Article

How Celebrity Endorsement, Flash Sale Sales, and Website Qualty Drive Skintific Purchase Decisions on Shopee

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Abstract: This study examines the influence of celebrity endorsements, flash sale promotions, and website quality on purchasing decisions for Skintific products on Shopee, driven by rapid technological advancements and the rising popularity of online marketplaces in Indonesia. Despite Shopee's market dominance with 190.7 million visits in 2022, research on factors driving specific brand purchases remains limited. Using an associative quantitative approach, the study surveyed 96 students from Muhammadiyah University of Jember who purchased Skintific products on Shopee within the past year, selected through the Slovin formula. Data analysis revealed that celebrity endorsements, flash sale promotions, and website quality significantly and positively impact purchasing decisions. The findings highlight key marketing strategies for enhancing consumer engagement and boosting sales in competitive e-commerce environments.

Keywords: Celebrity Endorsement, Flash Sale Promosi, Website Quality, Purchase Decision

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1. Introduction

The development of advanced technology has changed people's activities, including in terms of purchasing power. this, encourages the development of innovations in digital business today so as to produce a platform that is popularly known as the marketplace. Marketplace is an evolution of e-commerce, which is a means for people to transact and do business online via the internet. . Currently in Indonesia there are many types of marketplaces with various offers and advantages of each. The number of types of marketplaces is none other than because Indonesia is a strategic market for online sales systems (Asia, B. C., I, W. A., & Kav, L. S. P., 2021)

Purchasing decisions according to (Kalangi, 2019) is a decision-making process that occurs after going through several stages, after evaluating various alternatives the customer will decide whether to buy a product or not buy it at all. According to Assael, purchasing decisions are influenced by three main factors, namely internal factors, external factors, and marketing strategies that influence consumers.

Celebrity endorsement is a promotional tactic in which famous individuals leverage their fame to support the promotion of a product or service, this approach relies on the personality or reputation of the celebrity to form a positive brand image, shape consumer behaviour, and increase product sales. Studies show that celebrity endorsements play an important role in shaping consumer

perceptions and purchasing choices, as they contribute to increasing brand awareness, forming a link between the celebrity and the product, and shaping consumer attitudes towards the endorsed product (Aisyah et al., 2023)

One of the factors that make purchasing decisions in e-commerce services is the features provided by shopee, one of which is flash sales. Flash sale is an activity carried out by several people to attract the attention of consumers online to massively cut the price of their products within a certain and limited period of time (Ependi & Pahlevi, 2021). Flash Sale is a special promotional service provided by Shopee, accessible to registered buyers who can benefit from the rights and privileges outlined in the Flash Sale Terms of Service. This service applies when purchasing designated Flash Sale items from sellers participating on the Shopee platform. A flash sale is a promotional strategy that offers discounts such as reduced prices with short lead times and low-quality goods to encourage customers to make purchases.

Website quality is another thing that needs to be reviewed in promotional activities carried out by companies. One of the other forms of activities carried out by consumers to find out about social activities within the company, for example Shopee by searching on the Shopee website itself. Website quality is a factor that must be considered by consumers in making purchasing decisions. The effect of website quality on online purchasing decisions includes the level of satisfaction felt by consumers based on how good or bad the appearance presented by the seller is to facilitate the use of the website (Minarti, 2011).

Shopee is the largest mobile application platform in Indonesia where it offers several product buying and selling activities with various benefits for the community in the form of free shipping to all parts of Indonesia, guaranteed safe shopping accompanied by a product warranty and a recommendation for selected products based on stars through the review column (Sastika, 2017). In addition, quoting from the word data.co.id Shopee is ranked in the top 3 marketplaces with the highest number of visits in Indonesia in 2022. Shopee's phenomenal growth reflects the popularity and consumer confidence in the platform.

Skintific is a local beauty brand formulated in Canada. The brand is known for its quality and safe-to-use skincare products. Skintific offers innovative and effective products that aim to strengthen the skin barrier and maintain healthy skin. Its dedication to product quality has attracted consumers in Indonesia. Skintific has also successfully planned and implemented marketing tactics that stimulate consumers' desire to choose products, especially through live streaming on social media and various e-commerce platforms such as, Shopee, Tokopedia, and Lazada.

Celebrity endorsement of skintific products in the shopee marketplace is still not optimal, namely using celebrities who are not well known to the wider community. Flash sale promotion of skintific products in the shopee marketplace is still not optimal and monotonous in conducting Flash sale promotions. In terms of website quality itself, skintific products in the shopee marketplace are still not optimal and consistent in utilizing the website features used. The objective of this research is to assess the impact of celebrity endorsements, flash sale promotions, and website quality on the purchasing decisions of Skintific products on the Shopee marketplace.

Based on this background, the researcher wants to examine “The Effect Of Celebrity Endorsement, Flash Sale Promotion And Website Quality On Purchasing Decisions For Skintific Products At The Shopee Marketplace".

2. Materials and Methods

Research Design

The research design provides a thorough blueprint for the technical advancement, including the choice of data collection instruments, strategies for sample selection, intricate data collection methods, and stringent statistical analysis techniques. This investigation adopts a quantitative associative methodology to explore the interrelations among various factors. It particularly

concentrates on quantifying and statistically analyzing the connections between celebrity endorsements, flash sale events, and website quality, and their influence on consumer purchase behavior for skintific products on the Shopee platform.

Population, Sample, Sampling

The study population consisted of all students from the Universitas Muhammadiyah Jember class of 2020. The Slovin formula was utilized for sampling since the population size was known. The study included 96 respondents, representing all faculties within Universitas Muhammadiyah Jember. Proportionate Stratified Random Sampling was the chosen sampling technique, appropriate for populations with non-homogeneous members, ensuring proportional stratification. Determination of the initial number of sample members who are stratified is done by sampling by Proportionate stratified random sampling, namely by using the Proportional Formula. From the results of the sample calculation for each batch and faculty, it was found that the sample to be used in the study was 96 students of the 2020 batch of Universitas Muhammadiyah Jember. With the criteria or characteristics of respondents, among others:

1. All students of the Faculty of Muhammadiyah University of Jember who use the Shopee application
2. Have purchased Skintific products in the Shopee marketplaceInstrumen Data

In this research instrument test, validity and reliability tests were carried out.

1. Validity Test

The validity test is data that can be trusted in accordance with reality, the validity test is used to measure whether a questionnaire is valid or not. The questionnaire is said to be valid if a question on the questionnaire is able to reveal something that is measured by the questionnaire (Ghozali, 2016) In testing the validity of the questionnaire instrument, this study used a validity test using SPSS. Validity measurements are carried out by testing the Pearson's product moment significance level. Valiabel will be said to be valid if it gives a significant value of less than 0.05.

2. Realiability Test

According to (Ghozali, 2016), states that the reliability test is a tool used to measure a questionnaire which is an indicator of a variable. If the answers to the questionnaire are stable and consistent, the questionnaire can be said to be reliable. In this study, the researchers employed the Cronbach's Alpha formula to assess the reliability of the research instrument for a given variable. The reliability of a questionnaire is affirmed when the Cronbach's Alpha value exceeds 0.60. (Ghozali, 2016)

3. Classical Assumption Test

In this research instrument test, normality test, multicollinearity test, and heteroscedasticity test are carried out.

1. Normality Test

The normality test is a pivotal aspect of statistical analysis, used to verify if the variables in a regression model are normally distributed. This is a key assumption, as the accuracy of predictions and inferences in many statistical tests and models hinges on data normality. (Nurcahyo., 2018) state that the normality test involves assessing the data point distribution. This assessment can be visually through a Q-Q (quantile-quantile) plot, where ideally, data points align with the diagonal line, or by evaluating the histogram of residuals. The decision criteria based on the normality test are as follows:

1) Indication of Normal Distribution: Data points that align closely with the Q-Q plot's diagonal line or a bell-shaped, symmetric histogram of residuals indicate a normal

distribution. This suggests the regression model meets the normality assumption, vital for the validity of the model's inferential statistics.

2) Indication of Non-Normal Distribution: Significant deviation of data points from the diagonal line in the Q-Q plot or a skewed histogram indicates non-normal distribution. This implies the regression model fails to meet the normality assumption, potentially compromising the model's validity and the reliability of further statistical analysis.

2. Multicollinearity Test

Ghozali, (2016)states that a multicollinearity test is used to identify significant correlations between independent variables within a regression model. Multicollinearity can cause an increase in the variance of regression coefficients, leading to larger standard errors. This complicates the evaluation of how each independent variable uniquely affects the dependent variable.

For detection:

1. Variable Inflation Factor (VIF): A VIF value above 10 signifies substantial multicollinearity, indicating a high correlation between independent variables.
2. Tolerance: A tolerance level below 0.1 also denotes pronounced multicollinearity, implying that a significant portion of the variance in an independent variable is accounted for by the other variables in the model.

3. Heteroscedasticity Test

Heteroscedasticity in regression analysis is characterized by an unequal scatter of residuals across the range of independent variables. It is crucial to test for this inconsistency in variance. To detect heteroscedasticity, one should inspect a plot comparing standardized predicted values (SRESID) with standardized residuals (ZPRED). An even distribution of points, lacking any discernible pattern or clustering on either side of the horizontal axis, suggests that heteroscedasticity is not present. For a regression model to be deemed reliable, it must demonstrate homoscedasticity, which is the uniform variance of residuals, as noted by (Ghozali, 2016)

Multiple Linear Analysis

Multiple linear regression is a statistical method that examines the relationship between one dependent variable and several independent variables. By extending simple linear regression to include multiple predictors, this model assesses how each one collectively and individually impacts the dependent variable. Multiple linear regression analysis enables researchers to identify the direction and strength of each independent variable's influence on the dependent variable, offering a deeper insight into the variable interactions and facilitating more precise predictions (Ghozali, 2016). In the test, it can be seen how the celebrity endorsement variable (X1), flash sale promotion (X2) website quality (X3) can affect the dependent variable purchasing decisions (Y). The mathematical formula for multiple regression used in this study is:

$$\mathbf{Y = a + b1X1 + b2X2 + b3X3 + e}$$

Keterangan :

Y = Purchase Decision

a = Bonstant Numbers

b1, b2, b3 = Regression coefficient of each variable

X1 = Celebrity Endorsemen

X2 = Flash Sale Sales

X3 = Website Quality

e = Standard ErrorHypothesis

Partial Test (t Test)

The t-test is utilized to determine the impact of each independent variable on the dependent variable's variance within a regression model. It specifically assesses the contribution of each independent variable to the variance of the dependent variable (Ghozali, 2016) For a partial test, the computed t-value (t-count) is compared to the critical t-value (t-table) with degrees of freedom (df) equal to \(n - k \) at a 0.05 significance level. The following rules apply:

1. The alternative hypothesis (Ha) is deemed legitimate and the null hypothesis (Ho) is not supported if the t-count is less than the t-table value or the p-value is higher than 0.05. This suggests that the independent variable has a considerable impact on the dependent variable.
2. In contrast, the null hypothesis (Ho) is accepted and the alternative hypothesis (Ha) is deemed invalid if the t-count is higher than the t-table value or the p-value is less than or equal to 0.05. This suggests that there is no discernible relationship between the independent and dependent variables.

Coefficient of Determination Analysis (R^2)

The coefficient of determination, represented as R^2, assesses how well the independent variables explain the variance of the dependent variable within a regression model. This coefficient ranges between 0 and 1, where values near 0 suggest that the independent variables have little explanatory power over the dependent variable's variance. On the other hand, values close to 1 indicate a high explanatory power, meaning that the independent variables significantly contribute to predicting the dependent variable's fluctuations, as noted by Ghozali, (2016)

3. Results and Discussion

The results of the analysis are dominated by economics faculty who bought skintific products in the shopee marketplace 2 times in the last 1 year.

Validity and Reliability Test

In testing the validity and reliability of all variables, they are said to be valid and reliable. This can be seen in the validity test of the celebrity endorsement variable (X1), flash sale promotion (X2), website quality (X3) showing Rhitung> Rtabel and Sig <0.05. Meanwhile, the reliability test was carried out using Cronbach's Alpha, showing the test results were reliable because the celebrity endorsement variable (X1), flash sale promotion (X2), website quality (X3) produced an alpha value above 0.60. This shows that all variables have reliable Cronbach alpha values, so that henceforth the items on each variable concept are suitable for use as benchmarks or parameters.

Classical Assumption Test

The research used conventional assumption tests, including the normalcy test, multicollinearity test, and heteroscedasticity test. The results of the normality test suggest that the data conform to a normal distribution, since they are clustered around the diagonal line and align with its direction. This leads to the conclusion that the residuals exhibit a normal distribution. Furthermore, the multicollinearity test, utilizing Collinearity Statistics analysis, reveals VIF values below 10 and tolerance levels above 0.1, confirming the absence of multicollinearity in the model. Additionally, the heteroscedasticity test outcomes demonstrate no discernible pattern, with points scattered above and below zero on the Y-axis, thus indicating no heteroscedasticity.

Hasil Analisis Regresi Linear Berganda

Table 1. Multiple Linear Regression Analysis Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,218	1,827		2,856	,005		
	Celebrity Endorsement	,413	,177	,238	2,328	,022	,540	1,853
	Flash Sale Promosi	,272	,118	,278	2,294	,024	,385	2,598
	Website Quality	,313	,125	,274	2,503	,014	,470	2,129

a. Dependent Variable: Purchase Decision

(Source: Primary data processed by researchers. 2024)

Table 1 indicates that the variables X1 (celebrity endorsement), X2 (flash sale promotion), and X3 (website quality) have a statistically significant value of less than 0.050. This suggests that these factors have a substantial impact on purchase choices.

Hypothesis Test Results

Table 2. t-test results

Variabel	t Count	t Table	Significance	Description
Celebrity Endorsement (X1)	6,882	1,986	0,00	Significant
*Flash Sale Sales (*X2)	7,940	1,986	0,00	Significant
Website Quality (X3)	7,444	1,986	0,00	Significant

(Source: Primary data processed by researchers. 2024)

In the results of this hypothesis test, only the t test is carried out, it can be seen that the variable celebrity endorsement (X1), flash sale promotion (X2), website quality (X3) has a significant value smaller than alpha 0.05. Thus the variable celebrity endorsement (X1), flash sale promotion (X2), website quality (X3) partially affects purchasing decisions.

Results of the Coefficient of Determination (R2)

The examination of the coefficient of determination (R^2) yielded an adjusted R-square value of 0.664, which corresponds to 66.4%. This statistic indicates that the independent variables included in the model can explain around two-thirds (66.4%) of the variation seen in the dependent variable. Therefore, 33.6% of the variation is not accounted for in this research, indicating the existence of unexplored elements or variables that may impact the behavior of the dependent variable. This emphasizes the intricate nature of the phenomena being examined and emphasizes the need of thoroughly investigating other aspects to improve the ability to explain it in future research efforts.

The effect of celebrity endorsement on purchasing decisions on skintific products in the shopee marketplace

The findings of the multiple linear analysis for the first hypothesis indicate that celebrity endorsement has a positive coefficient direction on purchase choices, with a value of 0.413. This indicates that for each unit rise in the celebrity endorsement variable (X1), the sales of skintific items in the shopee marketplace will increase by 0.413 units. This demonstrates a clear correlation between celebrity endorsement (X1) and the purchase choices for skintific items in the shopee marketplace. The t-test findings demonstrate that the t-value of 6.882 obtained from the Celebrity Endorsement

variable is statistically significant at a level of 0.00 <0.05 (=5%). Therefore, the null hypothesis (Ho) is rejected and the alternative hypothesis (H1) is accepted. It can be inferred that the Celebrity Endorsement variable has a substantial impact on the purchase choices for skintific items on the Shopee marketplace. The multiple coefficient of determination (R2) in this research was 0.664. This means that 66.4% of changes in purchasing decisions are influenced by the celebrity endorsement variable (X1) which proves that consumers make purchasing decisions through celebrity endorsements made by skintific products in the shopee marketplace.

Celebrity endorsers use artists as advertising stars on social media (Lestari, 2021)For example, Tasya farasya, a well-known beauty influencer and artist, became a celebrity endorsement for Skintific products. With her influence and large number of followers, Tasya farasya is able to attract attention and increase interest in Skintific products. Celebrity endorsers have a significant effect on purchasing decisions on skintific products in the shopee marketplace because the Celebrity endorsers used have quality and dedication such as the ability to effectively provide information on the products offered clearly, so that Muhammadiyah Jember University students have confidence in the Celebrity endorsers used for skintific products in the shopee marketplace.

The conclusions of this study are consistent with the findings of (Nurjamad, 2023), which suggested that celebrity endorsements significantly influence consumer purchasing decisions at Eiger Store Royal Plaza Surabaya. Furthermore, the research by Nuraini et al., (2015) and Devandri et al, (2023) indicated that celebrity endorsements affect purchasing decisions by improving the brand image, particularly in the case of Wardah Cosmetics in Semarang City. Together, these studies highlight the persistent and substantial effect of celebrity endorsements on consumer buying patterns across various market segments and product types.

The effect of flash sale promotions on purchasing decisions on skintific products in the shopee marketplace.

The multiple linear regression analysis of the second hypothesis revealed that flash sale promotions positively influence purchasing decisions (Y), with a coefficient value of 0.272. This indicates that for each unit increase in the flash sale promotion variable (X2), the likelihood of purchasing Skintific products on the Shopee marketplace increases by 0.272. Consequently, flash sale promotions (X2) are positively correlated with the purchasing decisions of Skintific products on Shopee. The t-test results further support this, showing a t-value of 7.940 for the Flash Sale Promotion variable, which is significant with a p-value of 0.00, less than the alpha level of 0.05. Therefore, the null hypothesis (Ho) is rejected, and the alternative hypothesis (H1) is accepted, confirming that Flash Sale Promotions significantly impact purchasing decisions for Skintific products on Shopee. Additionally, the multiple coefficient of determination (R2) in this study is 0.664, indicating a substantial proportion of variance in purchasing decisions explained by the model. This means that 66.4% of changes in purchasing decisions are influenced by the promotional flash sale variable (X2) which proves that consumers make purchasing decisions because of the promotional flash sale carried out by skintific products in the shopee marketplace.

Flash sale is a promotional strategy that offers discounts such as discounts with a short waiting time. Flash sale promotions have a significant effect on purchasing decisions on skintific products in the shopee marketplace because flash sale promotions carried out by skintific products in the shopee marketplace provide massive promos such as on twin dates with a limited number of vouchers and time, so that many Muhammadiyah Jember University students make purchases when the flash sale promotion takes place. This shows that flash sales not only increase short-term sales, but attract consumer attention and interest significantly.

Moreover, (Adi et al., 2020) emphasize that flash sales positively and substantially affect purchasing decisions. In addition, (Selebriti et al., 2021)present empirical evidence that flash sale promotions have a significant influence on purchasing decisions. Collectively, these findings underscore the strong effect of general purchasing factors and specific promotional tactics on consumer behavior within modern market environments.

The effect of website quality on purchasing decisions on skintific products in the shopee

marketplace

The multiple linear regression analysis on the third hypothesis revealed that website quality positively influences purchasing decisions (Y), with a coefficient of 0.313. This indicates that for every unit increase in website quality (X3), the purchasing decision for Skintific products on the Shopee marketplace increases by 0.313. Consequently, website quality (X3) is positively correlated with purchasing decisions for Skintific products on Shopee. The t-test results further support this, showing a t-value of 7.940 for the Website Quality variable, which is significant (p-value < 0.05). Therefore, the null hypothesis (Ho) is rejected, and the alternative hypothesis (H1) is accepted, confirming that Website Quality significantly affects purchasing decisions for Skintific products on Shopee. Additionally, the multiple coefficient of determination (R2) in this study is 0.664, indicating a substantial proportion of variance in purchasing decisions explained by the model. This means that 66.4% of changes in purchasing decisions are influenced by the website quality variable (X3) which proves that consumers make purchasing decisions through website quality (X3) made by skintific products in the shopee marketplace.

According to (Putri & Artanti, 2021) website quality is one of the main factors that have a significant role in online marketing activities. Skintific's website attracts visitors with a modern and user-friendly design. Interaction features such as customer reviews, product usage tutorials, and personalized recommendations add value to the user experience. Skintific also frequently updates content with articles on skincare and the latest updates on its products, making the website a useful source of information for consumers. The findings of this study align with the research done by Banusetyo et al., (2023) which demonstrates a substantial correlation between Website Quality and Purchasing Decisions at the online marketplace Shopee in DKI Jakarta.

4. Conclusion

The data analysis from this study indicates that celebrity endorsements, flash sale promotions, and website quality significantly influence purchasing decisions. The sample used was 96 respondents, who had experience shopping for skintific products at shopee. Suggestions for further research are that it would be better to expand research areas such as provinces and nationally. Further research can use other variables not only celebrity endorsement, flash sale promotion, website quality.

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