

The Influence of Electronic Word of Mouth (E-WoM), Celebrity Endorsers, and Country of Origin on Purchasing Decisions for Skintific Products

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ABSTRACT

The purpose of this study was to analyze and determine the effect of electronic word of mouth (e-wom), celebrity endorsers, and country of origin on purchasing decisions for Skintific products. This study uses a quantitative method approach. The population used is the Indonesian people who use or have used Skintific products with a sampling of 272 respondents. The sampling technique used is non- probability sampling with purposive sampling method. The results show that e-wom, and country of origin have a positive and significant influence on purchasing decisions, while celebrity endorsers have a negative influence on purchasing decisions. The results of this study suggest that brands can consider retaining e-wom into online marketing strategies to improve product purchase decisions. In addition, this study highlights the importance of considering country of origin when marketing products to consumers, as this can significantly influence product purchase decisions. This research contributes to the existing literature by providing insights into the role of e-wom, celebrity endorsers, and country of origin in product purchase decisions, and offers practical implications for brands.

INTRODUCTION

The rapid development of the business world makes companies must be able to adjust to changes in the market. The beauty industry sector is one of the businesses whose companies contribute significantly to market expansion. The sector for beauty products is one of the largest in Indonesia. As stated in the National Industrial Development Master Plan (RIPIN) 2015-2035, the cosmetics industry is a mainstay sector and one of the three National Priority industries (Kementrian Perindustrian, 2023).

Skintific is a skincare brand that originated in Canada. It was founded in 1957 by Kristen Tveit and Ann Kristin Stokke. Utilizing the latest technology in the cosmetic business, each product is expertly designed by Canadian scientists to produce the most attractive and effective products. Each Skintific product has a precise composition that is safe and gentle enough for all skin types, even the most sensitive. There are two categories of products, skincare and makeup (Rangkuti & Nasution, 2022).

According to a 2019 survey conducted by ZAP Beauty Index in collaboration with Mark Plus, 36% of Indonesian women use skincare before the age of 19. Some Indonesian women start experimenting with various cosmetics and beauty treatments at a young age. In fact, some Indonesian women have been using skincare products, cosmetics since they were 13 years old (Hilmi et al., 2022).

Skintific products are increasingly popular on social media, the brand constantly advertises its products through video uploads and live streaming. On Tiktok social media Skintific is a beauty brand that is sought after by Indonesians, it is evident that when entering the keyword "skincare" in the search field, Skintific's marketing videos appear at the top. Then there are many customer review videos regarding recommendations and ratings for the Skintific brand which make these videos often appear on the Tiktok homepage of the Indonesian people. Skintific's products are in high demand by Indonesians, so it's no wonder they have gone viral due to the influence of electronic word of mouth. Here is evidence of the success of e-wom in marketing Skintific products.

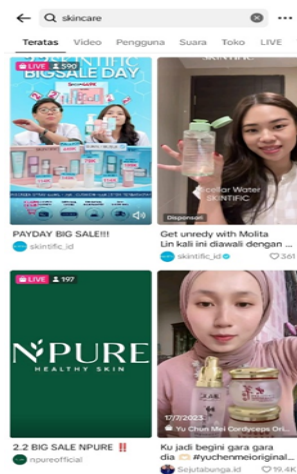


Figure 1. Reviewing Skintific Product
Source: Author's Processed Data, 2024

Celebrity endorsers are defined as individuals or organizations known by the general public who can influence customer attitudes and behavior in recognizing the products being promoted. Messages given through attractive or well-known sources can attract attention and increase memory in the minds of the intended customers (Anas & Sudarwanto, 2020). Based on Figure 1, there is a phenomenon about celebrity endorsers, namely several video clips reviewing Skintific products.

Using celebrity endorsers can support the endorsed product image, to influence customer attitudes and behavior towards purchasing decisions. Since celebrity endorsers can correctly portray the product and the advantages of Skintific products on social media, customers are more interested in purchasing the product through the influence of celebrity endorsers. Tiktok social media is often used by Skintific to do promotions, shop live, and post content created by celebrity endorsers. The celebrities who have become celebrity endorsers of Skintific products on Tiktok social media are as follows.

Table 1. Celebrity Endorser of Skintific Products on Tiktok

No	Celebrity Names	Number of Followers Tiktok	Number of Impressions on Skintific Product Tiktok Video	Number of Comments on Skintific Product Tiktok Video
1	Tasya Farasya	3,6M	749K	445
2	Nagita Slavina	14,5M	3,4K	469
3	Aurel Hermansyah	13,6M	2,4K	592
4	Fuji	24,6M	6,1K	1.298
5	Any Geraldine	935,2M	192,7K	68

Source: Author's Processed Data, 2024

Country of origin of a product is one aspect of the product that is highly related and has a significant impact on customer perception. A customer's perspective of a product can be seen by looking at a picture of the product's place of origin. The country of origin for Skintific goods is Canada. Cosmetics and beauty products manufacturing facilities in Canada are mostly centered in Ontario, Quebec, and British Columbia. The emergence of premium product lines aimed to compete with high-end industry competitors in Europe has greatly aided the expansion of the Canadian cosmetics sector. These brands are Estee Lauder and L'Oreal. Although both firms are foreign-owned, with Estee Lauder's headquarters in the United States and L'Oreal's in France, they have operational facilities in Canada that create industry-relevant goods (Italian Chamber of Commerce in Canada, 2020).

LITERATURE REVIEW

Electronic Word of Mouth (E-wom)

E-wom is a marketing method that uses internet media to create word-of-mouth effects to achieve company goals by spreading product information (Nabilaturrahmah & Siregar, 2022). Meanwhile, according to Titana and

Yosepha (2022), e-wom refers to online communication that is shared with potential customers and customers can give positive and negative comments about the product. Reducing bad e-wom and encouraging good e-wom is very important for company success, especially in the sale of goods or services online (Fadhilah & Saputra, 2021).

Electronic word of mouth makes new customers who want to make a purchase pay more attention to reviews first on the internet from customers who have used the product or service first. After using goods or services, customers who are satisfied with the product will usually tell others about it which is shared digitally (Kamil & Albert, 2020).

Celebrity Endorser

Celebrity endorsers are people who promote products through advertisements, or are often referred to as advertising stars. Celebrity endorsers use social media effectively to describe and communicate the benefits of the product (Rangkuti & Nasution, 2022). Celebrity endorsers are used because of their well-known characteristics such as attractive appearance, have talent, and have appeal according to the brand being promoted. Celebrity endorsers have the power to change customer attitudes and actions when they know the product being promoted.

Celebrity endorsers are chosen by brands because the messages conveyed are interesting, memorable, and tend to stick in the minds of the brand's target audience. On the other hand, celebrity endorsers will harm the product brand if the choice of celebrity is not in line with the product image (Anas & Sudarwanto, 2020). To be able to trust the claims made by a brand and be able to influence customers, celebrity endorsers must be credible, that is, have relevant information, expertise, or experience that is considered significant. The credibility of the celebrity endorser is the quality of the communicator that can affect whether the message can be accepted by customers (Permatasari, 2019).

Country of Origin

Country of origin is the country of origin where the brand is produced. Generally, in a product, there is the word "made in" on the product packaging to find out which country the product is made from. Country of origin is the extent to which information about the country of origin affects consumer judgment of a product (Waradani & Nugraha, 2022). Customers will more easily make purchasing decisions on products that have a favorable country of origin. Therefore, customers evaluate products positively when the product has a strong relationship with the country's good image. According to Rahmani (2019), the image of the country of origin is very important because it can affect consumer perceptions of a brand.

Country of origin initially only revealed the location where the product was made. Country of origin has become more complex due to evolving global sourcing techniques. Country of origin now includes design, production, assembly, branding, service delivery, made in, and training or education received by the service provider.

Purchasing Decision

Purchasing Decision is a step in the decision-making process where customers carefully select the products they want to buy and decide to buy (Rangkuti & Nasution, 2022).

The purchasing decision-making process involves consistent and thoughtful actions to meet needs. Purchasing decisions made by customers are the result generated after customers analyze various alternatives or information from a product or service (Waradani & Nugraha, 2022). Differences in customer perceptions exist because not all customers have a comprehensive awareness of product conditions, which has an influence on purchasing decisions (Rahmani, 2019).

Research Model

Based on previous research and theories that have been developed previously, the following research model is taken.

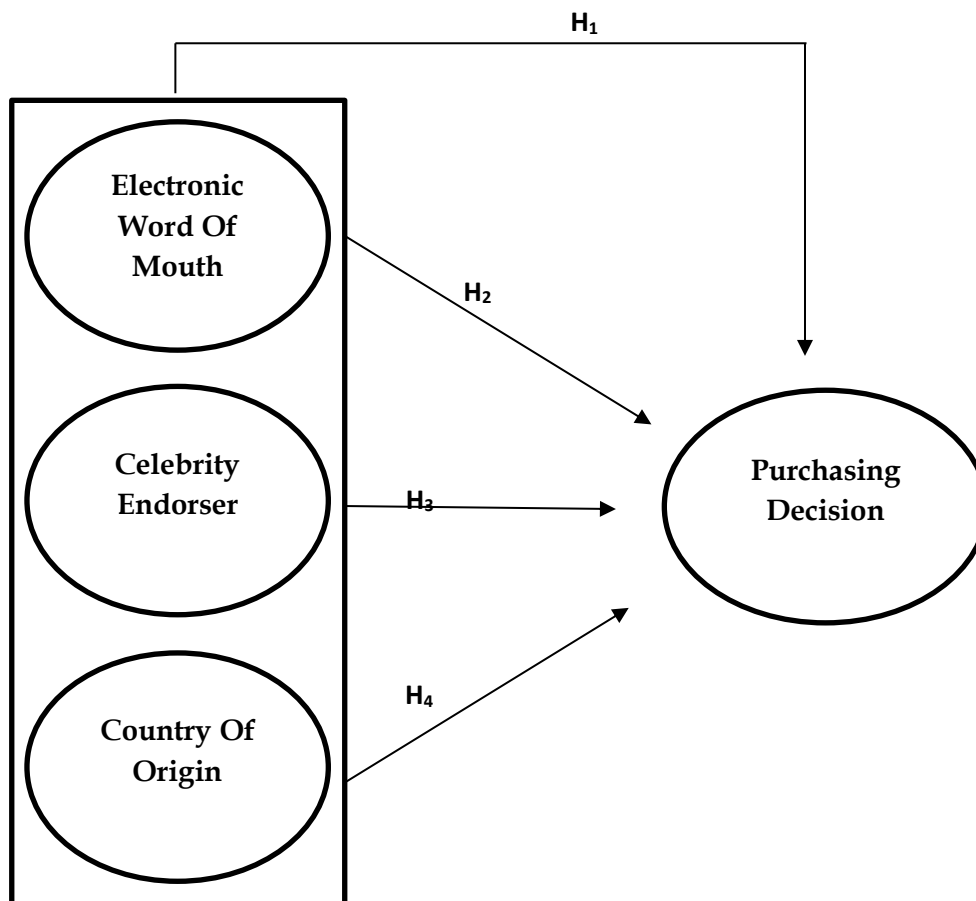


Figure 1. Research Model

Source: Adapted from research (Santosa, 2019) dan (Liyono, 2022)

Research Hypothesis

Based on the framework described above, the hypothesis that will be proven in this study is the effect of electronic word of mouth, celebrity

endorsers, and country of origin on purchasing decisions for Skintific products. This hypothesis is adapted from research conducted by (Liyono, 2022), (Santosa, 2019), (Titana Auriel & Yosepha, 2022), (Fadhilah & Saputra, 2021), (Kamil & Albert, 2020), (Sulaksono & Hidayah, 2022), (Permatasari, 2019), (Anas & Sudarwanto, 2020), (Rangkuti & Nasution, 2022), (Devita & Agustini, 2019), (Rahmani, 2019), (Waradani & Nugraha, 2022), (Purba & Susilowati, 2022), and (Faozah & Wardhana, 2020). The influence of electronic word of mouth, celebrity endorsers, and country of origin on purchasing decisions for Skintific products

- H1: There is an influence of electronic word of mouth (X1), celebrity endorser (X2), country of origin (X3) on purchasing decisions (Y) Skintific products.
- H2: There is an influence of electronic word of mouth (X1) on purchasing decisions (Y) Skintific products.
- H3: There is an influence of celebrity endorsers (X2) on purchasing decisions (Y) Skintific products.
- H4: There is an influence of country of origin (X3) on purchasing decisions (Y) Skintific products.

METHODOLOGY

Type of Research

The approach used in this research is a quantitative approach. According to Santosa (2019) the quantitative approach is a positivist-based research strategy for investigating specific populations or groups. Data is collected using research instruments and then examined quantitatively or statistically to test theories. This study will determine the validity of the hypothesis about the impact of electronic word of mouth, celebrity endorsers, and place of origin on Skintific product purchase decisions.

Operational Definition and Measurement of Variables

Independent variables are variables that affect or cause the appearance of the dependent variable (bound) (Ningsih et al., 2021). The independent variables in this study are electronic word of mouth (X1), celebrity endorser (X2), and country of origin (X3).

The dependent variable is the variable that is influenced or that becomes the result, because of the independent variable (Ningsih et al., 2021). The dependent variable in this study is the purchase decision (Y).

Sampling Technique

The population in this study are consumers who have the potential to buy Skintific products. This population can include individuals who are active online, especially those who often seek information about beauty and skincare products. In addition, consumers who pay attention to opinions and recommendations from public figures or celebrities, as well as those who consider the country of origin of a product before deciding to buy. Based on data from the Central Bureau of Statistics in 2022, the population of Indonesia who have an age range of 13 years and over is more than 25 million people who are male and female, while there is no data on the number of Indonesians who

have an age range of 13 years and over in 2023. Therefore, the population of this study is unknown.

The sample is a selected part of the number and characteristics of the population to be studied (Manggalania & Soesanto, 2021). Determination of the sample size in this study using the Issac & Michael Table, because the type of population is infinite, besides that the number of unknown populations can continue to increase in quantity, and research limitations. Based on the Issac & Michael Table (1981) in Sugiyono (2011) for the number of samples that have an infinite population with a 10% error rate involved in this study, namely 272 respondents.

This study employed non-probability sampling as its method of sampling. A sampling approach known as non-probability sampling does not provide every element or population an equal chance of being chosen as a sample (Liyono, 2022). The type of non-probability sampling used in this study is purposive sampling. The sample criteria in this study are Skintific product users, actively using social media, and have seen Skintific product advertisements hosted by celebrities.

Types, Sources and Data Collection Techniques

This research relied on original data. Primary data is information received from the thing under examination during research. The core data for this study are survey findings gathered by delivering questionnaires to predefined respondents. The major data source for this study is the survey findings collected by sending questionnaires to respondents identified using the Google Form link that will be distributed.

In this study, the data collection technique used was a questionnaire as an instrument. A questionnaire is a series of questions intended to collect data from a sample, target, group or individual. For data analysis purposes, the questionnaire must be made in a clear and easy-to-use way that makes it easy to extract information accurately (Putri, 2022).

Instrument measurement in this study uses a Likert scale which aims to produce accurate quantitative data (Anas & Sudarwanto, 2020). The Likert scale is a psychometric scale that is most often used in survey research (Taluke et al., 2019). Likert may be used in two different ways: positive questions, which gauge positive interest, and negative questions, which gauge negative interest. Negative questions receive scores of 1, 2, 3, and 4, whereas positive questions receive scores of 4, 3, 2, and 1. Strongly agree, agree, disagree, and strongly disagree are the response options on the Likert scale. Every response has a verbal expression that supports the statement or attitude it represents.

Data Analysis Method and Data Quality Test

The data analysis method in this study is to use SPSS version 16.0 software. Data analysis in this study includes: validity test, reliability test, classical assumption test, multiple linear regression, T test, F test, R² test, using multiple linear regression analysis techniques.

To determine the extent to which the research instrument can be trusted, it is necessary to test the validity and reliability so that the research can proceed.

- a. Validity Test
- b. Reliability Test

Classical Assumption Test

The classic assumption test aims to determine the condition of the data used in research. This is done to get the right analysis model using the classic assumption test which includes normality test, multicollinearity test, and heteroscedasticity test (Santosa, 2019).

- a. Normality Test
- b. Multicollinearity Test
- c. Autocorrelation Test
- d. Heteroscedasticity Test

Multiple Linear Regression Analysis

This study's data was analyzed using multiple linear regression techniques. Multiple linear regression analysis entails a number of computations and tests, including the creation of regression equations, the calculation of the coefficient of determination, and the evaluation of the importance of independent variables (Permatasari, 2019). Quantitative data analysis is carried out through a statistical approach, namely with a multiple linear regression analysis model used to determine the magnitude of the influence of independent variables, including electronic word of mouth (X1), celebrity endorser (X2), and country of origin (X3), on the dependent variable, namely Purchase Decision (Y).

Hypothesis Testing

To determine whether to accept or reject a statement, one can statistically assess its veracity using hypothesis testing. The goal of hypothesis testing is to provide the groundwork for gathering data and evidence in order to decide whether to accept or reject the veracity of the claims or assumptions that have been made.

RESEARCH RESULT

Respondent Characteristics

In this study, the questionnaire was distributed online through Google Form. The questionnaire was distributed through several social media that the author used, namely on WhatsApp, Instagram, and Twitter. In addition, personal chat with friends and relatives on WhatsApp and Instagram. Respondents' answers have been collected in accordance with the target sample in this study, namely 272 respondents. All respondents who have been collected have gone through the screening stage according to the existing sample criteria. The number of respondents who have filled out the questionnaire is 272 people. Respondents with male gender were 26% or 71 people and respondents with female gender were 74% or 201 people. Respondents filling out the questionnaire were dominated by women. Respondents who have filled in the

majority are aged 18-25 years as many as 69% or 189 people. Meanwhile, for respondents aged > 26 years as many as 19% or 52 people and respondents aged <18 years as many as 11% or 31 people only.

Based on the respondents who filled out the questionnaire, the majority of the number of product purchases during the year amounted to 3-4 purchases as many as 40% or 110 people. There are also respondents with the number of product purchases during the year totaling > 5 purchases as many as 33% or 91 people, and respondents with the number of product purchases during the year totaling 1-2 purchases 26% or 71 people.

Descriptive Analysis

The population in this study cannot be known because of the increasing number of Skintific product users. Based on the Isaac and Michael table with a 10% error rate, it is found that the number of respondents who can represent is 272 respondents. All respondents in this study have met the predetermined criteria for respondents, namely having used or used Skintific products, actively using social media, and having seen advertisements for Skintific products hosted by celebrities.

Descriptive analysis in this study uses a Likert scale range. The Likert scale is a type of measurement scale commonly used to collect data on respondents' opinions or attitudes. In this study, the largest score is 4 and the smallest score is 1.

Descriptive analysis of the electronic word of mouth variable can be seen in the following table:

Table 2. Descriptive Analysis of Electronic Word of Mouth Variables

Indicators		Respondents' Answers				Total	Average
		SS (4)	S (3)	TS (2)	STS (1)		
X1.1	F	168	93	11	0	272	3.6
	%	61.8%	34.2%	4.0%	0.0%	100%	
X1.2	F	164	103	5	0	272	3.6
	%	60.3%	37.9%	1.8%	0.0%	100%	
X1.3	F	153	103	16	0	272	3.5
	%	56.3%	37.9%	5.9%	0.0%	100%	
X1.4	F	147	103	21	1	272	3.5
	%	54.0%	37.9%	7.7%	0.4%	100%	
X1.5	F	144	109	19	0	272	3.5
	%	52.9%	40.1%	7.0%	0.0%	100%	
X1.6	F	143	120	9	0	272	3.5
	%	52.6%	44.1%	3.3%	0.0%	100%	
Average Electronic Word of Mouth Variable							3.5

Source: Data Processed by the Author, 2024

Based on the results of descriptive analysis in Table 10, it can be seen that the answers to electronic word of mouth variables have the highest average, namely in questions X1.1 and X1.2 regarding platform assistance and positive

self-enhancement of 3.6. Meanwhile, X1.3 to X1.6 have answers with the lowest average of 3.5. The average answer to the electronic word of mouth variable item as a whole is 3.5. So it can be concluded that there is an influence of the electronic word of mouth indicators on customers in the high value range category.

Descriptive analysis of the celebrity endorser variable can be seen in the following table:

Table 3. Descriptive Analysis of Celebrity Endorser Variables

Indicators		Respondents' Answers				Total	Average
		SS (4)	S (3)	TS (2)	STS (1)		
X2.1	F	129	103	36	4	272	3.3
	%	47.4%	37.9%	13.2%	1.5%	100%	
X2.2	F	132	102	37	1	272	3.3
	%	48.5%	37.5%	13.6%	0.4%	100%	
X2.3	F	122	103	42	5	272	3.3
	%	44.9%	37.9%	15.4%	1.8%	100%	
X2.4	F	127	109	32	4	272	3.3
	%	46.7%	40.1%	11.8%	1.5%	100%	
X2.5	F	132	109	27	4	272	3.4
	%	48.5%	40.1%	9.9%	1.5%	100%	
X2.6	F	120	116	31	5	272	3.3
	%	44.1%	42.6%	11.4%	1.8%	100%	
Average Celebrity Endorser Variables							3.3

Source: Data Processed by the Author, 2024

Based on the results of the descriptive analysis of Table 2, it can be seen that the answers to the celebrity endorser variables have the highest average, namely in question X2.5 regarding respect of 3.4. Meanwhile, X2.1, X2.2, X2.3, X2.4, and X2.6 have answers with the lowest average of 3.3. The average answer to the celebrity endorser variable items as a whole is 3.3. So it can be concluded that there is an influence of celebrity endorser indicators on customers in the high value range category.

Descriptive analysis of the country of origin variable can be seen through the following table:

Table 4. Descriptive Analysis of Country-of-Origin Variables

Indicators		Indicators Respondents' Answers				Total	Average
		SS (4)	S (3)	TS (2)	STS (1)		
X3.1	F	130	116	23	3	272	3.4
	%	47.8%	42.6%	8.5%	1.1%	100%	
X3.2	F	133	109	28	2	272	3.4
	%	48.9%	40.1%	10.3%	0.7%	100%	
X3.3	F	124	96	48	4	272	3.3
	%	45.6%	35.3%	17.6%	1.5%	100%	
X3.4	F	127	111	31	3	272	3.3

	%	46.7%	40.8%	11.4%	1.1%	100%	
X3.5	F	123	116	31	2	272	3.3
	%	45.2%	42.6%	11.4%	0.7%	100%	
Country of Origin Variable Average							3.3

Source: Data Processed by the Author, 2024

Based on the results of the descriptive analysis of Table 4, it can be seen that the answers to the country of origin variables have the highest average, namely in questions X3.1 and X3.2 regarding the level of progress in the field of brand technology and the quality of production of 3.4. Meanwhile, X3.3 to X3.5 has the lowest average answer of 3.3. The average answer to the country of origin variable item as a whole is 3.3. So it can be concluded that there is an influence of celebrity endorser indicators on customers in the high value range category.

Descriptive analysis of purchasing decision variables can be seen through the following table:

Table 5. Descriptive Analysis of Purchasing Decision Variables

Indicators		Respondents' Answers				Total	Average
		SS (4)	S (3)	TS (2)	STS (1)		
Y.1	F	152	106	13	1	272	3.5
	%	55.9%	39.0%	4.8%	0.4%	100%	
Y.2	F	156	112	4	0	272	3.6
	%	57.4%	41.2%	1.5%	0.0%	100%	
Y.3	F	136	123	13	0	272	3.5
	%	50.0%	45.2%	4.8%	0.0%	100%	
Y.4	F	134	133	5	0	272	3.5
	%	49.3%	48.9%	1.8%	0.0%	100%	
Y.5	F	135	127	9	1	272	3.5
	%	49.6%	46.7%	3.3%	0.4%	100%	
Y.6	F	122	142	8	0	272	3.4
	%	44.9%	52.2%	2.9%	0.0%	100%	
Average of Purchasing Decision Variables							3.5

Source: Data Processed by the Author, 2024

Based on the results of the descriptive analysis of Table 5, it can be seen that the answers to purchasing decision variables have the highest average, namely in question Y.2 regarding information search of 3.6. Meanwhile, the answer with the lowest average is question Y.6 of 3.4. The average answer to the overall purchase decision variable item is 3.5. So it can be concluded that there is an influence of the indicators of purchasing decisions on customers in the high value range category.

Research Instrument Test

The goal of the validity test is to determine if each question item may be used as a measuring tool for each research variable. The Pearson Product Moment Correlation formula is used for validity assessment. According to the Pearson Correlation method test criteria, a questionnaire item is considered valid or capable of measuring the variable it is meant to measure if the correlation coefficient (R count) exceeds the table correlation (R table). The validity test findings for each statement item in the questionnaire are stated as follows:

Table 6. Validity Test

Variable	Indicators	R Calculate	R Table	Description
E Wom	X1.1	0.592	0.113	Valid
	X1.2	0.704	0.113	Valid
	X1.3	0.809	0.113	Valid
	X1.4	0.804	0.113	Valid
	X1.5	0.803	0.113	Valid
	X1.6	0.789	0.113	Valid
Celebrity Endorser	X2.1	0.748	0.113	Valid
	X2.2	0.797	0.113	Valid
	X2.3	0.854	0.113	Valid
	X2.4	0.842	0.113	Valid
	X2.5	0.849	0.113	Valid
	X2.6	0.742	0.113	Valid
Country of Origin	X3.1	0.664	0.113	Valid
	X3.2	0.810	0.113	Valid
	X3.3	0.807	0.113	Valid
	X3.4	0.847	0.113	Valid
	X3.5	0.758	0.113	Valid
Purchasing Decision	Y.1	0.165	0.113	Valid
	Y.2	0.343	0.113	Valid
	Y.3	0.567	0.113	Valid
	Y.4	0.570	0.113	Valid
	Y.5	0.490	0.113	Valid
	Y.6	0.227	0.113	Valid

Source: Data Processed by the Author, 2024

Table 6 shows that the research variables for all question items have a correlation coefficient value (R count) that is more than the table correlation value (R table), which is 0.113. So the validity test of each variable question item e-wom (X1), celebrity endorser (X2), country of origin (X3) and purchasing decisions (Y) can be declared valid.

The reliability test is performed to verify the research instrument's dependability and consistency when repeated measurements are taken. Cronbach's Alpha is a reliability testing technique. The Cronbach's Alpha value of ≥ 0.6 indicates that the questionnaire questions are trustworthy or consistent in assessing variables, according to the test conditions. A summary of the reliability test is provided below:

**Table 7. Reliabilitas X1
Reliability Statistics**

Cronbach's Alpha	N of Items
.744	6

In table 7 above, the reliability of X1 obtained a Cronbach's alpha value of 0,744, so it can be concluded that the variable data is reliable.

**Table 8. Reliabilitas X2
Reliability Statistics**

Cronbach's Alpha	N of Items
.824	6

In table 16 above, the reliability of X2 is obtained, the Cronbach's alpha value is 0,824, so it can be concluded that the variable data is reliable.

**Table 9. Reliabilitas X3
Reliability Statistics**

Cronbach's Alpha	N of Items
.837	5

In table 17 above, the reliability of X3 obtained a Cronbach's alpha value of 0.837, so it can be concluded that the variable data is reliable.

**Table 10. Reliabilitas
Reliability Statistics**

Cronbach's Alpha	N of Items
.779	6

In table 18 above, the reliability of Y is obtained a Cronbach's alpha value of 0,779, so it can be concluded that the variable data is reliable.

Classical Assumption Test

The normality test determines if the confounding variables in the regression model have a normal distribution or are nearly normal. The t and f tests assume that the residual values follow a normal distribution. The normal probability plot may be used to evaluate if the residuals follow a normal distribution. If the residual observations are dispersed throughout the diagonal line, the residuals are deemed normal. The outcomes of using the normal probability plot to test the normalcy assumption are as follows:

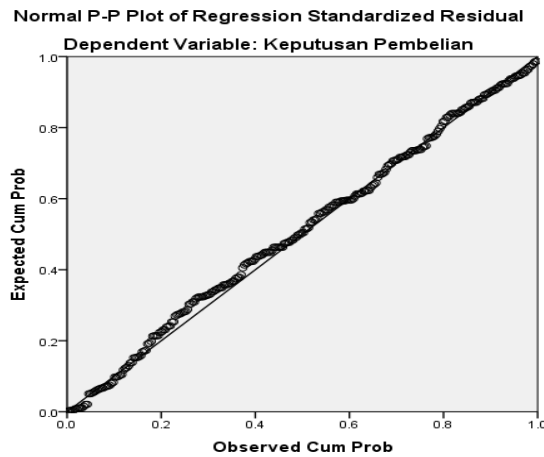


Figure 2. Normal Probability Plot

Source: Data Processed by the Author, 2024

Testing the assumption of normality using a normal probability plot on the effect of e-wom, celebrity endorsers, and country of origin on purchasing decisions for Skintific products produces a probability graph with residual observation conditions spreading around the diagonal line. In addition, to determine other normality assumptions, you can use the Kolmogorov-Smirnov technique, namely with a significance value of $\alpha = 0.05$. The following are the results of the normality test using the Kolmogorov-Smirnov technique:

**Table 11. Kolmogorov Smirnov Normality Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		272
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.85195815
Most Extreme Differences	Absolute	.046
	Positive	.024
	Negative	-.046
Test Statistic		.046
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

Source: Data Processed by the Author, 2024

According to Table 11 Normality Test, the probability value p or Asymp. Sig. (2-tailed) is 0.200. The probability value p (0.200) $>$ 0.05 indicates that the data is regularly distributed. The multicollinearity test yielded the following results:

Table 12. Multicollinearity Test

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Electronic Word of Mouth	.811	1.233
Celebrity of Origin	.812	1.232
Country of Origin	.997	1.003

a. Dependent Variable: Keputusan Pembelian

Source: Data Processed by the Author, 2024

According to Table 12, the multicollinearity test indicates that the e-wom variable (X1), celebrity endorser (X2), and country of origin (X3) have a tolerance value > 0.10 and a VIF value < 10. Thus, it can be inferred that the independent variables in this investigation do not exhibit multicollinearity symptoms.

Table 13. Autocorrelation Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.768 ^a	.590	.585	.857	1.900

a. Predictors: (Constant), Electronic Word of Mouth, Country of Origin, Celebrity of Origin

b. Dependent Variable: Keputusan Pembelian

Source: Data Processed by the Author, 2024

According to Table 13, the DW value is 1.900. When this value is compared to the 5% confidence interval table value, with the number of samples or N = 272 and the number of independent variables 3 (k = 3), the dL value is 1.7856 and the dU value is 1.8154. For the autocorrelation calculation results, use the formula $4-dU = 4-1.8154 = 2.1846$. The equation $dU < d < 4-dU = 1.8154 < 1.900 < 2.1846$ indicates that the DW value is more than the dU value and less than the 4-dU value. The Durbin Watson test findings show that there is not an autocorrelation.

The heteroscedasticity test determines if one observation's residuals deviate in variance from those of another in the regression test. This study employed the Glejser and Scatterplot approaches to find heteroscedasticity testing. The results of the heteroscedasticity test are as follows:

Table 14. Heteroscedasticity Test of Glejser Method

No	Variabel	Sig.	Description
1	<i>Electronic Word of Mouth</i>	0,091	Heteroscedacity Free
2	<i>Celebrity Endorser</i>	0,689	Heteroscedacity Free
3	<i>Country of Origin</i>	0,448	Heteroscedacity Free

Source: Data Processed by the Author, 2024

Based on Table 14, the heteroscedasticity test with the Glejser method that the results of Sig. (2-tailed) electronic word of mouth (X1) is 0.091, celebrity endorser (X2) is 0.689, and country of origin (X3) is 0.448. With a significance value greater than 0.05, it is possible to conclude that the regression model has no heteroscedasticity issues.

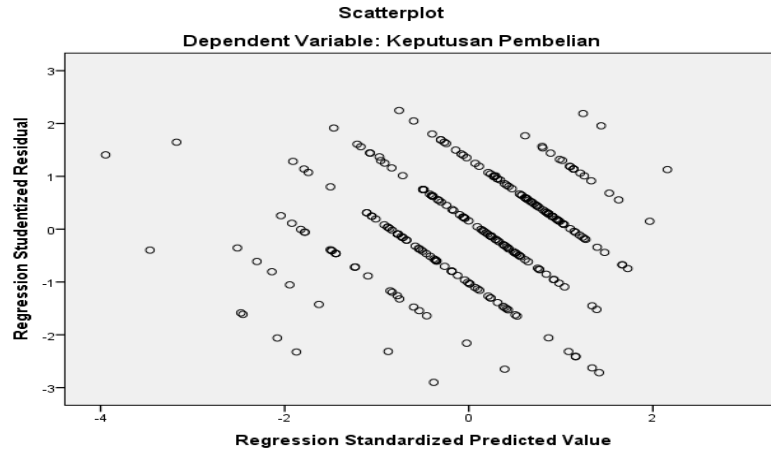


Figure 3. Scatterplot
Source: Data Processed by the Author, 2024

Based on Figure 4, the assumption of heteroscedasticity is examined for the impact of electronic word of mouth, celebrity endorsers, and country of origin on Skintific product purchases. The test results reveal that the residual observations are distributed randomly distant from the x and y axes. As a result, this study does not exhibit any signs of heteroscedasticity.

Multiple Linear Regression Analysis

This regression analysis is used to calculate the influence between the independent variables, namely e-wom (X1), celebrity endorser (X2), country of origin (X3) on the dependent variable, namely the purchase decision (Y).

Table 15. Hypothesis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	15.861	.526		30.172	.000		
Electronic Word of Mouth	.061	.020	.131	3.017	.003	.811	1.233
Celebrity of Origin	-.100	.016	-.270	-6.219	.000	.812	1.232
Country of Origin	.343	.019	.724	18.470	.000	.997	1.003

a. Dependent Variable: Keputusan Pembelian
Source: Data Processed by the Author, 2024

Based on Table 15, the multiple linear regression test produces the following multiple linear regression equation results:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3$$

$$Y = 15.861 + 0.061 X_1 - 0.100 X_2 + 0.343 X_3$$

Partial hypothesis testing determines if the independent variable (X) has a partial or individual effect on the dependent variable (Y). The test conditions say that if the t test statistic > t table or probability < the significance threshold (a), there is a partial (individual) significant effect between e-wom, celebrity endorsers, and country of origin on purchase decisions for Skintific goods. The partial hypothesis tests yielded the following results:

1. T test for electronic word of mouth on Skintific product purchasing decisions

According to Table 15, the T-test on e-women's purchase decisions for Skintific items yields a T Statistics value of 3.017 with a probability of 0.000. The test results reveal that T Statistics (3.017) > T Table (2.594). As a result, it is reasonable to conclude that e-women have a considerable impact on shopping decisions. As a result, H1, or the first hypothesis in this study, may be accepted, meaning that e-wom (X1) has a favorable and substantial influence on purchase decisions (Y) for Skintific items.

2. T test celebrity endorsers on purchasing decisions for Skintific products

The T test on celebrity endorsements and purchase decisions for Skintific goods yielded a T Statistics value of -6.219 with a probability of 0.000. The test results demonstrate that the T Statistics value (-6.219) is less than the T Table value (2.594). As a result, celebrity endorsers appear to have a considerable effect on purchase decisions. As a result, H2 or hypothesis two in this study may be rejected: celebrity endorsers (X1) have a negative and substantial influence on purchase decisions (Y) for skincare goods.

3. T test country of origin on purchasing decisions for Skintific products

The T test on nation of origin and purchase decisions for Skintific goods yielded a T Statistics value of 18.470 with a probability of 0.000. The test results reveal that T Statistics (18.470) > T Table (2.594). As a result, it is reasonable to conclude that nation of origin has a major impact on purchase decisions. As a result, H3 or hypothesis three in this study may be supported, which states that nation of origin (X1) has a positive and substantial influence on purchase decisions (Y) for skintific items.

The following are the results of the simultaneous hypothesis test:

Table 16. Anova Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	282.535	3	94.178	128.316	.000 ^b
	Residual	196.701	268	.734		
	Total	479.235	271			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Country of Origin, Celebrity of Origin, Electronic Word of Mouth

Source: Data Processed by the Author, 2024

Table 16 shows that the influence of e-women, celebrity endorsers, and country of origin on purchase decisions for Skintific goods has a computed F value of 128.361 and a probability of 0.000. The test findings indicate that the computed F value of 128.361 > F table 2.64, with a probability of 0.000 and a significance value of 0.05. As a result, it is possible to conclude that e-women, celebrity endorsers, and country of origin all have an impact on Skintific product purchases. The regression model used in this study might alternatively be construed as viable. The following are the results of the coefficient of determination (R²) test:

Table 17. Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768 ^a	.590	.585	.857

a. Predictors: (Constant), Electronic Word of Mouth, Country of Origin, Celebrity of Origin

b. Dependent Variable: Keputusan Pembelian

Source: Data Processed by the Author, 2024

Based on Table 17, the modified R square value is 0.585 (58.5%). This explains why the variables e-wom (X1), celebrity endorser (X2), and country of origin (X3) influence the purchase choice variable (Y) by 58.5%. Meanwhile, the remainder (100% - 58.5% = 41.5%) is explained by variables not addressed in this study.

DISCUSSION

The influence of electronic word of mouth (X1) on purchasing decisions (Y)

Based on the tests carried out, the table in the t test shows the t value of 3.017 with a significance of 5%, the t table value for the amount of data of 272 (n) and 3 independent variables (k) with a significant level of 5%, the t table value is 2.594, this shows that e-wom has a positive and significant effect on purchasing decisions for Skintific products.

In the analysis results using multiple linear regression methods, it can be concluded that electronic word of mouth has a positive and significant influence on purchasing decisions. Indicators of electronic word of mouth in this study include platform assistance, positive self-enhancement, social benefit, advice seeking. So that from these several points, if each point is not carried out

by the brand properly, it will affect the decision to purchase Skintific products by customers.

The influence of celebrity endorsers (X2) on purchase decisions (Y)

Based on the tests carried out, the table in the t test shows the t value of -6.219 with a significance of 5%, the t table value for the amount of data of 272 (n) and 3 independent variables (k) with a significant level of 5%, the t table value is 2.594, this shows that celebrity endorsers have a negative and significant effect on purchasing decisions for Skintific products.

In the analysis results using multiple linear regression methods, it can be concluded that celebrity endorsers have a negative and significant influence on purchasing decisions. The celebrity endorser indicators in this study include trustworthiness, expertise, attractiveness, respect. Customers will avoid brands that use influencers or celebrities who have a bad image, so that it will have a negative effect on product purchasing decisions.

The influence of country of origin (X3) on purchase decisions (Y)

Based on the tests performed, the table in the t test shows the t value of 18.470 with a significance of 5%, the t table value for the amount of data of 272 (n) and three independent variables (k) with a significance level of 5%, the t table value is 2.594, indicating that country of origin has a positive and significant effect on purchasing decisions for Skintific products.

The research results utilizing multiple linear regression approaches show that nation of origin has a positive and substantial effect on purchase decisions. In this study, celebrity endorser indicators include the level of progress in the technological field of the brand's country of origin, the quality of production, the prestige value possessed by the brand's country of origin, and the image of the country of origin as a developed country. Thus, having a positive country image on a brand might impact client purchase decisions.

The effect of electronic word of mouth (X1), celebrity endorser (X2), and country of origin (X3) on purchasing decisions (Y)

Based on the tests carried out, the significance test (F test) that the Fcount value is 128.361 while the Ftable is 2.64 so that $F_{count} > F_{table}$ ($128.361 > 2.64$) then H_0 is accepted. So, it can be concluded that simultaneously electronic word of mouth, celebrity endorsers and country of origin have a significant influence on purchasing decisions for Skintific products.

In this study, the variables electronic word of mouth (X1), celebrity endorser (X2), and country of origin (X3) had a positive and significant effect simultaneously. This can be used as a brand reference to maintain customer purchasing decisions for Skitific products. Each variable can of course influence customers in making purchasing decisions for Skitific products. Brands can maintain every positive customer review by providing quality products to retain customers. Brands can also shape and improve promotions to attract customer attention in using celebrities according to their fields on social media platforms. In addition, brands can introduce the image of the country of origin of quality products using sophisticated technology as a developed country.

CONCLUSIONS AND RECOMMENDATIONS

The goal of this study was to determine whether e-wom, celebrity endorsers, and place of origin impact purchase decisions for Skintific goods. Based on the analysis results, we may deduce that:

Multiple linear regression analysis reveals that the independent variables e-wom, celebrity endorser, and place of origin all have a substantial impact on purchase decisions. Hypothesis testing of the independent factors' simultaneous effect on the purchase decision variable is acceptable.

E-wom has a positive and significant effect on purchasing decisions. The information provided by e-wom is a review conducted by customers about the quality of the product that has been purchased. The information provided by e-wom can help customers make purchasing decisions, as a reference to clarify the quality of the desired product.

Celebrity endorsers have a negative and significant effect on purchasing decisions. To increase purchasing decisions, celebrity endorsers must have a good image so that customers can trust them, and customers who are skeptical of advertising can have a negative view of brands that work with celebrities. This is because customers see endorsers as a marketing strategy to get more benefits from brands.

Country of origin has a positive and significant effect on purchasing decisions. It can be concluded that customer perceptions can connect country of origin with personal memories and national identity, so that customers feel there is a feeling of pride associated with products from certain countries.

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