purchasing decisions.

The significance value of the credibility variable (X2) in the table above is 0.089 which means > 0.05 , thus H_0 is accepted. In conclusion, the credibility variable (X2) individually has a negative and insignificant effect on purchasing decisions.

The significance value of the attractiveness variable (X3) in the table above is 0.023 which means < 0.05 , thus H_0 is rejected. In conclusion, the credibility variable (X3) individually has a positive and significant effect on purchasing decisions.

The significance value of the power variable (X4) in the table above is 0.000 which means < 0.05 , thus H_0 is rejected. In conclusion, the power variable (X4) individually has a positive and significant effect on purchasing decisions.

Due to limitations in sampling in this study, the results obtained on the variables of visibility and credibility have a negative effect.

F test**Table 4. Simultaneous Test Results (Test F)**
ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	30,954	4	7,738	17,940	,000 ^a
Residual	51,762	120	,431		
Total	82,716	124			

a. Predictors: (Constant), *Power, Visibility, Attractiveness, Credibility*

b. Dependent Variabel: Purchase_Decision

Based on the results of the ANOVA test or F test in table 4, the F count is 17.940 with a significant level of 0.000. Because the probability value < 0.05 , namely $(0.000 < 0.05)$, the regression model can be used to predict purchasing decisions (Y). It can also be said that the variables visibility (X1), credibility (X2), attractiveness (X3) and power (X4) together have a significant effect on purchasing decisions (Y).

Coefficient of Determination (R^2) and Correlation Coefficient

Table 5. Coefficient of Determination and Correlation Coefficient of Model Summary
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
dimension0 1	,612 ^a	,374	,353	,6568	1,642

a. Predictors: (Constant), *Power, Visibility, Attractiveness, Credibility*

b. Dependent Variabel: Purchase_Decision

From table 4.19 above, it can be seen that the output display of the SPSS model summary shows that the Adjusted R Square is 0.353. This means that 35.3% of the variation in purchasing decisions (Y) can be explained by the independent variables above. While the rest $(100\% - 35.3\% = 64.7\%)$ is explained by other reasons outside the model. The results of the coefficient of determination are relatively low but can be used as research material, because the coefficient of determination is only one and not the only criterion for choosing a good model.

The correlation coefficient seen from the output R is equal to 0.612. This value lies between 0.5 to 1, so it can be said that the independent variables as a whole have a positive, strong and unidirectional relationship with the dependent variable, meaning that if the independent variable is increased, the dependent variable will increase.

Interpretation of Results

Based on the research results, it was found that the variables of visibility, credibility, attractiveness and power have a positive influence on consumer purchasing decisions. This evidence is supported by the variation in the influence of the four variables on purchasing decisions, namely 35.3%.

The Effect of Visibility on Purchasing Decisions

The results of this study provide evidence that the visibility variable has no effect on purchasing decisions. This means that in carrying out its activities the celebrity endorser in advertising has a level of popularity and level of achievement does not increase consumer purchasing decisions.

Effect of Credibility on Purchasing Decisions

The results of this study provide evidence that the credibility variable has no effect on purchasing decisions. This means that activities such as increasing expertise and trustworthiness with products cannot improve consumer purchasing decisions.

The Effect of Attractiveness on Purchasing Decisions

The results of this study prove that the power variable influences purchasing decisions. This means that in carrying out its activities, celebrity endorsers in advertising such as the charisma and attractiveness of

Agnes Monica as a celebrity endorser can increase purchasing decisions. Of the four variables studied, the power variable has a strong influence on purchasing decisions.

CONCLUSION

From the discussion that has been described above and based on the data the authors obtained from the research as discussed in this study, the following conclusions can be drawn:

From the results of the partial test of the four variables studied, it can be seen that there are only two variables that influence consumer purchasing decisions, namely attractiveness and power variables. That means the respondents considered Agnes Monica as a celebrity endorser to be able to inspire and become an idol for others and to have charismatic ability to increase purchasing decisions of an advertised product, namely Clear shampoo.

The variables of visibility and credibility have no effect on consumer purchasing decisions. This is of course very contradictory to the actual fact that Agnes Monica is a celebrity with visibility or a popular celebrity. However, from these results we can see that consumer purchasing decisions are not only influenced by how popular a celebrity endorser is, but also by the attractiveness and power of an endorser to make consumers confident about making purchasing decisions on advertised products.

Some suggestions that can be conveyed to the company are that it is hoped that the company can pay attention to the attractiveness variable in choosing a celebrity endorser as a message distributor. Which in this study has a negative influence in increasing consumer purchasing decisions.

It is hoped that the company will continue to pay attention to the use of celebrities as supporters of its products. Companies can consider the power variables owned by celebrities in choosing which celebrities to use. Consumers will find it easier to trust and believe in the attractiveness and charisma of celebrity endorsers, which in turn can increase consumer purchasing decisions.

It is hoped that the company can improve the visibility and credibility variables to choose a celebrity endorser. Which in this study has no effect on increasing consumer purchasing decisions.

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