

## **The Influence Of Celebrity Endorsers And The Attractiveness Of Advertising On The Purchase Decision Of Wardah Products On Tiktok Shop In Batam**

Monika Fitri Sari Sianipar<sup>1)</sup>  
[pb210910238@upbatam.ac.id](mailto:pb210910238@upbatam.ac.id)

Asron Saputra<sup>2)</sup>  
[Asron.Saputra@puterabatam.ac.id](mailto:Asron.Saputra@puterabatam.ac.id)

<sup>1)2)</sup>Universitas Putera Batam

### **ABSTRACT**

The more the digital world develops, the more diverse human needs become. The development of technology for the application of applications on smartphones is really efficient in meeting the needs of consumers. Tiktok as one of the most used applications around the world, takes advantage of this condition to be able to become a social e-commerce that can sell products through short videos. This convenience is experienced by consumers to buy goods, especially beauty products. Wardah is one of the beauty product brands that has a Halal label so that it attracts attention, especially Muslim women in Indonesia. The purpose of this study is to find out whether the variable Celebrity Endorser and attractiveness has an influence on the purchase decision of Wardah products on Tiktokshop in Batam. The method in this study uses a quantitative approach by examining as many as 204 respondents using the Non Probability Sampling and Purposive Sampling. Answers from respondents were received through a questionnaire that was distributed. The results of this study where the variable Celebrity Endorser exerts a significant influence on purchase decisions, attractiveness exerts a significant influence on purchase decisions. Celebrity endorsers and attraction have a significant influence simultaneously on purchasing decisions. Therefore, it can be concluded that celebrity endorsers and attractiveness have a significant positive influence on the decision to purchase Wardah products on the Tiktok Shop in Batam.

Keywords: Celebrity Endorser, Attractiveness, Purchase Decision

## INTRODUCTION

In Indonesia, technology continues to develop rapidly and become more sophisticated as time goes by. One of the evolutions that also affects the lifestyle of consumers where in taking action also undergoes a transformation. Changes also occur in the way a product is purchased. There is a change in consumer shopping behavior from conventional stores to stores Online due to the ease of use of technology that continues to grow, especially in this sector. With smartphone Customers can quickly access transaction services Online to shop digitally. Transaction Online often done through e-marketplace platform where sellers and buyers do not need to communicate, bargain, or negotiate regarding product details (Farah Aqiella Sakinaton & Soepatini, 2023).

One of the many social media that is included in the new media category that has innovated is the TikTok application which was first released on September 20, 2016 by the company China ByteDance It has become one of the most well-known short video-based social media apps. Tiktok, also known as Douyin in Chinese, is a music video platform that was originally designed to make users enjoy lipsync song. Tiktok began operating in Indonesia in 2017 and received rejection from some people because it was considered "tacky". In 2018 the site was blocked by the Indonesian Ministry of Communication and Information Technology (Rate, In, Sick, & Year, 2022). With over 400 million active users in different parts of the world, the app has become one of the most in-demand social media. From March 2020 to July 2021, the increase in purchases Live Commerce global reached 76%, and the Live Commerce continues to grow endlessly. Conversion rate through Streaming Direct is ten times higher than any other e-commerce format.

Experts project that the value of the direct shopping industry in the United States (US) will reach \$35 billion by 2024. Similarly, in China, the level of direct spending plays a big role in shopping through social media. As many as 45% of online shoppers in China are likely to use Streaming directly to shop in 2023. It is therefore not surprising that TikTok, whose parent company is based in China, has become a successful marketplace for sales Streaming immediately. Unlike other platforms, people who use TikTok are almost twice as likely to buy the products they see on the app, with 67% of users saying TikTok helps them be inspired to shop even if they didn't intend to do so before. (Geri Mileva, 2024).

The cosmetics industry today continues to grow every year. This is mentioned because of the large public demand for cosmetic products, both local and imported. National economic growth in 2017 increased by twenty percent in 2018 or four times more in the local cosmetics market in 2018. With the increase in local products in Indonesia, the competition between domestic and foreign products is getting tighter. This also causes local cosmetic products to compete to produce the best formulations that suit their market share, namely Indonesian women. Wardah Cosmetics produced by PT Paragon Technology and Innovation widely used by women who have reached adulthood (Syntha Noviyana, Mella Sri Kencanawati, Reni Anggraini, 2022). Tiktok shop provides a wide selection of products, especially in the beauty category such as faces, Moisturizer, creams for morning, creams for night, as well as various tools Makeup Other.

Table 1  
Most Viewed Skincare Products on TikTok

It	Brand Name	Views
1	Somethinc	57 m
2	Wardah	17 M
3	Avoskin	15 M
4	Emina	11 M
5	Lacoco	5 M

Source: iPrice.co.id,2024

The beauty industry in Indonesia shows that local brand Somethinc has managed to achieve the top position with the number of views hashtags reached 57 million on Tiktok which is the highest number of views for a local brand. Then followed by Wardah products which have 1.7 million views where these two products have received halal certification. The importance of halal-certified local products in market penetration in Indonesia as a country with a Muslim majority. According to Euromonitor, local brands that put up halal labels have a higher chance of attracting consumer interest than Brand that do not have a halal label.

One of the beauty brands that is being talked about a lot, especially among teenagers, is Wardah. Wardah provides a variety of products for face, body, and hair care. There are several benefits in using Wardah products, namely the reasonable price and satisfactory quality. Wardah is also known as a brand that prioritizes halal aspects, thus attracting the attention of consumers to buy its products. Wardah takes advantage of the support of artists to advertise its products. Some of the celebrities used are Inneke Zaskia Sungkar, Dinda Hauw, Dian Pelangi, Natasha Rizky and others.

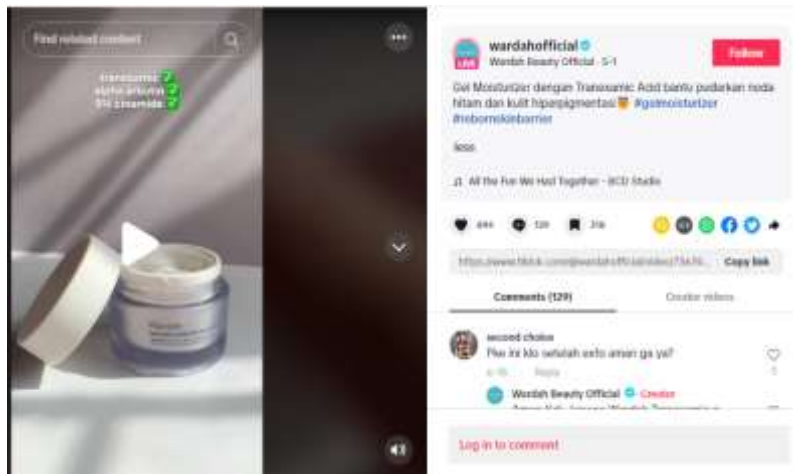
Table 2  
 Disadvantages of Promotions Done by Celebrity Endorsers

It	Name	Followers	Disadvantages of Promotions
1	Zakia Sungkar	31.1 M	The celebrity endorser is less consistent in promoting Wardah products because he is more focused on the fashion business he has built
2	Dinda Hauw	15.1 M	These celebrity endorsers often promote various other products that can affect the effectiveness of advertising and product sales. But on the other hand, the celebrity endorser is one of the brand ambassadors of other skincare products .
3	Dian Pelangi	5 M	The celebrity endorser lacks sufficient engagement with Wardah's customers, making them less effective in promoting the product.
4	Natasha Rizky	4.7 M	The advertisement posted does not last long, the duration of the advertisement tends to be shorter, because the celebrity endorser only posts on instastory on his social media, but on the other hand, this celebrity endorser is also one of the brand ambassadors of other products.

Source : Social Media 2024

With Wardah product reviews from celebrities, many women want to have healthy, bright, and beautiful skin, which triggers many people to buy it. Celebrity has good credibility so that many people believe in the product because of the face of celebrity have a beautiful face and healthy skin. For its strength, it is enough to attract attention in conveying advertising messages that are easier for many people to understand. Celebrity endorser who have a large following who can support their products, even though the support from Celebrity Endorser This doesn't always work because they also often promote other products with the brand skincare that are different. Most of the success of a product is based on various advertising activities. Advertising is a type of indirect communication that centers on information about what is featured or benefited from a product and its arrangement is done in a way that makes people happy and changes the way they think (Yulinda Salsabila & Hidayat Nugroho, 2022).

Figure 1  
Wardah Ads on Tiktok



Source : Tiktok 2024

Based on Wardah's advertisement in figure 1, it clearly shows that Wardah's products have like as many as 849, 129 comments, kept as many as 318 people, as many as 148 people and have 153.8 K. According to (Syafri et al., 2022) When a customer has a need, the decision-making process begins and they become interested in buying an item. On the other hand, customers are looking for information about the items they are going to buy before making a purchase decision. Based on information obtained from topbrand-award.id which explains that Brand the best local cosmetics in Indonesia starting from 2022-2024. Here are 6 skincare the best face filler.

Table 3  
Top Brand Award 2022-2024 Facial Moisturizer Category

Brand	2022	2023	2024
Pond's	18.60%	16.40%	18.10%
Garnier	18.00%	20.80%	18.00%
Wardah	15.00%	15.30%	12.10%
Image	7.20%	6.20%	6.40%
Nivea	3.70%	3.30%	4.20%
Viva	-	2.80%	-

Source :Top Brand,2024

In table 3, Wardah products have decreased or are unstable, such as in 2022 the percentage is around 15.00%, while in 2023 the percentage is 15.30%, then in 2024 it will decrease by 3% to reach 12.10%. However, in 2022-2023 it shows good prospects for facial beauty products, but there is a decline this year different from 2022-2023. The data shows that consumers are less likely to buy Wardah products. Skincare Wardah has a variety of products, one of which is Facial Moisturizer. Facial moisturizer or Moisturizer Wardah overcomes the problems that exist on the skin.

Table 4  
Latest Wardah Moisturizer Skincare Products

No	Name	Womb	Benefit
1	Wardah Calm & Soothe Gel Moisturizer	5% Niacinamide, 2% Cica complex, 0.5% Panthenol, 1% Ceramide, 0.5% Allantoin	For reddish, oily, acne-prone and sensitive skin, shrinks pores and accelerates collagen synthesis

2	Wardah Deep Water Restore Gel Moisturizer	1.5% Hydra B-glucan, 2% Trehalose, Hyaluronic, 1% Pentavitin	For dehydrated skin helps repair damaged and dry barrier skin
3	Wardah Radiant Charge Gel Moisturizer	Vitamin C, Adenosine, 1% silver vine, Allatoin	For dull skin to protect the skin from pollution and sun, reduce wrinkles, reduce fine lines and camouflage smile lines
4	Wardah Dark Spot Corrector Moisturizer	Tranexamic A-Arbutin, 5% Niacinamide, 2% Silver Vine, 0.5% Bisabolol	For dark spots, protects the skin from free radicals

Source : Wardah Beauty, 2024

Based on the table above 4, it can be seen that there are 4 (four) products Moisturizer Wardah which is useful for moisturizing the face and with each need according to the skin problems experienced, the 4 products are Wardah Calm & Soothe Gel Moisturizer, Wardah Deep Water Restore Gel Moisturizer, Wardah Radiant Charge Gel Moisturizer, Wardah Dark Spot Corrector Moisturizer. Even so, there is a shortage of products skincare Wardah moisturizer is that some users feel a reaction to the aroma that is a bit smelly for a long time, feels ordinary, a product that is too significant.

Table 5  
Customer Values of Wardah Moisturizer

No	Name	Date	Account Name	Customer Review
1	Wardah Calm & Soothe Gel Moisturizer	02 September 2024	Balinese	I bought this because there was a discount of 79 thousand. I automatically buy it immediately. The texture is very light and absorbs immediately. For the effect of acne prevention, I think it's just b. I am using this with azelaic acid , adapalene. If he is tandemed, he will feel the effect so it will not be red
2	Wardah Deep Water Restore Gel Moisturizer	06 August 2024	Alyamarwah1	At first, I tried to hope for that good, just 2 days have made my skin feel really moisturized! My skin became smoother too. The smell was delicious at first, but after a long time the smell changed somewhat, and I didn't like it.
3	Wardah Radiant Charge Gel Moisturizer	June 19, 2024	Rosary	The first time I tried using Vit C, this was okay, there was no problem and it didn't make the skin acne, so the result was quite impactful, making the skin not dull even though it wasn't immediately visible
4	Wardah Dark Spot Corrector Moisturizer	May 26, 2024	Astrid Santoso	For my skin, if I wear it at night, until the morning it locks on hydration. But if used during the day, it is a bit less. Fortunately, reapplying sunscreen is enough to restore skin moisture. I layer the same face oil if I use it on a lazy day. For the dark spot corrector claim , it is not too significant

Source: femaledaily 2024

Based on table 5 above, it can be seen that there is a customer value related to consumer complaints with product quality skincare Wardah. Of course, the customer value related to the complaints from consumers can affect consumer purchase decisions in the future

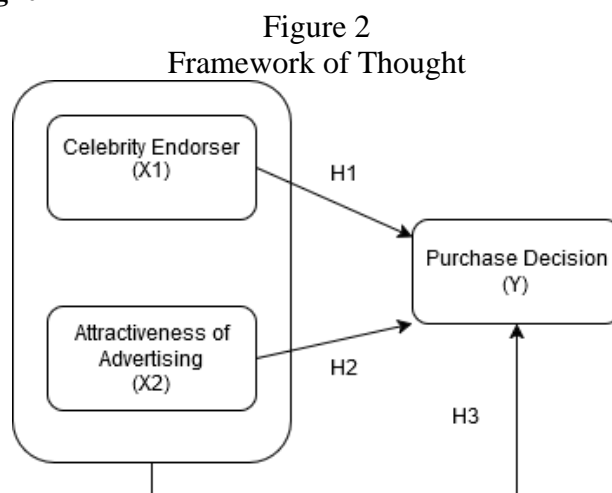
Celebrity endorser is interpreted as an advertisement that utilizes famous individuals (Public Figures) as a support for promotional messages. Companies must consider the media and celebrities that will appear in the advertisement to attract consumers' attention (Kholiq &

Sari, 2021). Indicators of Celebrity Endorser be visibility, credibility, attractionand Power (Hawari, Sakti, & Zachwa, 2022).

Attractive is information provided about the quality or benefits of a product, presented indirectly to attract consumer interest and provide a sense of satisfaction, so that it becomes the basis for consumers to decide to buy the product (Rachmaningtyas & Suriyanto, 2022). Indicators of ad appeal are attention, interest, desire, convictionand action (Koli & Galih, 2023).

A purchase decision is a purchasing process that involves introducing consumers to a problem, searching for information about a particular product or brand, and evaluating each option well to solve their problem so that they can make a purchase decision (Napitupulu & Supriyono, 2022). Indicators of purchase decisions are product stability, giving recommendations to others, and making repeat purchases (Aditya, Ristanto, & ., 2021).

### Framework of Thought



### Hipotesis

- H1: It is suspected that celebrity endorsers have a partial and significant influence on the purchase decision of Wardah products on Tiktok Shop in Batam
- H2: It is suspected that Attractiveness Of Advertising has a partial and significant effect on the purchase decision Wardah products on the Tiktok Shop in Batam
- H3: It is suspected that celebrity endorsers and advertising attractiveness have a positive and significant effect simultaneously on the purchase decision of Wardah products on the Tiktok Shop in Batam.

### RESEARCH METHODS

This study uses associative method with quantitative research type. According to (Sugiyono, 2020) An associative research method is defined as research that intends to look for a relationship between two or more variables being studied. The researcher also decided to use a causality approach that aims to measure whether there is a relationship between the impact of the dependent variable on the bound variable (independent). Where what the researcher wants to measure is The Influence Of Celebrity Endorsers And The Attractiveness Of Advertising On The Purchase Decision Of Wardah Products On Tiktok Shop. Population of this study involving everyone who uses Wardah products in the sub-district area Batu Aji, Kibing Village, Batam City. This study took a sample of 204 people. In this research, primary data as a source actual information. To obtain this data, researchers will obtain it directly through questionnaires, observations and interrogations. Data collection method through questionnaire. this research uses the Likert scale is applied Likert can be used to assess opinions, attitudes

and views of people or groups related to social events. Researchers used multiple linear regression analysis. This research can use various processing techniques with SPSS Version.

### Operasional Variabel

Operational is a variable that provides understanding and describes operational activities to assess variables. Considering that a questionnaire is used in this study, a Likert scale is applied. The Likert scale can be used to assess opinions, attitudes and views of people or groups related to social events. In research, as a researcher, you must recognize all social phenomena, which in this context are said to be research variables.

Table 6  
Operasional Variabel

Variables	Indicator	Scale
Buying decision (Y)	1. Consistency in product 2. Giving Recommendations 3. Make repeat purchases	Likert
Celebrity Endorser (X1)	1. Vulnerability 2. Credibility 3. Attractiveness 4. Power	Likert
Advertising Attraction (X2)	1. Attention 2. Interest 3. Desire 4. Conviction 5. Action	Likert

Sumber : Peneliti 2024

## RESULTS AND DISCUSSION

### Validity Test

Variable validity test results Celebrity Endorser resulting from data processing in SPSS, are as follows:

Table 7  
Validity Test Results

Variable	STATEMENT	r CALCULATE	r TABLE	Ket
Celebrity Endorsement (X1)	X1.1	0.772	0.137	Valid
	X1.2	0.793		
	X1.3	0.837		
	X1.4	0.833		
	X1.5	0.860		
	X1.6	0.839		
	X1.7	0.839		
	X1.8	0.841		
Attraction (x2)	X2.1	0.794		
	X2.2	0.810		
	X2.3	0.813		
	X2.4	0.833		
	X2.5	0.833		
	X2.6	0.865		
	X2.7	0.871		
	X2.8	0.863		
	X2.9	0.838		

	X2.10	0.826		
<b>Purchase Decision (Y)</b>	Y.1	0.872		
	Y.2	0.894		
	Y.3	0.881		
	Y.4	0.869		
	Y.5	0.894		
	Y.6	0.883		

Source : Processed with SPSS, 2024

Based on table 6 above, it can be concluded that the results of the validity test from the variable Celebrity Endorse, attractiveness, and purchase decisions can be declared valid because  $r$  calculates is greater than  $r$  tables.

**Reliability Test**

Based on data processing in SPSS, the following are the results of the reality test for the Celebrity Endorse, attractiveness and purchase decisions, namely:

Table 8  
Reliability Test Results

VARIABLE	CRONBACH'ALPHA	INFORMATION
Celebrity Endorsement	0.933	Reliable
Attraction	0.952	
Purchase Decision	0.943	

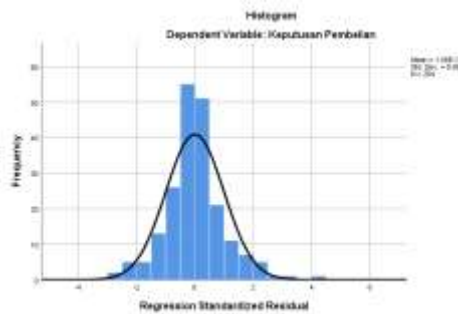
Source : Processed by researchers, 2024

Based on table 7 above, it can be stated that the variable Celebrity Endorse (X1), attractiveness (X2) and purchase decision (Y) are reliable due to the Cronbach'alpha value obtained more than 0.6,

**Normality Test**

Data normality testing with the Normal P Plot, the results can be seen as follows:

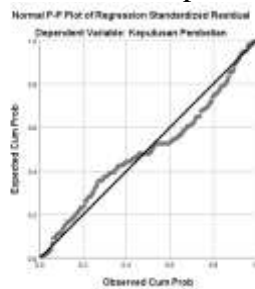
Figure 3  
Graph Histogram Diagram



Source : Processed with SPSS, 2024

Based on figure 2 above, it can be concluded that the histogram curve is shaped like a bell, which means that the data is distributed normally.

Figure 4  
P-Plot Graph



Source : Processed with SPSS, 2024

Based on figure 3 above, it can be concluded that the data is distributed normally because the dots spread in a diagonal direction upwards.

Table 9  
Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N	204	
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std.Deviation	3.11958340
Most Extreme Differences	Absolute	.089
	Positive	.089
	Negative	-.086
Test Statistic	.089	
Exact Sig. (2 tailed)	.073	
Point Probability	.000	
a. Test Distribution is Normal		
b. Calculated from data		
c. Lilliefors Significance Correction		

Source : Processed by researchers, 2024

Based on table 8 above, it can be concluded that the data is distributed normally due to the value of Exact.Sig (2-tailed) by 0.073 greater than 0.05.

### Multicollinearity Test

Based on data processing at SPSS, the following are the results of the multicollinearity test:

Table 10  
Multicollinearity Test Results

Coefficients <sup>a</sup>			
Type	Sig	Collinearity Statistics	
		Tolerance	VIF
(Constant)	.068		
Celebrity Endorsement	.000	.281	3.564
Attraction	.000	.281	3.564

a. Dependent Variable: Purchase Decision

Source : Processed by researchers, 2024

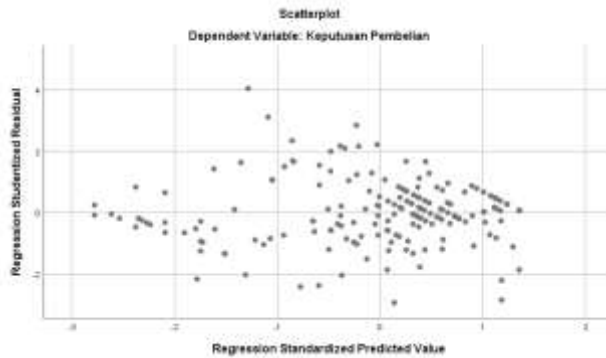
Based on table 9 above the celebrity endorsement variate (X1) of 0.281 and the attraction variable (X2) of 0.281, it can be concluded that the data does not experience multicollinearity

because the multicollinearity result in Tolerance is above the value of 0.10. The VIF value obtained was also less than 10.00, and the variables of celebrity endorsement (X1) and attractiveness (X2) were 3,564 each; Thus, it can be concluded that there is no multicollinearity.

**Heteroscedasticity Test**

Based on data processing in SPSS, the following are the results of heteroscedasticity testing:

Figure 5  
Scatterplot Chart



Source : Processed by researchers, 2024

Based on Figure 4 above because the spread points are above and below the number 0 on the y-axis, the results of the heteroscedasticity test with the Scatterplot method show that there is no heteroscedasticity.

**Multiple Linear Regression Test**

The results obtained from the multiple linear regression analysis can be seen in table 4.14 below:

Table 11  
Multiple Linear Regression Test Results

Type	Unstandardized Coefficients		Standardized Coefficient Beta	T	Sig
	B	Std.Error			
(Constant)	1.612	.878		1.834	.068
Celebrity Endorsement	.332	.053	.412	6.231	.000
Attraction	.298	.040	.491	7.424	.000

a. Dependent Variable: Purchase Decision

Source : Processed by researchers, 2024

Based on table 10, it can be seen that with the variables endorse celebrity (X1) 0.332 and attractiveness (X2) 0.298, the constant value is obtained as 1.612. The regression equation of the research is as follows:

$$Y = a + B1X1 + b2X2 + e \Rightarrow Y = 1.612 + 0.332 + 0.298 + 0.878$$

The following are the results of the multiple linear regression analysis test, namely:

1. The value of the constant is 1.612, so if the variable celebrity endorser and attraction is at 0, there will be an increase in value of 1.612.
2. The value of the celebrity endorser variable (X1) is 0.332, which means that if there is a 1% increase in celebrity endorsements, then the value will increase by 0.332.
3. The value of the Ad Appeal variable (X2) is recorded at 0.298, so if there is a 1% increase in Ad Appeal, the value will increase by 0.298.

### Coefficient of Determination

The results obtained from the determination coefficient analysis can be seen in table 11 below:

Table 12  
 Determination Coefficient Test Results

Model Summary				
Type	R	R Square	Adjusted R Square	Std.Error Of The Estimate
1	.868	.754	.751	3.135
a. Predictors: (Constant), Attractiveness, celebrity endorsement				
b. Dependent Variable: Purchase Decision				

Source : Processed by researchers, 2024

Based on the results of the determination coefficient analysis, an Adjusted R Square value of 0.754 was obtained, which is equivalent to 75.4%. This indicates that the variable Celebrity Endorser (X1) and ad appeal (X2) influenced purchase decisions (Y) by a percentage of 0.754 or 75.4%, while 24.6% were influenced by other factors outside of the study.

### Test T (partial)

The T test was carried out to determine the relationship between independent variables and partial dependencies. In this study, 204 samples were used so that the t-value of the table was 1,972.

Table 13  
 T Test Results

Coefficients <sup>a</sup>					
Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std.Error	Beta		
(Constant)	1.612	.879		1.834	.068
Celebrity Endorsement	.332	.053	.412	6.231	.000
Attraction	.298	.040	.491	7.424	.000
a. Dependent Variable: Purchase Decision					

Source : Processed by researchers, 2024

Based on the results of the t test above, we get the following result:

H1= The significant value of the celebrity endorsement variable was  $0.000 > 0.05$  and t calculated  $6,231 > 1,972$ . So it can be concluded that there is an influence of celebrity endorsement (X1) on the purchase decision (Y) or H0 is rejected and H1 is accepted.

H2= In the ad attraction variable, the significant value is  $0.000 < 0.05$ , and the calculated value is  $7,424 > 1,972$ . So, the appeal of the ad (X2) influences the purchase decision (Y), or H0 is rejected and H1 is accepted.

### Test F (Simultaneous)

The T test was carried out to determine the relationship between independent variables and dependents simultaneously. In this study, 204 samples were used so that the value of the f table was 2,650.

Table 14  
Test Result F (Simultaneous)

ANOVAa					
Type	Sum of Squares	Df	Mean Square	F	Sig.
Regression	6040.190	2	3020.095	307.275	.000b
Residual	1975.556	201	9.829		
Total	8015.745	203			

a. Dependent Variable : Purchase Decision  
b. Predictors : (Constant), Celebrity Endorse, Attraction

Source : Processed by researchers, 2024

The following is an explanation of the results of hypothesis testing based on table 13, namely:

H3 = The purchase decision variable (Y) has a significant value of  $0.000 < 0.05$ , and f is  $307,275 > 2,650$ . So it can be concluded that in this study, celebrity endorser (X1) and ad appeal (X2) influence purchase decisions (Y), or H0 is rejected and H1 is accepted.

### The Influence of Celebrity Endorsements on Purchase Decisions

There is a significant influence on the variables Celebrity Endorse on the decision to purchase Wardah products on Tiktokshop in Batam. This is evidenced by the results of the t-test, which is a significant value of  $0.000 < 0.05$  and t-count of  $6,231 > 1,972$ . This research can also be supported and in line with a number of previous studies, such as those conducted (Presetiyo, Izdni Nujjiya, & Drajat, 2023) and (Fitri & Erdiansyah, 2022) stated that there was a positive and significant influence between the variables Celebrity Endorse on purchase decisions.

### The Effect of Attractiveness on Purchase Decisions

There is a significant influence on the attraction variable on the purchase decision of Wardah products on Tiktokshop in Batam. This is evidenced by the results of the t-test, which is a significant value of  $0.000 < 0.05$  and t-calculated  $7,424 > 1,972$ . The results of this study can also be supported and harmonized by several previous studies such as the research conducted (Tri Handayani & Pradana, 2023) and (Hikma Fortona & Aisah, 2023) stated that there was a positive and significant influence between the attractiveness variable on the purchase decision.

### The Influence of Celebrity Endorses, Appeal to Purchase Decisions

There is a significant influence on the variables Celebrity Endorse and the attractiveness of Wardah product purchase decisions on Tiktokshop in Batam. This is evidenced by the results of the f test, which is a significant value of  $0.000 < 0.05$  and f count  $307,275 > 2,650$ . The results of this study can also be supported and harmonized by several previous studies such as the research conducted (Yunita & Indriyatni, 2022) and (Fitri & Erdiansyah, 2022) stated that there was a positive and significant influence between the variables Celebrity Endorse and attractiveness to purchase decisions.

## CONCLUSION

Based on research that has been carried out by researchers with the title Influence Celebrity Endorser And the attractiveness of advertising to the decision to purchase Wardah products on Tiktokshop in Batam, it can answer the problem formulation of the research with the following conclusions:

1. Celebrity Endorse has a positive and partially significant effect on the purchase decision of Wardah products on Tiktokshop in Batam.
2. Attraction has a positive and partially significant effect on the purchase decision of Wardah products on Tiktokshop in Batam.
3. Celebrity endorsements and attractiveness simultaneously affect the decision to purchase Wardah products on Tiktokshop in Batam.

## BIBLIOGRAPHY

- Aditya, G., Ristanto, H., & . C. (2021). The influence of product quality and promotion on purchasing decisions. *JBE (Journal of Economic Frames)*, 6(1), 58–71. <https://doi.org/10.54066/jbe.v6i1.99>
- Farah Aqiella Sakinatun, & Soepatini. (2023). The Effect of Celebrity Endorsement and Price on Consumer Buying Interest (Empirical Study on Consumers of TikTok Shop Users in the Surakarta Region). *Journal of Media Wahana Ekonomika*, 20(2), 242–254. <https://doi.org/10.31851/jmwe.v20i2.12056>
- Fitri, S., & Erdiansyah, R. (2022). Analysis of the Influence of Ad Appeal, Ad Message Quality, and Celebrity Endorsers on Uniqlo's Purchase Decision. *Prologia*, 6(1). Retrieved from [https://linter.untar.ac.id/repository/penelitian/buktipenelitian\\_10095004\\_4A210822164119.pdf#:~:text=The results of this study indicate that the,on purchasing decisions of UNIQLO consumers on Instagram.](https://linter.untar.ac.id/repository/penelitian/buktipenelitian_10095004_4A210822164119.pdf#:~:text=The results of this study indicate that the,on purchasing decisions of UNIQLO consumers on Instagram.)
- Geri Mileva. (2024). Everything You Need to Know About Live Shopping on TikTogle. Geri Mileva.
- Hawari, U., Sakti, A. S., & Zachwa, P. N. (2022). The Influence of Celebrity Endorser Arief Muhammad on the Decision to Purchase Erigo Products. *JOURNAL SYNTAX IMPERATIVE : Journal of Social Sciences and Education*, 2(6), 95. <https://doi.org/10.36418/syntax-imperatif.v2i6.138>
- Hikma Fortona, D., & Aisah, S. (2023). The Influence of Advertising Attractiveness, Price and Product Quality on Emina Cosmetics Product Purchase Decisions in the City of Surabaya. *Scientific Journal of Educational Forum*, 2, 9(25). Retrieved from <https://jurnal.peneliti.net/index.php/JIWP/article/view/5801/4758>
- Kholiq, I., & Sari, D. K. (2021). The Influence of Viral Marketing, Celebrity Endorser, and Brand Awareness on Purchase Decisions on Make Over Cosmetic Products in Sidoarjo. *Academia Open*, 4, 1–14. <https://doi.org/10.21070/acopen.4.2021.2604>
- Koli, N., & Galih, K. D. A. P. G. (2023). Instagram Content and the Appeal of Real Men Nivea Ads to Product Buying Interest. *Journal of IKRAITH-HUMANITIES*, 7(2), 177–187.
- Napitupulu, M. H., & Supriyono, S. (2022). The Effect of Security and Trust on Purchase Decisions on Lazada E-Commerce in Surabaya. *Al-Kharaj : Journal of Sharia Economics, Finance & Business*, 5(2), 789–800. <https://doi.org/10.47467/alkharaj.v5i2.1335>
- Presetiyo, B., Izdni Nujjiya, R., & Drajat, I. (2023). The Influence of Celebrity Endorsers and Brand Image on Focallure Product Purchase Decisions (Study on the Focallure Beauty Talk Telegram Group). *INNOVATIVE : Journal of Social Science Research*, 3(4). Retrieved from <https://www.bing.com/ck/a?!&&p=05ef06166efb8428b9338e396f47b08f56fc23e4706c6409a4e1cf291ef61d3bJmltdHM9MTczNzQxNzYwMA&ptn=3&ver=2&hsh=4&fclid=21268c7e-34ec-6fe1-2097-9fb635ba6e47&psq=Pengaruh+Celebrity+Endorser+Dan+Brand+Image+Terhadap+>

Keputusan+Pembelian+Produk+Focallure+(Study+Pada+Group+Telegram+Focallure  
+Beauty+Talk+)&u=a1aHR0cHM6Ly9qLWlubm92YXRpdmUub3JnL2luZGV4LnB  
ocC9Jbm5vdmF0aXZIL2FydGljbGUvZG93bmxvYWQvNDM1My8zMTE5LzY2M  
TE&ntb=1

- Rachmaningtyas, P., & Suriyanto, M. A. (2022). The Influence of Celebrity Endorsers, Ad Appeal, and Product Quality on Purchase Decisions. *Journal of Ecobistek*, 11(4), 389–396. <https://doi.org/10.35134/ekobistek.v11i4.459>
- Rate, D., Di, N. D. R., Sick, R., & Year, X. P. (2022).  
.....  
..... <https://binapatria.id/index.php/MBI> Vol.16 No.10 May  
2022 *Open Journal Systems*. 16(10), 7595–7602.
- Sugiyono. (2020). *Quantitative, Qualitative and R&D Research Methods*. ALFABETA BANDUNG.
- Syntha Noviyana, Mella Sri Kencanawati, Reni Anggraini, L. A. I. G. (2022). The influence of social media marketing, celebrity endorsers, brand image, electronic word of mouth, and product innovation on the purchase decision of Wardah products. *Journal of Economics and Business*, 11(1), 906–912.
- Tri Handayani, N., & Pradana, M. (2023). The Influence of Brand Ambassador and Advertising Appeal on A Skincare Product Purchase Decision. *WSEAS TRANSACTION on COMPUTER RESEARCH*, 11. Retrieved from <https://wseas.com/journals/cr/2023/a645107-2291.pdf>
- Yunita, P., & Indriyatni, L. (2022). The Influence of Brand Image, Advertising Attractiveness, and Celebrity Endorsers on MS Glow Purchase Decisions (Case Study on MS Glow Customers in Semarang City). *Proceedings of the UNIMUS National Seminar*, 5. Retrieved from [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwj4md2I\\_4aLAXUvUGcHHWTrIHwQFnoECBUQAQ&url=https%3A%2F%2Fjournal.seaninstitute.or.id%2Findex.php%2Fjecoa%2Farticle%2Fdownload%2F1695%2F1390%2F4942&usg=AOvVaw2X-GaGjel1nLf0-SMG8eze&opi=89978449](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwj4md2I_4aLAXUvUGcHHWTrIHwQFnoECBUQAQ&url=https%3A%2F%2Fjournal.seaninstitute.or.id%2Findex.php%2Fjecoa%2Farticle%2Fdownload%2F1695%2F1390%2F4942&usg=AOvVaw2X-GaGjel1nLf0-SMG8eze&opi=89978449)