

The Influence of Celebrity Endorser, Country of Origin, and Shopping Lifestyle on Purchase Decision for Somethinc Products

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ABSTRACT

This study's goal is to analyze and determine the effect of celebrity endorser, country of origin, and shopping lifestyle on purchase decisions for Somethinc products. This study uses quantitative methods with explanatory research. The population in this study used is Indonesians who have used Somethinc products with a sampling of 272 respondents. The sampling procedure used is non-probability with purposive sampling technique. The data analysis technique used in this study is multiple linear regression. The results of this study shows that celebrity endorser, country of origin, and shopping lifestyle both partially and simultaneously have a positive influence on purchase decisions for Somethinc products. The combination of choosing the right celebrity endorser, emphasizing Indonesia's reputation as the country of origin, and a deep understanding of consumers' shopping lifestyle will strengthen Somethinc's overall marketing strategy. The implementation of this strategy can help the company increase sales, build loyalty, and expand market share in the competitive beauty industry.

INTRODUCTION

Industrialization is developing very rapidly in the current era of globalization, which causes market competition to be very intense. The cosmetics industry is one of the industrial sectors with the highest demand. In 2022, the national cosmetics industry increased by 20,6%, double the previous year (Nabillah et al., 2023). Beauty products, one of which is skincare, are usually used regularly to protect, reduce, and improve skin problems (Huda & Purwanto, 2023).

In early 2020 until now, the demand for skincare in Indonesia has increased significantly. BPOM RI noted that the number of companies in the cosmetics industry increased by 20,6%. From 2021 to July 2022, the number of cosmetics companies increased from 819 to 913 (Hasibuan, 2022). A report from Euromonitor International in 2022 showed an increase in beauty and personal care sales revenue across all categories, with the highest growth in skincare at 29,6%, hair care at 21,5%, and bath & shower at 12,2% (Aditya, 2023).

One example of the many skincare products available in Indonesia is Somethinc. Somethinc is growing fast and was first established in 2019 by Irene Ursula. Somethinc is recognized as one of the top companies in the local beauty industry and managed to gain more than two million followers on social media. In April 2021, Somethinc recorded a remarkable achievement by winning the title of TOP 1 Best Selling Skincare Brand on one of the online buying platforms for 7 consecutive times (Rissanty, 2021).



Figure 1. Somethinc Journe

Source: Rissanty, 2021

From April to June 2022, Somethinc took first place with combined sales of IDR 53,2 billion (Kompas, 2022).



Figure 2. Top 10 Best Selling Skincare Brands in E-Commerce
Source: Kompas, 2022

The use of digital marketing and celebgrams, influencers, public figures, and business people is very effective for embedding brands in the minds of customers who can influence purchasing decisions (Tarigan & Raja, 2022). One of the strategies used is through celebrity endorser. Celebrity endorser are supporters of a product whose role is to convey messages to improve brand image (Hutapea & Nofrizal, 2023). Somethinc uses a celebrity endorser strategy by collaborating with NCT Dream, a famous K-Pop group (Damayanti et al., 2023) and choosing Han So Hee as a celebrity endorser because she is popular among Indonesian people (Majid & Suyanto, 2023). Dilla Jaidi (Andriani et al., 2023) and Tasya Farasya (Permata & Siagian, 2021) are celebrity endorser from Indonesia who have collaborated with Somethinc. Using celebrity endorser has become one of the strategies implemented by Somethinc.

Consumers not only rely on the attractiveness and physical features of products, but the product's country of origin is now an important factor in the success of global products (Salim & Lahindah, 2021). Country of origin is important in consumer considerations when choosing a product, because it can affect the way consumers decide to buy a product. Somethinc is one of the local skincare manufacturers from Indonesia. A survey published by Cantika.com shows that customers are more interested in using local skincare products than well-known foreign products. This is due to several factors, namely Indonesian women's skin has unique characteristics, local skincare is easier to buy, and more affordable than foreign brands (Anwar & Wardani, 2023). This is directly proportional to the background of Somethinc's establishment, which is to find quality skincare and cosmetic products, halal-certified, made with high-quality ingredients, and specifically designed to deal with Indonesian skin problems.

Shopping lifestyle is a person's attitude or behavior that involves using money to acquire certain goods. According to kompas.com, around 80% of Indonesian teenagers are the biggest shoppers both through conventional and online, with the majority using their money for maintenance purposes (Huda & Purwanto, 2023). Shopping lifestyle is an important factor influencing consumer purchasing decisions of Somethinc products. High brand awareness, positive brand image, and evolving consumer trends and needs drive consumer interest

in Something products. An easy and convenient shopping experiences, as well as the influence of communities and influencers on social media, further strengthen the influence of shopping lifestyle on purchasing decisions.

LITERATURE REVIEW

Celebrity Endorser

According to Septian and Rubiyanti (2019), celebrity endorser are individuals such as actors, entertainers, or athletes who are famous for their achievements in various fields that are not directly related to the product being promoted. Celebrities are chosen because they have special attributes such as attractive appearance, courage, elegance, talent, strength, also sexual attractiveness which usually reflect the characteristics desired by the brand being represented. Celebrity endorser aim to attract attention and influence consumers with the aim that consumers buy certain products or services. Endorsers are defined as individuals who are chosen to represent the image of a product (Hutapea & Nofrizal, 2023). Rossiter in Septian and Rubiyanti's (2019) research stated several indicators of the VisCAP model for celebrity endorser, namely visibility, credibility, attraction, and power.

Country of Origin

Based on research by Nursiti and Fameira (2019), country of origin is described as consumer perceptions of the country of origin of a product brand based on information from various sources. The buyer's view of whether a product is good or bad is strongly influenced by the country of manufacture (Tiara & Sulistyowati, 2022). Initially, country of origin solely indicated the production location of the product, but now it includes the country of design, production, assembly, branding, services provided, the birthplace of the service provider, and the training or education of the service provider. Country of origin is becoming increasingly important and has more influence on consumer attitudes, purchasing behaviour, and competitiveness than production or assembly locations, as consumers tend to highlight the country of origin. (Devita & Agustini, 2019). Based on the journal Septian and Rubiyanti (2019) explained several indicators of country of origin, that are country beliefs, people affect, also desired interaction.

Shopping Lifestyle

Tuzzahra and Tirtayasa (2020) in their journal explained that Shopping lifestyle concludes how a person lives, spends time and money, the shopping activities carried out, their attitudes and perspectives on the world around them. A person's lifestyle in allocating money in shopping reflects the new traits and characteristics of that individual. Shopping lifestyle reflects the expression of a person's lifestyle in purchasing which reflects their differences in social status. According to Hazizah et al. (2021), lifestyle is described by indicators, namely activities, interests, and opinions.

Purchase Decision

On the report of Kotler and Armstrong (2019), purchasing decisions mean the stage at which consumers actually buy. Kotler and Keller (2019) explain that Consumer purchasing decisions are part of consumer behaviour, which is to analyzing how individuals, groups, and organizations choose, use, and purchase goods, services, ideas, or experiences to meet their needs and preferences. This purchasing decision is nearly related to the nature of each consumer, so purchasing habits can vary. Based on the journal Septian and Rubiyanti (2019) explained several indicators of purchase decisions, such as brand choice, product choice, supplier choice, purchase time, purchase amount, also payment method.

Research Model

Based on the previous explanation, the figure down below is the research model of this study.

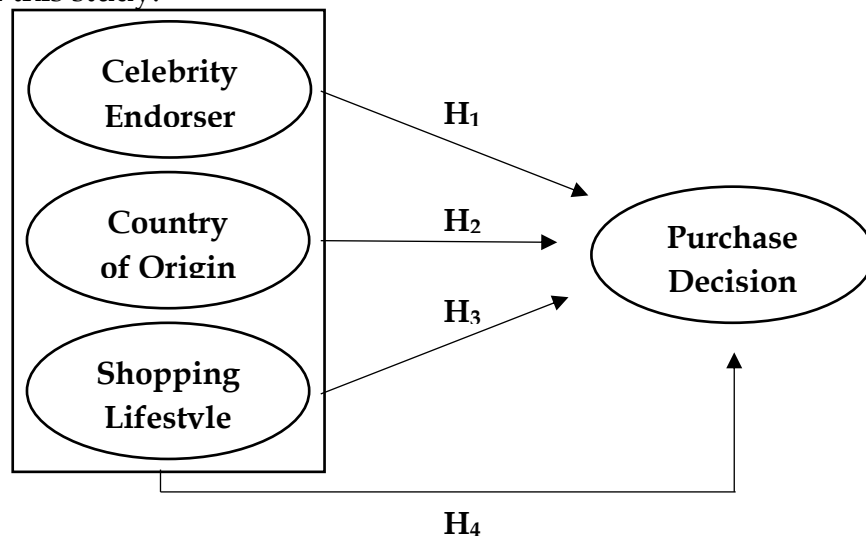


Figure 3. Research Model

Source: Author's Processed Data, 2024

Research Hypothesis

According to the research model attached above, the hypothesis that will be validated in this research is the influence of celebrity endorser, country of origin, and shopping lifestyle on purchase decisions for Somethinc products. The hypothesis in this study has been adapted from research performed by (Huda & Purwanto, 2023) (Prayogo et al., 2022), and (Septian & Rubiyanti, 2019).

H₁: Celebrity endorser (X₁) has a positive influence on purchase decision (Y) for Somethinc products.

H₂: Country of origin (X₂) has a positive influence on purchase decision (Y) for Somethinc products.

H₃: Shopping lifestyle (X₃) has a positive influence on purchase decision (Y) for Somethinc products.

H₄: Celebrity endorser (X₁), country of origin (X₂), and shopping lifestyle (X₃) have a positive influence on purchase decision (Y) for Somethinc products.

METHODOLOGY

Type of Research

This study was performed using quantitative methods with an explanatory approach, which has goal to describe the relationship between variables through testing the hypothesis. According to Hazizah et al. (2021), the quantitative approach aims to define the effect of the independent variable on the dependent variable, also with test hypotheses and explain phenomena in terms of the relationship between variables, by using research instruments in the questionnaires format that produce numerical data. The goal of this research is to understand the relationship among the variables of celebrity endorser, country of origin, shopping lifestyle, and purchase decision. Based on these objectives, this type of research is categorized as explanatory research.

Measurement of Variable

This research uses two variables, namely the dependent variable and the independent variable. In this research, the independent variables used in this study are Celebrity Endorser (X₁), Country of Origin (X₂), and Shopping Lifestyle (X₃). whereas the dependent variable used in this study, namely Purchase Decision (Y).

Sampling Technique

This study uses population that consist of Indonesian people who have used Somethinc products and the exact number is unknown or can be said to be in-finite. The sampling method that used in this study was a non-probability sampling method by implementing purposive sampling techniques. The consideration that becomes the basis for sampling is the Indonesian people who have used Somethinc products. To decide the minimum of sample size required, researchers used the Isaac and Michael table. Based on the Isaac and Michael table, the number of samples with a limitless population with an error rate of 10% is 272 respondents.

Types, Sources, and Data Collection Techniques

This study uses quantitative data obtained by collecting primary data directly from the source without going through intermediaries. Primary data includes responses and identity information obtained directly from respondents. The data collection technique in this study was a questionnaire. The questionnaire tool used is a Google Form questionnaire which will be distributed to Somethinc product users.

Researchers used the Likert Scale as a tool to measure the variables studied. The Likert scale is a research method used to define respondents' attitudes and opinions. In using the Likert Scale, respondents were asked to rate their level of agreement with a list of questions in a questionnaire. Researchers have made this research variable specific and written in the form of questions or statements. Strongly Agree (SA) with a weight of 4, Agree (A) with a weight

of 3, Disagree (D) with a weight of 2, and Strongly Disagree (SD) with a weight of 1 are the four scale options in the Likert scale that indicate the level of agreement in this study.

Data Quality Test

In this research, the data quality test used the validity test and reliability test with the support of the SPSS program. Validity test is a measurement method that shows how well an instrument can measure the concept under study. Reliability test is applied to test how consistent the data is over a period of time (Huda & Purwanto, 2023).

Classical Assumption Test

The classical assumption test is a method applied to evaluate whether there are problems with classical assumptions. The aim is to ensure that the parameters used in the analysis are valid and unbiased. The classic assumption test in this study consists of normality test, autocorrelation test, multicollinearity test, and also heteroscedasticity test.

Data Analysis Method

This research using multiple linear regression analysis methods, F test, T test, also R-Square test. As claimed by Ghazali (2019), the use of multiple linear regression analysis is to define the effect of independent variables together on the dependent variable. Besides, the t test is used to define how much influence each independent variable hold on the dependent variable (Huda & Purwanto, 2023). As stated by Ghazali (2019), the F test mainly shows in case all the independent variables included in the model together have an influence on the dependent variable. The coefficient of determination is a process to measure how well the model can explain the variation in the dependent variable (Huda & Purwanto, 2023).

RESEARCH RESULT

Respondent Characteristics

This research was conducted by distributing questionnaires via Google Form through the researcher's social media such as X, Telegram, Instagram, and WhatsApp. The object used in this research is people who have used or bought Somethinc products. From the results of distributing questionnaires, this study took a total data of 272 respondents who met the criteria in this study.

Respondents to this research questionnaire with male gender were 61 respondents that presented as a percentage of 22,4%. Meanwhile, respondents with female gender for this research were 211 respondents with a percentage of 77,6%. Based on this data, it can be viewed that the most of respondents in this research were women.

Respondents to the research questionnaire were dominated by respondents aged 16-25 years equals 213 respondents that presented as a percentage of 78,3%. According to this data, it appears that the need for

skincare products in consumers aged 16-25 is quite large and dominates the age category of consumers studied in this study.

Respondents in this study were spread across 23 cities in Indonesia. Dominated by respondents who live in Malang City, there are 77 respondents in a percentage of 28,3%. Constructed on occupation, respondents to the research questionnaire were dominated by students or college students, there are 157 respondents with a total percentage of 57,7%.

Descriptive Analysis

Descriptive analysis for this study uses a range of scales to measure or assess the variables studied. In this study, the scale range used was 4 for the largest score and 1 for the smallest score.

Descriptive analysis for the celebrity endorser variable can be viewed through the following table:

Table 1. Descriptive Analysis of Celebrity Endorser

Indicator			Respondent's Answer				Average
			SS	S	TS	STS	
Visibility	X1.1	F	145	125	2	0	3,53
		%	53%	46%	1%	0%	
	X1.2	F	100	143	26	3	3,25
		%	37%	53%	10%	1%	
Credibility	X1.3	F	180	88	4	0	3,65
		%	66%	32%	1%	0%	
	X1.4	F	124	117	27	4	3,33
		%	46%	43%	10%	1%	
Attraction	X1.5	F	178	84	10	0	3,62
		%	65%	31%	4%	0%	
Power	X1.6	F	145	124	3	0	3,52
		%	53%	46%	1%	0%	
Average Celebrity Endorser Variable							3,48

Source: Author's Processed Data, 2024

As showed on Table 1 of the descriptive analysis results for the variable of celebrity endorser, it can be seen that the answer with the highest average is 3,65 which is found in question X1.3 regarding credibility. While the lowest average for an answer is 3,25 on question X1.2 regarding visibility. The overall average answer to the celebrity endorser variable is 3,48 and is in the very good category. This implies that celebrity endorser is able to attract consumer attention to Somethinc products through credibility, namely from the endorser's experience in reviewing skincare products.

Descriptive analysis for the variable of the country of origin can be viewed on the table down below:

Table 2. Country of Origin Descriptive Analysis

Indicator			Respondent's Answer				Average
			SS	S	TS	STS	
Country Beliefs	X2.1	F	162	98	10	2	3,54
		%	60%	36%	4%	1%	
	X2.2	F	102	140	26	4	3,25
		%	38%	51%	10%	1%	
People Affect	X2.3	F	142	100	26	4	3,40
		%	52%	37%	10%	1%	
Desired Interaction	X2.4	F	152	117	3	0	3,55
		%	56%	43%	1%	0%	
Average Country of Origin Variable							3,43

Source: Author's Processed Data, 2024

According to Table 2, the results for descriptive analysis of the variable of country of origin, it can be viewed that the answer with the highest average is 3,55 which is found in statement X2.4 desired interaction indicator. Besides that, the answer with the lowest average is 3,25 in the X2.2 statement, the country beliefs indicator. The average answer for the country of origin variable all in all is 3,43, thus indicating a very good category. So it is able to be concluded that buyer perceptions for the country of origin of Somethinc products are dominated by desired interaction which states that the country of origin of Somethinc products, namely Indonesia, is an ideal country to visit.

Descriptive analysis for the variable of shopping lifestyle can be viewed through the table below:

Table 3. Descriptive Analysis of Shopping Lifestyle

Indicator			Respondent's Answer				Average
			SS	S	TS	STS	
Activities	X3.1	F	125	116	27	4	3,33
		%	46%	43%	10%	1%	
Interests	X3.2	F	100	140	29	3	3,24
		%	37%	51%	11%	1%	
	X3.3	F	120	127	23	2	3,34
		%	44%	47%	8%	1%	
Opinion	X3.4	F	102	140	27	3	3,25
		%	38%	51%	10%	1%	
Average Shopping Lifestyle Variable							3,29

Source: Author's Processed Data, 2024

As viewed on Table 3 of the descriptive analysis results for shopping lifestyle variables, it can be seen that the answer with the highest average is 3,34 which is found in question X3.3 regarding interest. While the answer with the lowest average is 3,24 on question X2.2. The average answer to the all shopping lifestyle variable is 3,29 and is in the good category. It can be interpreted that most respondents purchase skincare products driven by the need to improve

skin problems and respondents use routine skincare products routinely for facial care. In addition, Somethinc products are ones of the local skincare products that are desired among other local brands such as Azarine, Avoskin, Wardah, Emina, and Scarlett Whitening.

Descriptive analysis for the variable of purchase decision can be viewed through the table below:

Table 4. Descriptive Analysis of Purchase Decision

Indicator			Respondent's Answer				Average
			SS	S	TS	STS	
Product Choice	Y.1	F	141	128	3	0	3,51
		%	52%	47%	1%	0%	
Brand Choice	Y.2	F	135	129	8	0	3,47
		%	50%	47%	3%	0%	
Supplier Choice	Y.3	F	143	126	3	0	3,51
		%	53%	46%	1%	0%	
Purchase Amount	Y.4	F	128	113	27	4	3,34
		%	47%	42%	10%	1%	
Purchase Time	Y.5	F	142	110	18	2	3,44
		%	52%	40%	7%	1%	
Payment Method	Y.6	F	104	137	28	3	3,26
		%	38%	50%	10%	1%	
Average Purchase Decision Variable							3,42

Source: Author's Processed Data, 2024

According to Table 4 of the descriptive analysis results for the purchase decision variable, it can be viewed the answer with the highest average is 3,51 which is found in question Y.1 regarding product choice and question Y.3 regarding the supplier choice. Meanwhile, the answer with the lowest average was 3,26 on question Y.6 regarding the payment method. The average answer to the variable of purchase decision altogether is 3,42 and falls into the very good category. Based on the level of dominance of the indicators in this variable, it can be concluded that most respondents purchase Somethinc products because of the quality of Somethinc products and the ease of this product to be found on various sales platforms such as the Somethinc website, e-commerce, and offline stores.

Data Quality Test

The use of validity test is to measure the extent to whether an instrument or measuring tool is able to measure what should be measured. The testing technique for the validity test is to use the Pearson Bivariate correlation or Pearson Moment Product. The following is a table that presents the validity test results for each item of question on the questionnaire for the variables celebrity endorser (X_1), country of origin (X_2), shopping lifestyle (X_3), and purchase decision (Y) in this study:

Table 5. Validity Test

Variables	Item	R Count	R Table	Description
Celebrity Endorser	X1.1	0,718	0,119	Valid
	X1.2	0,552	0,119	Valid
	X1.3	0,508	0,119	Valid
	X1.4	0,625	0,119	Valid
	X1.5	0,474	0,119	Valid
	X1.6	0,704	0,119	Valid
Country of Origin	X2.1	0,689	0,119	Valid
	X2.2	0,666	0,119	Valid
	X2.3	0,741	0,119	Valid
	X2.4	0,601	0,119	Valid
Shopping Lifestyle	X3.1	0,518	0,119	Valid
	X3.2	0,904	0,119	Valid
	X3.3	0,833	0,119	Valid
	X3.4	0,917	0,119	Valid
Purchase Decision	Y.1	0,631	0,119	Valid
	Y.2	0,495	0,119	Valid
	Y.3	0,645	0,119	Valid
	Y.4	0,627	0,119	Valid
	Y.5	0,555	0,119	Valid
	Y.6	0,594	0,119	Valid

Source: Author's Processed Data, 2024

Based on the calculation, at a significance level of 5% with 272 data, the R table value is 0,119. From the table upon, it is shown that all of question items have a correlation coefficient value (R count) > 0,119 (R table). So it can be assumed that each item of question from the variables celebrity endorser (X_1), country of origin (X_2), shopping lifestyle (X_3), and purchase decision (Y) is claimed valid.

The use of reliability test is to define the consistency of the research instrument if the measurement is repeated. The testing technique for the reliability test is to use Cronbach's Alpha. The following is a table of reliability test results on question items that have been declared valid:

Table 6. Reliability Test

Variables	Cronbach's Alpha	Description
Celebrity Endorser	0,625	Reliable
Country of Origin	0,601	Reliable
Shopping Lifestyle	0,797	Reliable
Purchase Decision	0,618	Reliable

Source: Author's Processed Data, 2024

As viewed on on Table 6, it is known that all of the variables have the Cronbach's Alpha value > 0,6. So it can be inferred that all of the variables

celebrity endorser (X_1), country of origin (X_2), shopping lifestyle (X_3), and purchase decision (Y) are declared reliable.

Classical Assumption Test

The use of normality test is to define the normal distribution of the dependent variable and independent variable in the regression model. To determine the significance of normally distributed data, the normality test is performed by using the Kolmogorov Smirnov (K-S) test. In the table below are the results for the normality test by using the Kolmogorov Smirnov test:

Table 7. Normality Test with Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			272
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		.96311591
Most Extreme Differences	Absolute		.051
	Positive		.024
	Negative		-.051
Test Statistic			.051
Asymp. Sig. (2-tailed) ^c			.085
Monte Carlo Sig. (2-tailed) ^d	Sig.		.088
	99% Confidence Interval	Lower Bound	.081
		Upper Bound	.095

Source: Author's Processed Data, 2024

Based on Table 7, it is shown that the probability value of p or Asymp. Sig. (2-tailed) is 0,085. As the result of the probability value of p is above 0,05, the data in the study on each variable is normally distributed. Apart from the use of the Kolmogorov Smirnov (K-S) test, there is also an additional test that can be carried out to test normality, namely using the Normal Probability Plot. The following figure are showing the results of testing the normality assumption through the Normal Probability Plot:

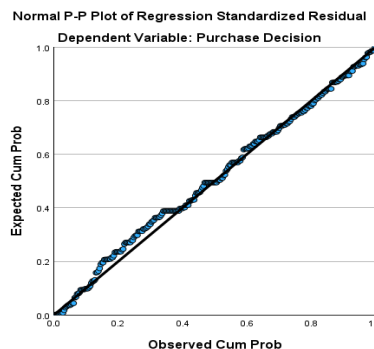


Figure 4. Normality Test with Normal Probability Plot

Source: Author's Processed Data, 2024

From the figure upon, it can be viewed that there are dots that spread around the diagonal line and it distributed following the direction of the line. Therefore, it can be settled that the data for this research is normally distributed.

The use of multicollinearity test is to define the possibility of a close relationship among the independent variables. The following are the results of the multicollinearity test:

Table 8. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Celebrity Endorser	.308	8.244
	Country of Origin	.229	4.376
	Shopping Lifestyle	.429	2.330
a. Dependent Variable: Purchase Decision			

Source: Author's Processed Data, 2024

According to Table 8, it can be viewed that a Tolerance value of the celebrity endorser variable has is 0,308 and a VIF value of 3,244. The Tolerance value of the country of origin variable is 0,229 and the VIF value is 4,376. The shopping lifestyle variable has a Tolerance value of 0,429 and a VIF value of 2,330. These results indicate that the Tolerance value > 0,1 and the VIF value < 10, so it may be able to assumed that there is no multicollinearity problem.

The autocorrelation test is used to detect a correlation between residuals (errors) in the regression model in different time periods. The autocorrelation test can be done using the Durbin Watson (DW) test. The following are the results of the autocorrelation test:

Table 9. Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.895 ^a	.801	.799	.968	2.129
a. Predictors: (Constant), Shopping Lifestyle, Celebrity Endorser, Country of Origin					
b. Dependent Variable: Purchase Decision					

Source: Author's Diolan Data, 2024

From Table 9, it is shown that the Durbin Watson value is 2,129. This value will be compared with the value in the Durbin Watson table with a significance of 5%. In this study, the number of independent variables is 3, namely celebrity endorser (X_1), country of origin (X_2), and shopping lifestyle (X_3), then $K' = 3$. The amount of data in this study is 272, then $n = 272$. So that in the Durbin Watson table, the dL value = 1,786 ($4 - dL = 2,214$) and the dU value = 1,815 ($4 - dU = 2,184$). From these calculations it can be seen that the Durbin Watson value is $1,815 < 2,129 < 2,184$. Based on the Durbin Watson's provisions, this test meets the conditions where $dU < d < 4 - dU$, so it can be summed up that there is no autocorrelation.

The aim of heteroscedasticity test is to test the possibility existence of an inequality of variance from the residuals of one observation to another. The heteroscedasticity test can be done using the Glejser test. The following are the results of the heteroscedasticity test:

Table 10. Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.500	.378		1.323	.187
	Celebrity Endorser	.026	.032	.089	.813	.417
	Country of Origin	-.023	.045	-.065	-.511	.609
	Shopping Lifestyle	.001	.026	.003	.037	.971

a. Dependent Variable: ABS_RES

Source: Author's Processed Data, 2024

According to Table 10, it is known that the Sig. value of the celebrity endorser variable is 0,417, country of origin is 0,609, and shopping lifestyle is 0,971. These results show that the Sig. value $> 0,05$, so it can be concluded that there is no existence of heteroscedasticity problem.

Multiple Linear Regression Analysis

The multiple linear regression tests were conducted to determine the influence among independent variables, namely celebrity endorser (X_1), country of origin (X_2), and shopping lifestyle (X_3), on dependent variable, namely purchase decision (Y). The results for the multiple linear regression analysis can be viewed in the following table:

Table 11. Multiple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.636	.597		2.741	.007
	Celebrity Endorser	.683	.051	.657	13.373	<,001
	Country of Origin	.253	.072	.202	3.539	<,001
	Shopping Lifestyle	.087	.042	.087	2.098	.037

a. Dependent Variable: Purchase Decision

Source: Author's Processed Data, 2024

According to the table above, the multiple linear regression equation is acquired as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 1,636 + 0,683X_1 + 0,253X_2 + 0,087X_3 + e$$

From the results of the above equation, it can be explained as follows:

1. The constant value is positive at 1,636, meaning that if the independent variables celebrity endorser, country of origin, and shopping lifestyle do not increase or is constant and no change occurs, the purchase decision measurement is 1,636.
2. The celebrity endorser coefficient value is positive at 0,683, meaning that if the celebrity endorser increases by one number, it will give an improvement for the consumer purchase decision by 0,683. This shows that the use of celebrity endorser by Somethinc can increase consumer purchasing decisions.
3. The country of origin coefficient value is positive at 0,253, meaning that if the country of origin has been increased by one number, it will increase the consumer purchase decision by 0,253. This shows that consumer perceptions of the country of origin of the product also play an essential role in increasing consumer purchasing decisions.
4. The shopping lifestyle coefficient value is positive at 0,087, meaning that if the shopping lifestyle increases by one number, it will rise the consumer purchase decision by 0,087. This shows that the consumer's shopping lifestyle will play a role in influencing product purchasing decisions.

T Test

The T test or partial hypothesis test is used to show how much the affect of the independent variables discretely in influencing the dependent variable. To find out the t table, the formula is $df = n - k$ ($272 - 4 = 268$), so the t table for $df = 268$ is 1,651. The following is a table that presents the results for the T test:

Table 12. T Test Results

Variables	Calculated t value	Sig.
Celebrity Endorser	13,373	0,001
Country of Origin	3,539	0,001
Shopping Lifestyle	2,098	0,037

Source: Author's Processed Data, 2024

From the data above, the following results are obtained:

1. In the celebrity endorser variable, the t value is $13,373 > 1,651$ and the significance value is $0,001 < 0,05$. So it may be interpreted that the celebrity endorser variable has a significant influence on purchase decisions. So based on these results it can be summed up that H_1 or the first hypothesis in this research can be **accepted**, namely celebrity endorser (X_1) have a positive influence on purchase decision (Y) for Somethinc products.
2. In the country of origin variable, the t value is $3,539 > 1,651$ and the significance value is $0,001 < 0,05$. So it may be interpreted that the country of origin variable has a significant influence on purchase decisions. So based on these results it can be summed up that H_2 or the second

hypothesis in this research can be **accepted**, namely country of origin (X_2) has a positive influence on purchase decision (Y) for Somethinc products.

3. In the shopping lifestyle variable, the t value is $2,098 > 1,651$ and the significance value is $0,037 < 0,05$. So it may be interpreted that the shopping lifestyle variable has a significant influence on purchase decisions. So based on these results it can be summed up that H_3 or the third hypothesis in this research can be **accepted**, namely shopping lifestyle (X_3) has a positive influence on purchase decision (Y) for Somethinc products.

F Test

The use of F test or simultaneous test is to define if all independent variables altogether have an influence on the dependent variable. To find out the t table, the formula are $df_1 = k - 1$ ($4 - 1 = 3$) and $df_2 = n - k$ ($272 - 4 = 268$), so that the F table is 2,638. The following are the results for the F test:

Table 13. F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1010.387	3	336.796	359.067	<,001 ^b
	Residuals	251.378	268	.938		
	Total	1261.765	271			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Shopping Lifestyle, Celebrity Endorser, Country of Origin						

Source: Author's Processed Data, 2024

Table 13 shows that the calculated F value is $359,067 > 2,638$ and the significance is $0,001 < 0,05$. This reveals that the celebrity endorser, country of origin, and shopping lifestyle variables have a significant effect on purchase decisions. So according to these results it may be summed up that H_4 or the fourth hypothesis in this study can be **accepted**, namely celebrity endorser (X_1), country of origin (X_2), and shopping lifestyle (X_3) have a positive influence on purchase decision (Y) for Somethinc products.

R-Square Test

The use of Coefficient of Determination (R^2) is to calculate how much the model's ability to explain the dependent variable. The following is the result for the Coefficient of Determination (R^2) test:

Table 14. Coefficient of Determination (R^2)²

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895 ^a	.801	.799	.968
a. Predictors: (Constant), Shopping Lifestyle, Celebrity Endorser, Country of Origin				

b. Dependent Variable: Purchase Decision

Source: Author's Processed Data, 2024

According to Table 14, it can be viewed that the Adjusted R Square value is 0,799. This shows that only 79,9% of the Y variable can be explained by the X variable. This means that the variables celebrity endorser (X_1), country of origin (X_2), and shopping lifestyle (X_3) have an influence of 79,9% on the purchase decision variable (Y). While the remaining 20,1% is influenced by other factors not included in this research.

DISCUSSION

The influence of celebrity endorser (X_1) on purchase decision (Y)

As the report of the tests that have been performed, the T test shows the t value of the celebrity endorser variable is 13,373 with a significance of 0,001. From these results it is shown that the t value $> 1,651$ and the significance value $< 0,05$. So, it is terminated that H_1 is accepted, meaning that celebrity endorser (X_1) have a positive influence on purchase decisions (Y). The results of the analysis that has been performed by using multiple linear regression methods can also be summed up that celebrity endorser have a positive and significant influence on purchase decisions. This positive and significant effect reveals that the higher the use of celebrity endorser by the company, the consumer purchasing decisions will also increase.

The use of celebrities who are experts in the field of beauty can strengthen consumer confidence in product quality. For example, choosing a beauty influencer or famous artist as an endorser can provide strong and reliable testimonials, which will further increase consumer confidence and influence consumer purchasing decisions. Thus, this study provides strong evidence that celebrity endorser is an effective tool in Somethinc's marketing strategy. Somethinc uses celebrity endorser such as NCT Dream, Han So Hee, Dilla Jaidi, and Tasya Farasya to promote their products. These celebrities have a good reputation, in-depth knowledge of the product, and relevant experience to ensure that the message conveyed through advertising can positively influence consumer perceptions and purchasing decisions. The implementation of this strategy can help the company increase sales and strengthen its position in the beauty industry market.

The influence of country of origin (X_2) on purchase decision (Y)

As the report of the tests that have been performed, the T test shows the t value of the country of origin variable is 3,539 with a significance of 0,001. From these results it is revealed that the t value $> 1,651$ and the significance value $< 0,05$. So, it is terminated that H_2 is accepted, meaning that country of origin (X_2) has a positive influence on purchase decision (Y). The results of the analysis using multiple linear regression methods can also be summed up that country of origin has a positive and significant influence on purchase decision. This positive and significant influence reveals that the higher the consumer's perception of the country of origin of a product, the consumer's purchasing decision will also increase.

This research provides an in-depth understanding of how consumer perceptions of Somethinc's country of origin, Indonesia, influence consumer purchasing decisions. By understanding the importance of country of origin in shaping consumer perceptions and preferences, Somethinc can design more effective marketing strategies to increase sales and strengthen its position in the beauty industry market. Through emphasizing the advantages and reputation of the product's country of origin, Somethinc can build a strong and convincing image in consumers' minds. Thus, strengthening marketing strategies based on the findings of this research may help Somethinc not only increase product sales, but also build closer relationships with consumers and strengthen its position in the competitive beauty industry market.

The influence of shopping lifestyle (X_3) on purchase decision (Y)

As the report of the tests that have been performed, the T test shows the t value of the shopping lifestyle variable is 2,098 with a significance of 0,037. From these results it is revealed that the t value $> 1,651$ and the significance value $< 0,05$. So, it is terminated that H_3 is accepted, meaning that shopping lifestyle (X_3) has a positive influence on purchase decision (Y). The results of the analysis using multiple linear regression methods can also be summed up that shopping lifestyle has a positive and significant influence on purchase decisions. This positive and significant influence reveals that if the higher the consumer's shopping lifestyle, the consumer's purchasing decision will also increase.

Understanding and integrating aspects of shopping lifestyle in marketing strategies is one of the keys to increasing consumer purchasing decisions. In the results of this research, it is studied that the shopping lifestyle variable is able to affect the purchased decision by 8,7%. Optimizing purchase decisions on Somethinc products through understanding consumer shopping lifestyle still needs to be maximized by using celebrity endorser, country of origin and other factors. Thus, Somethinc can not only increase sales but also build loyalty and long-term relationships with consumers and expand market share in the beauty industry.

The influence of celebrity endorser (X_1), country of origin (X_2), and shopping lifestyle (X_3) on purchase decision (Y)

As the report of the tests that have been performed, the F test shows the assessed F value of 359,067 with a significance of 0,001. From these results it is revealed that the assessed F value $> 2,638$ and the significance value $< 0,05$. So, it is terminated that H_4 is accepted, meaning that celebrity endorser (X_1), country of origin (X_2), and shopping lifestyle (X_3) have a positive influence on purchase decision (Y). In this study, the variables celebrity endorser (X_1), country of origin (X_2), and shopping lifestyle (X_3) simultaneously have a positive and significant influence on purchase decision (Y). This may be used as a reference for companies to increase consumer purchasing decisions for Somethinc products. Variables separately can certainly affect consumers in forming purchasing decisions for Somethinc products.

The combination of choosing the right celebrity endorser, emphasizing Indonesia's reputation as the country of origin, and a deep understanding of

consumers' shopping lifestyle will strengthen Somethinc's overall marketing strategy. The implementation of this strategy can help the company increase sales, build loyalty, and expand market share in the competitive beauty industry.

CONCLUSIONS AND RECOMMENDATIONS

The purpose of this research is to analyze whether the use of celebrity endorser, country of origin, and shopping lifestyle influence the purchase decision for Somethinc products. According to the problems that have been encapsulated, hypothesis testing that has been performed, and the results of this research, the following conclusions can be drawn:

1. The results showed that celebrity endorser have a positive and significant influence on purchase decisions for Somethinc products. It can be summed up that with the use of celebrity endorser, Somethinc can strengthen the attractiveness of its products in the eyes of consumers, build trust, and ultimately drive an increase in purchasing decisions.
2. The results showed that country of origin has a positive and significant influence on purchase decision for Somethinc products. It can be summed up that by strengthening the product's country of origin image, Somethinc can improve consumers' perception of the quality and reliability of its products. This can result in an increase in purchase decisions, as consumers tend to be more interested in buying products that come from countries with a good reputation in a particular industry.
3. The results showed that shopping lifestyle has a positive and significant influence on purchase decision for Somethinc products. It can be summed up that by understanding consumers' shopping lifestyle, Somethinc can optimize their marketing strategies to reach their target market more effectively. By providing a shopping experience that matches consumer preferences, companies can increase interaction with consumers and ultimately drive more positive purchase decisions.
4. The results showed that celebrity endorser, country of origin, and shopping lifestyle have a positive and significant influence on purchase decisions for Somethinc products. It can be summed up that using celebrity endorser, strengthening the image of the country of origin, and understanding the shopping lifestyle of consumers can encourage an increase in purchasing decisions.

Future researchers are prospected to be able to include additional variables that may also affect consumer purchasing decisions, such as motivation, learning process, content strategy, and other environmental factors. This will provide a more comprehensive understanding of the factors that influence consumer behavior. It is important to pay attention to changing trends in consumer lifestyles and the beauty industry and how these may affect the influence of celebrity endorser, country of origin, and shopping lifestyle on purchase decisions. By taking these changing trends into account, future research can provide more accurate and relevant insights for marketing practitioners in developing responsive and effective strategies. In addition, it is important to consider using more in-depth research methods, such as in-depth

interviews or direct observation, to gain deeper insights into consumer perceptions and preferences related to Somethinc products and the factors that influence consumer purchasing decisions. This approach can help in exploring information that may not be revealed and can provide a deeper understanding of the dynamics of the relationship among the variables studied. Thus, the use of diverse research methods can produce more comprehensive findings and be useful for practitioners and academics in understanding consumer behavior and formulating effective marketing strategies.

FUTURE STUDY

Although this research has been well prepared and carried out, the author realizes that there are still many shortcomings in the research including:

1. It is possible that there are other variables that also affect consumer purchasing decisions but are not considered in this study such as motivation, learning process, content strategy, and others.
2. Limitations in data collection methods that are only performed by giving out questionnaires online on the author's social media platform so that the average respondent who fills out the questionnaire is dominant only in the age of 16-25 years, while skincare is generally used by various age groups.
3. This research only focuses on Somethinc products so the results may not be directly applicable to products in different industries or product categories.

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