

The Influence of Celebrity Endorser And Word Of Mouth On Purchasing Decisions MS Glow Skincare Products in Bekasi Regency

Putri Amelia Dewi¹⁾

putriameliadewi55@gmail.com

Nelly Martini ²⁾

nelly.martini@fe.unsika.ac.id

¹⁾²⁾ Faculty of Economics, University Of Singaperbangsa Karawang

ABSTRACT

The research conducted aims to identify, analyze, and explain how the partial and simultaneous influence between *celebrity endorsers* and *word of mouth* on the decision to purchase Ms Glow Di *Skincare Products* Regency Bekasi. Study this use type study quantitative with method descriptive and verification. Population on study this that is visitors to MS Glow Distributor Bekasi Regency in 2022. Population year 2022 searching for use *trend linear*. Sample which will in test in study this amount 320 people with withdrawal sample use *slovin*. Study this use technique *Non probability* sampling with purposive technique. Data analysis techniques use analysis of the scale and range analysis path (*Path analysis*) with tool analysis software SPSS 21 for windows. Based on results study which conducted showing The correlation coefficient between *celebrity endorser* variable and *word of mouth* of 0.589 correlation level currently, enough strong. Influence Partial *celebrities endorser* to decision purchase as big 3.8% whereas *word of mouth* to decision purchase own contribution which more big that is as big 27.5%, in a manner simultaneous total influence *celebrities endorser* and *word of mouth* to decision purchase as big 0.436% whereas the rest as big 56.4% is influence else that no be measured on study this.

Keywords: Celebrity, Word Of Mouth, Purchase Decision

PRELIMINARY

Development technology in the *digital age* like moment it really gives network which wide for para perpetrator effort, emergence Internet in era globalization could raises an increasingly digital and encouraging world climate Public for follow rapid and (Hanim, 2014) modern changes. Possible use of the internet accessed with easy for anyone besides used in look for internet information can utilized as the place do business for do transaction trading without limitation room and time.

media *Instagram* shows a fair number of usage tall on year 2021 as big 86.6% user Internet which access *Instagram*, *Instagram* provides various conveniences, and the business people can take advantage of this convenience to run a business smoothly. According to (Eryta, 2013 in Adhita Maharani Dewi, 2018) *Instagram* is application media social, and presence as media communication marketing the more develop, *Instagram* give role urgent for business which use it As media marketing, *Instagram* rated as media promotion which effective by para informant, followed *Instagram* as media communication Among perpetrator business with consumer, final, *Instagram* has an impact on growth sale the business they.

According to *survey results* datareportal.com is currently using the media the most dominant social is *Youtube* with 93.8%, whatsapp with 87.7%, *Instagram* with 86.6%. The top three social media uses are triggers into social media that can produce images and videos, nowadays media social used as tool promotion and advertising para perpetrator deep effort offer which product they have, judging by the amount Public which use platforms the of course just Thing this very promising.

Marketing through media social make it easy company in operate his efforts including in field promote product Advertising Growth company every year (Armayani, 2021). continues to increase, during a pandemic like the company is currently forced to keep promoting their products in order to survive and *exist* in eye consumer, according to Chairman Unity Company Advertising Indonesia (PPPI) Jonoe Arijanto, which quoted from media *on line* that's news economist.business.com (2021) there will be growth in advertising spending on the platform digital by 30%, advertising spending through *e-commerce* will increase by up to 3 fold compared to year 2020 is the cause of this due to change style life which caused by pandemic and application *work from home*.

Strategy marketing which utilise development technology Internet at this time gave rise to a marketing trend that just called with promotion with method *endorse* celebrity or which more known with *Celebrity Endorsers*. Celebrities are advertising stars in the media, from print media, social media and television media (Shimp, 2003). According to research carried out by Ohanian there are three references that become a benchmark for attitude consumers namely trustworthiness (trust), attractiveness (attractiveness), and expertise (expertise) that can be demonstrated by the celebrity. A celebrity is individual which looked at own superiority in in society even all their attitudes and behavior can make someone notice they. *Endorser* comes from the word endorsement if translated narrowly definition *endorser* is support or give advice, *Celebrities endorser a* is wrong one method Very popular in world, use celebrity which charismatic, famous which could trusted by target group can make the product being promoted attractive known, known and needed. Business actors who will use Celebrities in promoting their products must see several considerations as power pull, trust and expertise (Shimp 2003). In carrying out promotions using celebrities on social media para perpetrator effort must consider how many many total by the celebrity on their social media page, and how many people who follow them on *YouTube*, and what the celebrity is capable of take video pictures and promotional methods that attract consumers. Usually business people will offer celebrities to use their products on their social media pages, it is intended that the follower they in social media interested with product which used. More and more followers on social pages of celebrities who are made *Endorsers* the higher the percentage of market share that will be obtained by the

perpetrator business and will increase sales (Royan, 2005 in Noviana, 2020). Promotional activities carried out by celebrities have a purpose to attract interest consumers, actors effort hope consumers will interested with what which used by celebrity the and do purchase product they.

Wrong one company which utilise celebrity in promoting their product is *skincare company* MS Glow Products MS Glow itself has made many public figures that many people recognize Indonesia and has many followers on social media, like Nagita slavina, Rafi Ahmad, sarwenda, Keanuagl, Virgin Arafat, Rachel Venya, Lesti Morning, Ivan Gunawan.

MS Glow is a certified beauty product BPOM and halal certification from the Indonesian government, which was established in 2013, by two young women named Shandy Purnamasari and Maharani Kemala, Ms glow own abbreviation which means *magic for Skins* which describe product *skincare* which give effect *glowing* for para user product the. Moment this Ms glow has own product which diverse as *skincare*, body care and cosmetics, for more give services to consumers at this time MS Glow already has an official member at whole Indonesia, and for increase satisfaction and trust MS Glow consumers have established Beauty Clinics spread out in citiesbig in Indonesia as much 11 Clinic branches.

Through their social media accounts, several artists are used as venues *endorser* it touched them to upload MS Glow products on their media accounts Their social status, like the artist Raffi Ahmad and Nagita Slavina, is a phenomenal couple nicknamed as sultans the andra has almost 57.8 Million followers on social media *Instagram*, MS Glow often makes social accounts they become an arena for the promotion of new products from MS Glow or other products product other.

One research conducted by (Fildzah, 2021) states that *celebrity endorsers* have influence positive to decision consumer purchases by 34.3% in study the *celebrity endorsers* have four dimensions that is *visibility, credibility, attraction, and power* shut up dimensions the get response which good from respondent . It is shown in this study that *celebrities endorser* influential significant against decisions purchase.

On moment this media social Becomes wrong one the place for consumerto increase their knowledge and awareness of a product, but consumer always tend depend on *word of mouth* moment will do purchase from a product, with look a number of the possibility that will occur such as, the high risk experienced at the time will use purchasing services, one of which is purchasing services intangible causes consumers to ask someone more oftenwho have already purchased this product (Sonny Nathaniel Catur Wijay, 2020). When somebody feel satisfied will something product usually they tend tell experience they to people other and even recommend products they already use to others. Thing the without realized is one of shape from *word of mouth*.

Word of mouth Becomes wrong one media which Very strong in communicate a product or service to two or more people, in *word of mouth* consumers who already have experience with the product or service will enter experience they into the list agenda conversation with those closest to them, they unconsciously express opinions them about a product to others verbally (*word of mouth*), in various chance (Ali Hasan, 2010). Look Thing the strengthened with the results of research conducted by (Julianti, et.al 2020)in where results study the state *word of mouth* have a strong influence on purchasing decisions. So that more the higher the influence of *word of mouth*, the higher the decision purchase and also will the opposite happens.

Based on from background behind which has been described above, then writer will do study for knowing, analyzing, and explaining *celebrities endorser* and *word of mouth* which related with decision purchase of MS Glow skincare products. Next writer will do research and poured in shape essay with title **Influence Celebrities Endorser And Word Of Mouth Against Purchasing Decisions Skincare Products Ms Glow On Regency Bekasi.**

THEORETICAL BASIS

Celebrity Endorser

According to Kertamukti(2015:69) in Rarasari (2018) *Celebrities endorser* is figure (actor , entertainer , or athlete) which known many Public because achievement in fields which different from class product supported .

Word Of Mouth

According to (Julianti, 2020), *word of mouth* is method marketing which independent by company because communication marketing or delivery information is carried out by consumer other possible previously already do purchase, Thing the could give profit for the company or sales.

Buying decision

The American Association in Kotler (1986:4) in the book Nurgruho (2019:2) Behavior Consumer is interaction dynamic Among affection and cognition, behavior, and environment where man do activity exchange in life they.

According to Sangjadji (2014:7) in Sharia and Lisbeth (2017) explain behavior consumer as something studies about a units purchase can purchase individual, purchase group or purchase organization, the units make up the market so that it appears to the individual or market consumer, units group Purchase, and market business organization.

Consumer behavior is a consumer action when going to do purchase something product, with consider many Thing before happening process purchase. For company that alone behavior consumer can be used as a reference for determining the sales strategy that will be used by company.

Correlation *Celebrities endorser* and *word Of Mouth*

According to Sernovitz (2012: 7) in the journal Fildzah, Et.al (2021) explains that *word of mouth* is information that will conveyed by a speaker where the target will discuss something brands are usually called influencers, other than that this speaker can be anyone such as friends, neighbours, family and others. Someone with enthusiasmin telling people their experience of a product other.

A research conducted by Fildzah, Et.al (2021) which showing that *celebrities endorser* and *word of mouth* influence the purchasing decision of Alco online shop sweater products by 72.3%.Pg this showing that *celebrities endorser* own influence which significant to variable *word of mouth* on product sweaters knit in shopAlco.

Influence *Celebrities endorser* To Decision Purchase

Something study which conducted by Ardianti.C., Salam.,A (2020), which showing that happen student in University Technology Sumbawa do purchase, because interested look *celebrities* her favourite in promote something product no based on on their life needs. It can be seen in the research that *celebrities endorser* own influence significant to decision purchase in application social media Instagram on student University Technology Sumbawa on the force year 2016 to with year 2018.

Influence *word Of Mouth* To Decision Purchase

According to Ali hasan, 2010:230) *Word of Mouth* is one strategy promotions that use person to person, who are satisfied with something product and can produce sales rate, communication from mouth to word of mouth that is considered to have an influence on purchasing decisions. research that done by (Julianti, 2020), say that *word of mouth* has a significant effect on purchasing decisions on Basa Aci Abang products at Citra Raya outlets,

showed a strong influence with the results of the correlation coefficient of influence *word of mouth* on the decision purchase as big 0.602, level influence significance *word of mouth* to decision purchase because level significance more small from 0.05 as well as thus creating positive results, so that the higher the influence of the *word of mouth* , the higher a purchase decision will occur, and will occur otherwise.

Influence *Celebrities endorser* and *word Of Mouth* To Purchase Decision

According to Susanti (2020), say that a celebrity makes consumers more with the same product marketed by the company, if a celebrity has good credibility support factors of expertise that can be trusted and liked it will be very effect on a product. Meanwhile Pradana et.al (2019), according to *word of mouth* is consumer confidence in seeking more accurate information from a the product through the closest person who has ever bought the product, *word of mouth* can be a perception of the risk that is caused when someone will perceive the value of a product or perception of the risks involved arise when consuming these products, the perception itself is wrongone component urgent in processing a information which conducted consumer.

Research conducted by __ (Fildzah, 2021) that *celebrities endorser* and *word of mouth* in a manner significant influential to decision purchase of sweater products online shop Alco with variable *celebrities endorser* as big 34.3% to decision purchase, and variable *word of mouth* influential as big 38% to decision purchase .

RESEARCH METHODS

The method used in this research is descriptive and verification with approach quantitative . analysis verification is study which conducted to a particular population or sample with the aim of testing the hypothesis previously determined (Sugiyono, 2013: 8). this research used to find out and examine how much influence *celebrity endorsers* and *word of mouth* on purchasing decisions simultaneously or partially on buyer product *Skincare MS Glow* at Bekasi District.

Table 1 Operational Variable

NO	Variable	Dimensions	Indicator
1.	<i>Celebrities endorser</i> (X1)*	<i>visibility</i>	Level frequency <i>celebrities endorser</i> appear in media Level popularity <i>celebrities endorser</i>
			Level admiration consumer to <i>celebrities endorser</i>
		<i>Credibility</i>	Celebrity convey reviews with honest Celebrities can be counted on to Becomes endorser
			Celebrities have information and knowledge about product which advertised
		<i>Attraction</i>	Celebrity own appearance physical which interesting Celebrities have a match with product

	power	Charm or charisma could influence thinking consumer
		Charm or charisma could influence attitude consumer
2.	<i>Word OfMouth</i> (X2)**	<p><i>Talkers</i> (speaker)</p> <p>Willing to tell experience with people other</p> <hr/> <p>Influence speaker</p> <hr/> <p><i>topic</i> (topic)</p> <p>top quality product</p> <hr/> <p>bid special as discount</p> <hr/> <p>Product new</p> <hr/> <p><i>Tools</i> _</p> <p>Speak live</p> <hr/> <p>Through media social</p> <hr/> <p><i>talking part</i> (participation)</p> <p>Information from people other about restaurant</p> <hr/> <p>push from giver information</p> <hr/> <p><i>tracking</i> (supervision)</p> <p>Make box suggestion</p>
3.	Decision Purchase (Y)***	<p>Choice Product</p> <p>Level need product</p> <hr/> <p>Level diversity product</p> <hr/> <p>Level quality product</p> <hr/> <p>Choice brand</p> <p>Level trust</p> <hr/> <p>Level popularity</p> <hr/> <p>Level competition</p> <hr/> <p>Choice distributor</p> <p>Level convenience get product</p> <hr/> <p>Level service which given</p> <hr/> <p>Time purchase</p> <p>Level time purchase</p> <hr/> <p>Amount purchase</p> <p>Requirement level will product</p> <hr/> <p>Method Payment</p> <p>convenience payment</p> <hr/> <p>Diversity payment</p>

* Percy & Rossiter, 1987 in book Kertamukti (2015:70)

**Jurnal Nur Amalina Fildzah and Devilia Sari (2021) According Andy Senovitz (2012:17)

*** Kotler and Keller (2009:188) in the journal Ahmad Adi Arifai, and Zaleha Trihandayani (2017)

Population in study this taken from consumers MS Gloe Bekasi district distributor a number 1495 end of the month July until December in 2021. In research sample experimenter use formula slovim with level error 5% so sample in study this as many as 320 people. To get a more *representative* number of samples , the technique sampling on calculation from a number of total sample study this will use technique *Incidental* sampling is technique determination sample based on as it happens, that is customer which in a manner coincidental/ *incidental* meeting with researchers can be used as a sample, when viewed by people which accidentally found that suitable as source data (Sugiyono, 2019:85).

Source of data obtained and used in research this using the primary data obtained from MS Glow consumers in Bekasi district , with use questionnaire .

Data analysis used in study this use analysis track with testing hypothesis in a manner partial and simultaneous .

RESULTS AND DISCUSSION

Analysis verification

Correlation of Celebrity Endorser (X₁) and Word Of Mouth (X₂)

Analysis correlation conducted for understand how much strong or strength correlation and magnitude influence Among variable *Celebrity Endorser* and *word Of Mouth*, analysis correlation this could seen as following :

Table 2
Correlation Between Celebrity Endorser (X₁) and Word Of Mouth (X₂)
correlations

		Celebritie sendorser	Word Of Mouth
Celebritie sendorser	Pearsons Correlation	1	.589 **
	Sig. (2-tailed)		.000
	N	320	320
word Of Mouth	Pearsons Correlation	.589 **	1
	Sig. (2-tailed)	.000	
	N	320	320

** . Correlation is significant at the 0.01 levels (2-tailed).

Source : Results Data processing SPSS, 2022

Based on processing data use SPSS on results from coefficient correlation variable *Celebrities endorser* (X₁) and *word Of Mouth* (X₂) as big 0.589, with believe on table in on correlation which owned Among *Celebrity Endorser* with *word of mouth* own level connection which medium .

Thing this corresponding with research by Nur Amalina Filzah , et al (2021) with results that is from test coefficient determination is known that *Celebrity Endorser* and *Word Of Mouth* have that influence enough strong , which means that *Word Of Mouth* has that contribution enough strong on decision purchase so that is known that *Celebrity Endorser* correlated with *word Of Mouth*.

Path Analysis

Analysis track in Use so that could know influence in a mannerlive and no live Among variable free to variable bound .

Table 3
Path Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	15,214	1930		7,885	.000
	Celebrities endorser	.176	046	.197	3,781	.000
	word Of Mouth	.638	063	.525	10066	.000

a. dependent Variables: Decision Purchase

Source : Results Data processing SPSS, 2022

table above show score coefficient track variable *Celebrity Endorser* and *Word Of Mouth* against decision purchase . values _ coefficient track the each will explained as following :

1. Influence *Celebrities endorser* (X₁) to decision purchase (Y)

Based on table 3 above, the path coefficient for the Celebrity Endorser variable (X₁) to decision purchase (Y) is 0.197 and a sig value of 0.000 Thing thisshowing that contribution on variable *word of mo* Celebrity Endorser (X₁) to decision variable visit (Y) is as big 0.197 .

2. *Word influence of mouth* (X₂) to decision purchase (Y)

Based on table 3 above , the path coefficient for the variable *word of mouth* (X₂) to decision purchase (Y) is 0.525. Thing thisshowing that contribution on variable *word of mouth* (X₂) to decision variable visit (Y) is as big 0.525.

Analysis Coefficient Determination

Table 4
Coefficient Determination of Celebrity Endorser (X₁) and Word Of Mouth (X₂) Against Purchase Decision (Y)
Model Summary

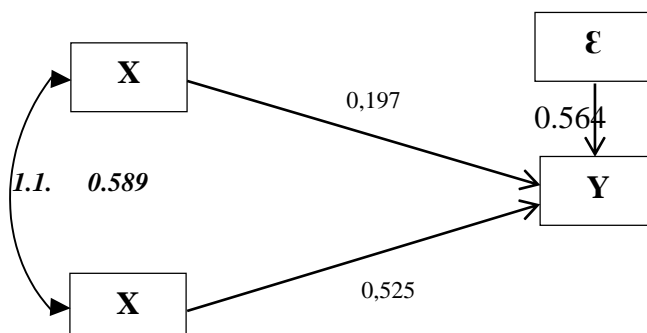
Model	R	R Square	Adjusted R Square	std. Error of the Estimates
1	.661 ^a	.436	.433	3.12282

a. Predictors: (Constant), word Of Mouth, Celebrities endorser

Source : Results Data processing SPSS, 2022

Based on table 4.54 Above is known that coefficient determination (R²)as big 0.436 or 43.6%. Whereas the rest as big 56.4% is contribution from factor other which no researched which influence decisionpurchase.

The path analysis plan for the variables X₁ and X₂ with respect to Y can be described as following :



Picture 1
Path Analysis of *Celebrity Endorser* (X_1) and *Word Of Mouth* (X_2) To Decision Purchase (Y)
 Source : Results Data processing, 2022

Based on picture 1 on could seen that magnitude degrees associative or coefficient track variable *Celebrities endorser* (X_1) as big (0.197) own score more low compared variable *Word Of Mouth* (X_2) of (0.525), it means *word Of Mouth* (X_2) more influential to decision purchases (Y) are compared variable *Celebrity Endorser* (X_1)

Test Results hypothesis

Test Results hypothesis Influence Variable kindly Partial

Table 5
 Test Results hypothesis kindly Partial
 Coefficients^a

Model		Unstandardized Coefficients		standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	15,214	1930		7.885	.000
	Celebrities endorser	.176	046	.197	3.781	.000
	word Of Mouth	.638	063	.525	10.066	.000

a. dependent Variables: Decision Purchase
 Source : Result Data Processing SPSS, 2022

Based on table output SPSS on could in conclude that scorecount variable *Celebrities endorser* (X_1) as big 3,781. score tcount the then it will be compared with the ttable value with a significance level of 5, $df = n - 2 = 320 = 318$ obtained $t_{table} = 1.967$. Thus it is known score $t_{count} (3,781) > t_{table} (1,967)$, with thus so could stated that H_0 is rejected and H_1 is accepted, meaning that there is a significant effect between *Celebrity Endorser* variables on purchasing decisions on *skincare products* Ms glow Distributor Bekasi Regency.

Based on table output SPSS on could in conclude that scorecount variable *word Of Mouth* (X_2) as big 10,066. score tcount thenext will compared with ttable value with a significance level of 5, $df = n - 2 = 320 = 318$ obtained $t_{table} = 1.967$. Thus it is known score $t_{count} (10,066) > t_{table} (1,967)$, with thus so could stated that H_0 is rejected and H_1 is accepted, meaning that there is a significant effect between variable *word Of Mouth* to decision Purchase on product *skincare*Ms glow Distributor Bekasi Regency.

Based on description on so with thus could in conclude that there is influence in a manner Partial Among second variable free that is *Celebrities endorser* and *word Of Mouth* to variable bound Among decision Purchase on product *skincare* Ms glow Distributor Regency Bekasi.

Celebrities endorser own score influence Partial to decision purchase which small compared with influence *Word Of Mouth* on purchasing decisions. This is due because when going to make a purchase usually more consumers prioritize reviews or testimony from people closest compared celebrity because *word Of Mouth* is a product promotion that occurs because consumers have once buy product the convey impression to products they have used to other people meanwhile *Celebrities endorser* is celebrity or artist which of course requested by the company to promote the product. So that consumer more trust people closest them .

Results of Hypothesis Testing of the Influence of Variables Simultaneous

Table 6
Test Results Influence Variable kindly Simultaneous
 ANOVA ^a

Model		Sum of Squares	Df	Means Square	F	Sig.
1	Regression	2393,406	2	1196703	122,713	.000 ^b
	residual	3091,391	317	9,752		
Total		5484,797	319			

a. dependent Variables: Decision Purchase

b. Predictors: (Constant), word Of Mouth, Celebrities endorser

Based on table 6 of the SPSS output above, the calculated F value = 122.713 while the value of F table = 3.024 which means that the calculated F value > F table and is known significance value (sig) = 0.000 < 0.05. Then, as specified in criteria in the f test can be stated that H₀ is rejected and H₁ is accepted. With thus it can be concluded that there is a simultaneous influence between *Celebrities endorser* and *word of mouth* to decision purchase on product *skincare* MSGlow in Regency Bekasi.

This is in accordance with the results of research by Nur Amalina Fildzah, et al (2021) with the result that is based on hypothesis testing and multiple regression analysis which conducted showing that variable *Celebrities endorser* and *word Of Mouth* simultaneously has a significant effect on purchasing decisions and the effect is positive .

CONCLUSION

Based on results study which has conducted on, so could concluded that *Celebrities endorser* (X₁) and *word Of Mouth* (X₂) own connection which is significant with a correlation coefficient of 0.589. That matter shows that the correlation or relationship between *Celebrity Endorser* and *Word Of Mouth* are at the level of existing relationship on relationship level enough strong, positive, and significant. There is influence in a manner Partial variable *Celebrity Endorser* against Decision and *word Of Mouth* to Decision purchase. The magnitude of the partial influence of *Celebrity Endorser* is 3.8%. where this value shows the value of the amount of contribution made *Celebrities endorser* to Decision purchase. Whereas magnitude influence Partial *word Of Mouth* as big 27.5% score this showing magnitude contribution which given *word Of Mouth* on purchasing decisions. Of the two independent variables *Word Of Mouth* contribute more to decision purchase compared with *Celebrities endorser*. There is influence simultaneous of the two independent variables namely *Celebrity Endorser* and *Word Of Mouth* to the purchase decision of 0.436% while the remaining 56.4% is the influence other in outside variable which researched in study this. Thing this showing that *Celebrities endorser* and *word Of Mouth* in a manner together own influence to decision purchase on Product *skincare* MS Glow distributor Bekasi Regency with level significance (sig) 0.000 < 0.05.

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