

The Effect of Trustworthiness, Attractiveness, Expertise, and Popularity of Celebrity Endorsement Suhay Salim on Purchase Decision of Korean Skincare Brand Some By Mi

Yolanda Mayang Sari¹, Rina Suthia Hayu², Muhartini Salim³
^{1,2,3}Departement of Management, Faculty of Economic and Business

yolandamayangsari7@gmail.com rinahayu5515@gmail.com

Corresponding Author

ABSTRACT

This research was conducted in Indonesia. This research aims to know the effect of Trustworthiness, Attractiveness, Expertise, and Popularity of Celebrity Endorsement (Suhay Salim) on the Purchase Decision of the Korean skincare brand "Some By Mi" in Indonesia. The type of research used in this research was quantitative research. Data was collected through the online questionnaire. 250 respondents that have purchased and tried Some By Mi's skincare products have participated in this research. The non-probability sampling technique was used in this research with purposive sampling as a sampling method. Multiple Linear Regression with SPSS 21.0 For Windows was conducted to analyse the data collected from the online questionnaire. The findings revealed that trustworthiness, attractiveness, expertise, and popularity celebrity endorsement of Suhay Salim significantly and positively affect public's purchase decision of a Korean skincare brand "Some By Mi" partially.

Keywords: Purchase Decision, Trustworthiness, Attractiveness, Popularity, Suhay Salim, Skincare, Some By Mi

INTRODUCTION

Competition that is getting tougher in the adult business creates all kinds of opportunities. Various forms of competition that occur in the world's business that occur in everyday life, such as promotions carried out to advertise products in various electronic media, print media and online media which have recently developed very rapidly. One of the communication strategies commonly used by companies to encourage and instill the positive impact of a product or service in the minds of customers is to ask for support from celebrities (B.Z Erdogan, 2010). Celebrity endorsement is one of the strategies commonly used today to help support various types of products, services

and brands. (Kok Wei & Li, Wu, 2013) found that online celebrity endorsements intend to buy more than online customer reviews provided by someone. Celebrity endorsements use celebrities who enjoy public recognition and use that recognition on behalf of consumer goods by displaying them in advertisements (Chung & Cho, 2017). Undoubtedly, a supporting celebrity cannot enhance a company's communication, position and represent its brand. This is because the support from supporting celebrities can generate public awareness and public interest in an effective and efficient manner. The celebrity endorser chosen by the company is usually considered as

someone who has an amazing way of life or extraordinary craftsmanship, is good looking, is well known and much liked (Humaira Mansoor Malik & Qureshi, 2016).

In recent years, the country's beauty industry has begun to be invaded by products such as skincare and cosmetics originating from South Korea. This happens because of the influence of K-Pop culture which has recently been increasingly in demand by Indonesians. The trend for facial skin care as clear as glass or glass skin has begun to mushroom in Indonesia recently. Today, Indonesian women have begun to realize that maintaining beauty, both physical and non-physical, is important because appearance is a long-term asset and can increase one's self-confidence. Skincare is a series of skin care products that can help maintain cleanliness and care for skin health if used regularly properly. According to a survey conducted by the ZAP Beauty Index 2018, where the survey results show that the definition of beauty according to Indonesian women is having clean, bright and glowing skin. Based on research conducted by the Zap Beauty Index, almost all Indonesian women (36%) use skincare at the age of 19-23 years. ZAP Beauty Index is an annual research publication issued by ZAP based on a survey of thousands of women who are consumers of the Indonesian beauty industry.

According to 2019 Statista Data, the number of internet users in Indonesia reaches 197.2 million. A celebrity usually gives a review of the products they endorse on their social media accounts. Suhay Salim is one of the celebrities who often provides reviews about skincare through his YouTube and Instagram accounts. Suhay Salim is a well-known endorsement celebrity in Indonesia with 1.45 million subscribers on YouTube and 648 thousand followers on Instagram. One

of the skincare that is often reviewed by Suhay Salim is skincare under the brand Some By Mi.

Some By Mi is a South Korean skincare brand whose formula is famous for using natural ingredients and has a fairly affordable price. Through the review provided by Suhay Salim, it is easier for consumers to find references in choosing the right skincare before deciding to buy a facial skin care product. Purchasing decisions are a process in purchasing that is in the form of a real, whether consumers actually buy a product or not (Swastha & Handoko, 2008). According to (Setiadi 2003) consumer purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. The result of this integration is a choice that is presented cognitively as a desire to behave. It begins with the stage of paying attention to a product or service and if it leaves an impression, the consumer will step into the stage of interest to find out the advantages of a product and if the intensity of the attraction is strong, it will continue to the desire stage because it is in accordance with their needs. If the desire and interest are so strong, then consumers will make a decision to buy (action to buy) the goods or services offered. Factors that influence purchasing decisions according to (Hanaysha, 2018) are price, human resources, product quality, and communication. In terms of price, when buying a product, consumers want an affordable price with good product quality.

Indonesia is expected to become the world's largest skincare market, this is supported by a statement from Euromonitor International entitled The Future of Skincare which says that Indonesia will be the second largest contributor to the growth of skin care in the world, and is expected to experience

high demand in product purchase rates. skincare. The high level of skincare consumption in Indonesia makes skincare products have a great opportunity to be sold in the market. 33% of the total beauty market revenue in 2019 was contributed by the skincare market. Purchases of skincare made by consumers in Indonesia are usually through online shopping because the products are difficult to obtain offline or do not have the time to buy them directly. This study is a modification of the previous research by combining several variables in the previous study and making it one unit to be examined. The variables of trustworthiness, attractiveness, and expertise were adopted from research conducted by (Victor Eko, 2014) on purchasing decisions for Adidas products. While the supporting dimensions for the Popularity variable were adopted from research conducted by (Gupta, Dr. Ruchi, Prof. Nawal Kishor, 2017). Based on the description above, this study seeks to identify the dimensions of trustworthiness, attractiveness, expertise and additional dimensions of popularity from celebrity endorser Suhay Salim regarding skincare products with the brand Some By Mi as was done in previous studies in influencing purchasing decisions for Some By Mi skincare products. in Indonesia

Purchase decision

Purchasing decision behavior refers to the final purchase behavior of consumers, both individuals and households who buy goods and services for personal consumption (Kotler and Armstrong, 2014). In consumer decision making is a process of interaction between affective attitudes, cognitive attitudes, behavioral attitudes with environmental factors in which humans make exchanges in all aspects of their lives (Peter-Olson 2013). Cognitive attitudes reflect understanding attitudes, affective attitudes reflect attitudes of belief and behavioral attitudes

reflect real action attitudes. Purchasing decisions are choices made from two or more alternatives in the process of buying a product or service (Schiffman and Kanuk, 2007).

According to Kotler and Keller (2016), there are seven roles that people play in purchasing decisions, namely: initiator, users, influencer, decider, approvers, buyers, and gate keepers. The purchase decision process goes through several stages carried out by consumers. These stages will produce a decision to buy or not and after buying the consumer will be satisfied or not. If satisfied, consumers will make repeat purchases or if not satisfied, consumers will switch to similar goods or services. According to (Kotler & Armstrong, 2006) Customers usually go through five stages: problem recognition, information search, evaluation of alternative, purchase decisions, and post-purchase behavior. Factors that influence purchasing decisions according to (Kotler & Armstrong, 2006) are cultural factors, social factors, personal factors, and psychological factors. Indicators of purchasing decisions according to Kotler & Armstrong, (2006) are product diversity, brand quality, ease of getting a product, price of a product, need for a product

Trustworthiness

Trustworthiness refers to the honesty, sincerity, and honesty of sources, or in other words, the recipient's perception of the possibility that a supporter communicates the claim he considers the most true (Munnukka et al., 2016). In this case, trustworthiness is the level of trust conveyed by the communicator to his audience (Amos et al., 2008). It also means consumer trust in sources to provide information objectively and honestly (Ohanian, 1990). Trustworthiness can be captured in the context of celebrity endorsement as honesty, integrity, and celebrity trust by consumers. This can lead to trust and

acceptance of the celebrity endorser and the inherent message the celebrity conveys to consumers. So that in the long run it can help influence beliefs, attitudes, opinions and buying behavior (Ohanian, 1990). Trust includes the source of credibility where it is believed that the level of acceptance of a message depends on the level of credibility an endorser has. Studies show that when communicators are considered highly trustworthy, opinionated messages are more effective than non-opinion messages in producing attitude change (Ohanian, 1990).

Trustworthiness is an endorser considered as a person who can be relied on or trusted. This is related to the honesty, trustworthiness, integrity of an endorser. In recommending a product, the trustworthiness of an endorser greatly affects consumers (Hovland, Janis, & Kelley 1953). Trustworthiness refers to the extent to which endorsers are seen as honest, trustworthy, and sincere. Endorsers can be trusted in communicating a product, endorsers can make consumers believe in the products delivered. In this case, consumers do not have to know the endorser, however, consumers can assess the appropriateness of the endorser in advertising or providing a review of a product. Trust refers to the amount of trust and level of acceptance shown by the audience towards the communicator (Lord & Putrevu, 2009).

Attractiveness

Shimp (2007) explains that attractiveness refers to the attractiveness contained in an endorser which can attract the attention of consumers to be seen. When consumers find something that they are attractive and like in an endorser, persuasion will work through identification. This means that consumers will adopt the attitude or preference of the endorser when they find something attractive that they like. Celebrities who have physical attractiveness show a positive impact on

the products they advertise, and this will certainly lead to a person's purchasing decision for the advertised product.

(Till & Busler, 2000) defines celebrity attractiveness in various aspects. This includes not only physical or facial beauty, but other manifestations of beauty such as sportsmanship, charm, elegance and intelligence. According to (Gupta, Dr Ruchi, Prof. Nawal Kishor, 2017) physical attractiveness is an informational requirement that involves a subtle, pervasive, and absolute effect. Physical attractiveness refers to a person's first impression of others about physical characteristics, such as height and physical beauty, elegance, attitude, and ethics (Lord & Putrevu, 2009). Increasing the trustworthiness aspect of an endorser is the most effective way to increase the level of consumer confidence in a product (Huang et al., 2014). The potential attractiveness of an endorser is the ability to convey meaning effectively compared to less attractive sources so that the brand image is positively influenced by celebrity attractiveness.

Attractiveness is something that can increase the interest and attention of most people. This is not only limited to body shape, but includes all the physical attributes of the endorser, such as facial features, hair color and physical appearance. In addition, the personality of an endorser, the things he likes, the things he has in common with consumers, and the lifestyle that consumers feel will also influence the interpretation of attractiveness.

Expertise

Expertise is the extent to which communicators are considered a source of valid statements (Spry et al., 2011). They are usually supported by professional knowledge and skills so that their claims about the product become a factor that can increase persuasion to consumers. Some researchers believe that skilled endorsers will have more potential than those with

only physical attractiveness (Silvera & Austad, 2004). Expertise refers to the knowledge, experience, and skills possessed by endorsers (Chung & Cho, 2017). An expert endorser generates a higher interest for the target audience to buy a product (Ohanian, 1990).

(Spry et al., 2011) stated that the expertise of an endorser is related to the validity of claims about a product, which is an important factor in increasing the persuasion ability of the advertisements that are delivered. More specifically, the expertise of an endorser is proportional to the correctness of the information conveyed about the product and thus is able to form a more positive brand attitude (Magnini et al., 2010).

An endorser's expertise comes from people's perceptions of their knowledge, experience or skills. The perception of this knowledge, experience, or skills influences the way the audience will judge the quality of the product offered by an endorser (Magnini et al., 2010) If a celebrity who advocates a product has strong knowledge and experience, then he / she will ultimately have different strengths to be pursued because they have strong beliefs (Jamil & Hassan, 2014). What is meant by knowledge is when a celebrity has knowledge of the products they are advertising. Meanwhile, experience is when a celebrity has experience in conveying information related to a product it supports or has experience in the advertised field (beauty influencer). Endorser's expertise is similar to source qualification, which directly affects the confidence level to persuade consumers to buy supported products (Wang & Scheinbaum, 2018).

Popularity

The popularity of celebrity endorsements is determined by factors such as large fans, a track record of good performance, celebrity likes, uncontroversial celebrity image and whether the celebrity is a role

model for others (Gupta et al., 2017). An endorser is defined as someone who has sufficient character so that it can be noticed by the audience. In general, the endorser chosen is someone who is well known and has wide influence among the community, so that public attention can be diverted to the advertised brand. How much popularity does a celebrity endorser also known as visibility. When combined with fame, it can be useful if the purpose of communication is to increase brand awareness (A. Ahmed et al., 2012).

The theoretical base achieved from the reviewed literature and understanding of the concepts so far contributed to propose following hypotheses:

- H1 : Trustworthiness celebrity endorsers significantly affects toward purchase decision.
- H2 : Attractiveness celebrity endorsers significantly affects toward purchase decision.
- H3 : Expertise celebrity endorsers significantly affects toward purchase decision.
- H4 : Popularity celebrity endorsers significantly affects toward purchase decision.

METHODS

The unit of analysis in this research is individuals who buy and use Korean Skincare Some By Mi products in Indonesia. This study uses a cross-sectional method to collect data from respondents who live in Indonesia. The data was collected through purposive sampling during 19-29 March 2021 using an independent questionnaire. The questionnaire was prepared in Google Forms format which is distributed online, via the Instagram, WhatsApp, Line, Twitter, Facebook and Telegram applications. Screening is carried out to ensure that all respondents are domiciled in Indonesia and who use and buy Some By Mi Korean Skincare products. The questionnaire consists of three main parts,

namely the characteristics of the respondents (Table 1), the measurement of the independent and dependent variables.

Respondents Characteristics		Percentage
Gender	Men	12,6%
	Women	87,4%
Age	16-25 years	91,6%
	26-35 years	4,4%
	36-45 years	4%
	46-55 years	-
	≥ 356 years	-
Residence	Sumatera	31,2%
	Java	65,1%
	Kalimantan	1,6%
	Sulawesi	1,3%
	Bali	0,8%
Job	PNS / TNI / POLRI	7,2%
	Private employees	3,2%
	BUMN employees	0,8%
	Housewife	3,2%
	Student / Student	82,8%
	Etc	2,8%
Last Education	Senior High School	71,2%
	D3	7,2%
	Bachelor	18,4%
	Master	2,4%
	Doctor	0,8%
Earn Per Month	Rp1.000.000–Rp5.000.000	79,6%
	Rp5.000.000 – Rp10.000.000	17,6%
	Rp10.000.000 – Rp15.000.000	2,4%
	>Rp15.000.000	-

Source : Primary data, processed (2021)

All measurements are based on the subjective assessment of respondents using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). A total of 24 measurement items were adapted from existing measures in the literature to ensure content validity (table 2). Determination of the number of samples is determined by predetermined criteria, Hair et al., (2010) which states that the number of respondents taken is at least 5 times and a maximum of 10 times the number of indicators used in the study. Then the number of samples is 240 respondents. This study collected 250

respondents to overcome the questionnaire that was filled in incompletely by the respondent or the questionnaire was considered a failure. The collected data were then analyzed using multiple linear analysis methods with the help of the SPSS 21.0 for window program. The research model is presented in Figure 1 below:

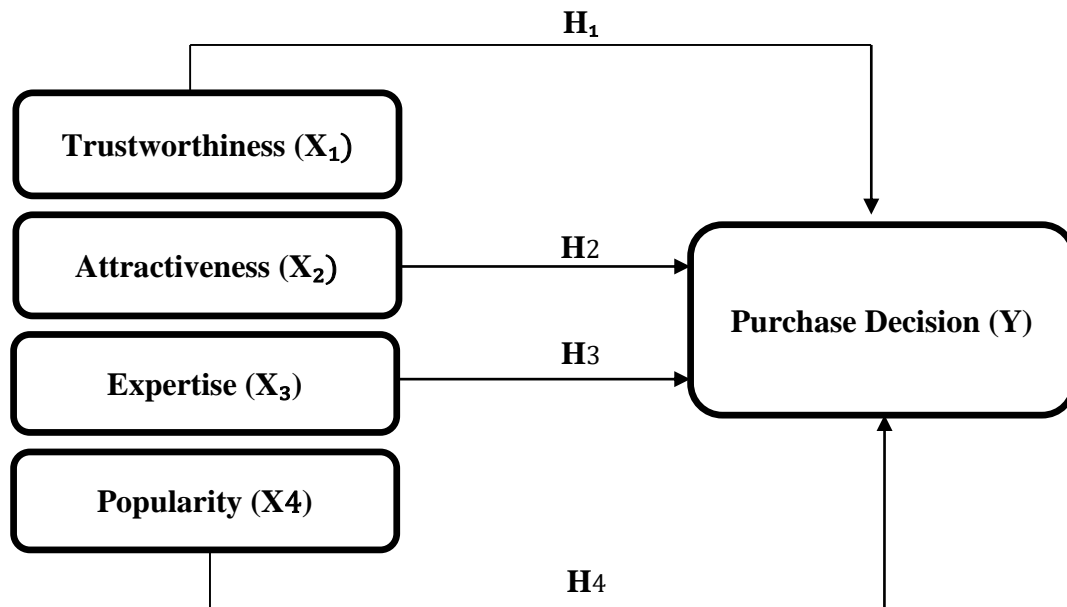


Figure 1. Research Framework

RESULTS AND DISCUSSION

A total of 250 surveys that can be used were obtained from individuals who buy and use Korean Skincare Some By Mi products pandemic and then analyzed using SPSS 21.0 for window with multiple linear regression analysis method. Respondents in this study were dominated by women (87.4%), age group 16-25 years (91.6%), working as students (82.8%), the city where the respondent lives is mostly dominated by Java (65,1%), having a senior high school (71.2%), and earn Rp. 1,000,000 - Rp. 5,000,000 per month (79.6%). Can be seen in Table 1.

The validity test is used to test a research measuring instrument so that the measuring instrument can provide results in accordance with its purpose. The validity test is a test conducted to find out how well a research statement item can be used to measure research variables (Sekaran and Bougie, 2013). The

questionnaire used in this study has never been used before, therefore it is necessary to test its validity. Empirically, the question items were analyzed by the validity coefficient called the corrected item or total correlation or the correction item correlation coefficient (r value). Each question item is said to be valid and acceptable if r value $>$ r table (with $n-2$, $\alpha = 0.05$) and vice versa if r value $<$ r table then each item of the instrument is declared invalid (Ghozali, 2013). To measure the error, it can be seen that the items owned by r table 0.266 or greater. So if the item score correlation is less than 0.266 then the instrument item is declared invalid (Santoso, 2005). Based on Table 2, the results of the validity test on the purchase decision, trustworthiness, attractiveness, expertise, and popularity celebrity endorsement variables indicate that the data item statement on these variables is valid.

Tabel 2. SPSS result of validity and realibility measures.

Variable	Measurement Item	Validity	Realibility	Sources) Adapted from)
Trustworthiness	TW1 I feel Suhay Salim is honest in giving Some By Mi skincare product reviews	0,784**	0,780	

	TW2	I feel Suhay Salim is telling the truth in giving Some By Mi skincare product reviews	0,755**		
	TW 3	I feel Suhay Salim is serious about giving Some By Mi skincare product reviews	0,751**		Munnukka et al., (2016)
	TW4	I feel Suhay Salim can be trusted in providing Some By Mi skincare product reviews	0,812**		
Attractiveness	ATT1	I think Suhay Salim is stylish	0,709**	0,852	Gupta et al, (2017)
	ATT2	I find Suhay Salim attractive	0,750**		
	ATT3	I think Suhay Salim is sexy	0,792**		
	ATT4	I think Suhay Salim is elegant	0,762**		
	ATT5	I think Suhay Salim is beautiful	0,759**		
	ATT6	I feel that Suhay Salim is classy	0,766**		
Expertise	EXP1	I feel Suhay Salim has the knowledge in providing Some By Mi skincare product reviews	0,696**	0,802	Malik & Sudhakar, (2014)
	EXP2	I feel Suhay Salim has experience in providing Some By Mi skincare product reviews.	0,751**		
	EXP3	I feel Suhay Salim has the skills to provide Some By Mi skincare product reviews	0,792**		
	EXP4	I feel Suhay Salim has the quality in providing Some By Mi skincare product reviews	0,741**		
	EXP5	I feel Suhay Salim is an expert in providing Some By Mi skincare product reviews	0,760**		
Popularity	POP1	I feel Suhay Salim has a lot of followers and subscribers on social media	0,713**	0,768	Gupta et al, (2017)
	POP2	I find Suhay Salim pleasant in giving a review of Some By Mi skincare products	0,808**		
	POP3	I feel Suhay Salim has a good track record of performance	0,765**		
	POP4	I consider Suhay Salim a role model in providing Some By Mi skincare product reviews	0,786**		
Purchase Decision	PD1	I decided to buy Some By Mi skincare products because Some By Mi skincare products have a wide variety of product variants to choose	0,748**	0,840	Kotler & Amstrong, (2006)
	PD2	I decided to buy Some By Mi skincare products because Some By Mi skincare products are quite popular in Indonesia	0,793**		
	PD3	I decided to buy Some By Mi skincare products because Some By Mi skincare products are easy to get.	0,757**		
	PD4	I decided to buy Some By Mi skincare product because the price is affordable.	0,800**		
	PD5	I feel satisfied after buying Some By Mi skincare product because Some By Mi skincare product suits my facial skin needs.	0,811**		

Source : Primary data, processed (2021)

Reliability test is a questionnaire measuring tool which is an indicator of the variables. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable over time (Ghozali, 2006). Reliability testing in this study used an analytical technique developed by Cronbach's Alpha. In this reliability test, it is declared reliable if Cronbach's Alpha is greater than constant >0.6 (Ghozali, 2013). The measurement of reliability can be done with one short / one measurement only then the results are compared with other questions or measuring the correlation between the answers to the questions. Reliability test was carried out with the help of SPSS 21.0 for window with Cronbach's alpha statistical test. Alpha score calculation is used because this research instrument is in the form of a questionnaire and a multilevel scale. Table 3 shows that the reliability value of the variable trustworthiness, attractiveness, expertise, and popularity celebrity endorsement towards purchase decision has a high reliability value, which is above 0.60 so

that it can be concluded that the variables trustworthiness, attractiveness, expertise, and popularity celebrity endorsement towards purchase decision are high and feasible to be used in research.

The data analysis technique used in this study used the SPSS 21.0 program for windows to see the relationship between the independent variables and the dependent variable. The relationship of a variable with more than one independent variable is called multiple linear analysis. Multiple linear analysis is a common statistical method used to examine the relationship between a dependent variable and an independent variable. The purpose of multiple regression analysis is to measure the intensity of the relationship between two or more variables. Multiple linear regression analysis serves to measure the strength of the relationship between the variables of trust, attractiveness, expertise and popularity to the decision to purchase skin care products Some By Mi. The results of data processing in brief can be seen in Table 3

Table 3. SPSS result of multiple regression analysis

Hypothesis	Relationship	β	t value	Sig	R2
H1	TW => PD	0,207	2,049	0,042	0,671
H2	ATT => PD	0,237	3,742	0,000	
H3	EXP => PD	0,209	2,636	0,009	
H4	POP => PD	0,264	2,639	0,009	

Source : Primary data, processed (2021)

According to research results, the influence of celebrity endorser trustworthiness Suhay Salim on purchasing decisions in this study, states that trustworthiness has a positive and significant effect on purchasing decisions, where the trustworthiness regression coefficient value is 0.207 and a significance value of $0.042 < \alpha 0.05$ with t value $> t$ table (2.049). > 0.266 . This shows that the increasing the trustworthiness of a celebrity endorser Suhay Salim, the more the decision to buy Korean skincare products Some By Mi will increase.

This study obtained the same findings as research by (Emnet Guesh Berhe, 2019) that trustworthiness has a positive effect on consumer purchasing decisions for Fast Moving Consumer Goods products. The results of this study are also in line with previous research (Park & Lin, 2020) that trustworthiness can influence purchasing decisions.

According to the results of research on the influence of celebrity endorser Suhay Salim's attractiveness on purchasing decisions in this study, it states that attractiveness has a positive and

significant effect on purchasing decisions, where the attractiveness regression coefficient value is 0.237 and a significance value of $0.000 < \alpha 0.05$ with t value $t > t_{table}$ ($3.742 > 0.266$). This shows that the increasing attractiveness of a celebrity endorser Suhay Salim, the higher the level of purchasing decisions for Korean skincare products Some By Mi. This research is in line with research conducted previously by (Hassan & Mohammed, 2016) that the attractiveness of celebrity endorsers has a positive and significant effect on consumer purchasing attitudes and behavior in Sudan.

According to the research results, the influence of celebrity endorser Suhay Salim's expertise on purchasing decisions in this study states that expertise has a positive and significant effect on purchasing decisions, where the regression coefficient of expertise is 0.264 and the significance value is $0.009 < \alpha 0.05$ with t value $> t_{table}$ ($2.636. > 0.266$). This shows that the more expertise a celebrity endorser Suhay Salim has, the more the decision to buy Korean skincare products Some By Mi will increase. This study is in line with previous research (Sheu, 2010) that the celebrity endorser expertise has a significant effect on consumer purchasing decisions for sports shoe products.

The influence of popularity of celebrity endorser Suhay Salim on purchasing decisions in this study, states that popularity has a positive and significant effect on purchasing decisions, where the regression coefficient of awareness is 0.425 and a significance value of $0.009 < \alpha 0.05$ with a value of t value $> t_{table}$ ($2.639 > 0.266$). This shows that the increasing popularity of a celebrity endorser Suhay Salim, the higher the level of purchasing decisions for Korean skincare products Some By Mi. This study obtained the same findings with previous research by (Jin & Ryu, 2020) that the

popularity of a celebrity can influence consumers to buy a product. The research findings show that consumers will be more likely to buy the product if the product is endorsed by a well-known celebrity. In addition, the results of this study are also in line with previous research conducted by (Zipporah, 2014) that the level of popularity of a celebrity can have a significant effect on consumer purchasing decisions in the products it advertises.

MANAGERIAL IMPLICATION

Marketers of Some By Mi Korean skincare products in Indonesia must consider the importance of the trustworthiness, physical attractiveness, expertise, and popularity of celebrity endorser Suhay Salim, as well as how to apply them effectively in the advertising and promotion system if you want to seize the market. youth. Because according to the research results, these factors have a positive and significant influence in influencing consumer purchasing decisions for the Some By Mi Korean Skincare product category.

CONCLUSION

From the results of the discussion and analysis in the previous chapter, several conclusions can be drawn, as follows:

1. The variable trustworthiness celebrity endorser Suhay Salim partially has a positive and significant effect on purchasing decisions for Korean skincare products Some By Mi, which means that the higher the level of trustworthiness, the higher the decision to purchase Korean skincare products Some By Mi.
2. The attractiveness variable celebrity endorser Suhay Salim partially has a positive and significant effect on purchasing decisions for Korean skincare products Some By Mi, which means that the higher the level of

- attractiveness, the higher the decision to buy Korean skincare products Some By Mi.
3. The variable (expertise) celebrity endorser Suhay Salim partially has a positive and significant effect on the decision to purchase Korean skincare products Some By Mi, which means that the higher the level of expertise, the higher the decision to buy Korean skincare products Some By Mi.
4. The variable popularity of celebrity endorser Suhay Salim partially has a positive and significant effect on the decision to buy Korean skincare products Some By Mi, which means that the higher the level of popularity, the higher the decision to buy some Korean skincare products by mi.

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