
The Impact of Digital Marketing and Celebrity Endorsements on Consumer Purchase Intentions in the Modern Business Landscape

Muhammad Iqbal Fajri¹, Tri Eko Yudiandri², Ratnawita³,
Rulyenzi Rasyid⁴, Prihatina Jati⁵

Abstract:

The purpose of this research is to test the impact of digital marketing and celebrity endorsers on consumer purchasing interest in Wardah Brand Products. This research uses a quantitative method with regression analysis. The sampling technique in this research is using purposive sampling and the number of samples in this research is 110 respondents. The data were analyzed using Multiple linear regression analysis with the help of IBM SPSS 25. The results of this research show that digital marketing and celebrity endorsers have a positive and significant effect on consumer purchasing interest in Wardah Brand Products. The results of this study can be used as a reference for further researchers who will study similar problems.

Keywords: Digital Marketing; Purchase Interest; Online; Wardah Brand

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1. Introduction

In today's digital era, technological advances, especially in the internet field, have a significant impact on human life. Technological advances, especially in the internet field, are a great example of the development of this technology. This is evidenced by the many e-commerce sites that sell various kinds of goods via the internet, changing the way people use conventional methods to meet customer needs. (Sumaryana et al., 2023) . User high e-commerce cause Lots company utilize it , high quality and reliable, so as to increase sales and increase brand awareness of the products sold (Ulfa & Fikriyah, 2022) . Along with the development of technology and information in this era , there have been various online shop among society . However, this technological advancement is directly proportional to the rapid development of business, so that business opportunities can be easily accessed (Saputra, 2021) .

The existence of e-commerce has made it easier for consumers, they do not need to come directly to the store, just visit the marketplace site and choose the goods or services they need online. To pay for the goods that have been purchased, buyers can choose to pay by credit card, bank transfer, *Cash on Delivery* or can choose to pay at

¹ Universitas Syiah Kuala, Indonesia. igblfjri@feb.usk.ac.id

² Sekolah Tinggi Pariwisata Ambarukmo Yogyakarta, Indonesia. ytrieko@gmail.com

³ Universitas Mitra Bangsa, Indonesia. Witadosen@gmail.com

⁴ Institut Teknologi Indonesia, Indonesia. rulyenzi_rasyid@yahoo.com

⁵ Universitas Mitra Bangsa, Indonesia. prihatina@hotmail.com

minimarkets, such as Alfamart and Indomaret (Nurhaliza & Rakhmawati, 2022) . In addition, sellers also offer various offers to attract customers to shop online, such as many discounts on *marketplace sites* , free shipping vouchers for online shipping so that customers do not have to pay more, and products are available cheaper than offline stores (Prasetyo et al., 2020) . One important factor that predicts real purchasing behavior is online buying interest, which refers to the results of customer assessments related to digital marketing and celebrity endorser. Purchase intention is the final stage of a somewhat complicated buying decision process (Rasyid et al, 2023). High purchasing intention causes consumers to make better decisions about the products they buy (Mubarok, 2016) .

With increasingly tight competition in the business world, every business must consider various factors that determine customer purchase intention. In order to achieve success in business, *digital marketing* is a factor that can influence purchase *intention*. If a company has a good digital marketing strategy, its products will grow rapidly and have a longer life cycle, increasing the likelihood of customers returning to buy (Tajudinnur et al., 2022). In order to remain competitive in order to increase their product sales, companies or *e-commerce* can use *digital marketing* elements. Digital marketing can influence consumer purchasing intentions and increase product sales (Alwan & Alshurideh, 2022). With high purchasing interest, Tokopedia's digital marketing strategy can attract customers because the marketing method is attractive in today's digital era. From the seller's side, business development can increase sales and net profit (Muliadi, 2021) .

On the other hand, interest buy also influenced by the celebrity endorser aspect. Shimp (2014) , celebrity endorser is a television star, film actor, athlete, politician, famous person, and sometimes a deceased celebrity (opening vignette) which is widely used in magazine advertisements, radio spots, and television commercials to support a product. Kotler (2019) , Celebrity endorser is the use of a source as an interesting or popular figure in an advertisement, this is one creative way to convey a message so that the message delivered can achieve higher attention and can be remembered . Many account Instagram celebrities , public figures and influencers are used by company For increase sale with method endorse owner account said . Because they rated own great power For interesting attention And can be a role model for user Instagram other . Use endorser communicator who has characteristics typical will influence consideration taking decision . because in the purchasing process later consumer will to consider what do they Look from the endorser , so that matter the can influence decision purchase . On the contrary If consumer No have interest with the endorser so consumer No will buy promoted product by the endorser . This is what becomes A problem For company especially on endorser selection for the product.

Wardah is Wrong One brand local which carries the halal brand image the product . Cosmetics brand local This can take attention consumer indonesia , wardah to plant n halal value in products they sell . That thing make consumer feel safe when use the product . A product it is said quality if product the capable fulfil hope consumers . Wardah present cosmetics formula innovative , halal and practical use fulfil need And in harmony every woman . Wardah still consistent in guard quality products , with

how to strong manufacturing base . Wardah capable create product cosmetics And maintenance complete skin since beginning . Improvement mark sale usually achieved with method increase share market company , namely with add amount consumers . However interesting consumer is not easy thing , because company must do effort integrated marketing.

2. Theoretical Background

Digital Marketing

Digital marketing, also known as “digital marketing”, is the activity of promoting brands, goods, or services by utilizing the internet. The scope of digital marketing also includes innovative approaches to promoting goods and services, such as using data-based distribution methods on the internet to reach customers quickly, effectively, and cost-effectively. (Kusuma et al., 2020) . Nowadays, people, especially business people, are starting to realize the trend of digital marketing. They also choose digital because it is easy and effective. When people buy something or a service, they tend to tell friends and family about it. This is known as purchase intention (Masyithoh & Novitaningtyas, 2021) . Digital marketing influences purchase intention because it facilitates transactions. The development of digital-based marketing allows direct consumer involvement to obtain direct responses and build strong relationships with customers. Digital marketing is multifunctional where it can facilitate marketing, communication between producers and consumers and easier to carry out clearer and more honest *e-commerce marketing* . Great opportunities for customer repurchase intentions can be created by digital marketing (Nikensari et al., 2022) .

Celebrity Endorser

Shimp (2014) , celebrity endorsement is the television stars, actors, movies, famous athletes are used in widely in magazine advertisements, radio advertisements, television advertisements to endorse the product. Celebrities are used in advertising because it can attract consumers. The use of celebrity endorsements on a product can be easily conveying messages to consumers, the better or the increasing popularity of celebrity endorsements used will be better for the sale of a product.

Purchases Intention

Customers' desire to have certain goods or services is formed as a result of the customer's analysis and observation process regarding a product. called buying interest. Simamora (2011) , buying interest buy is a desire that arises towards a product due to trust and the ability to buy a product. Larasati & Oktivera (2019), if customers are already influenced by the quality, quality, and information of a product, such as : price, how to buy, weaknesses and advantages compared to other brands, interest will arise. Nugroho et al., (2023), customer interest often conflicts with their financial situation. Every consumer has a buying interest. No one knows what consumers want and expect.

The Influence of *Digital Marketing* on Purchases Intention

The ever-evolving technology offers solutions for companies and business people to survive in the current era of globalization. *Digital marketing* can make it easier to market to the business world, which makes life easier for business people to continuously improve their product marketing. Marketing functions as the center of various business activities. Digital marketing is also very flexible, making it easier for businesses to display the latest goods and services and collect information from customers. *Digital marketing* can influence customer behavior, increase purchasing interest, and encourage them to buy goods. Az-Zahra & Sukmalengkawati (2022) ; Lembahyung & Handayani (2023) , there is a significant influence on *digital marketing* on interest buy , The hypothesis proposed in this research is: **H1: *Digital Marketing* has a significant influence on Purchases Intention**

The Influence of Celebrity Endorsers on Purchases Intention

An attractive advertisement will certainly have a great appeal to consumers. Therefore, advertisements for a product or service must be made as creative as possible and different from others. Shimp (2003) said that an advertisement that is the same as other advertisements will not be able to break through or beat its competitors' advertisements and will not be able to attract consumers' attention. *Celebrity endorsement* is defined as an artist, entertainer, athlete and public figure where many people know the success of the product supported by that person (Shimp, 2003). In addition, Belch & Blech (2004) *celebrity endorser* is a figure or figure who is well known by the public and who portrays himself as a consumer in the advertisement. Through *celebrity endorsers*, a consumer's buying interest will be influenced, because objectively *celebrity endorsers* support consumer beliefs which will be continued into an attitude and end in a buying interest. Farouq & Rusdi (2023); Juliana et al . (2018); Suhardi & Irmayanti (2019) who found that *celebrity endorsers* have a positive and significant influence on buying interest. **H2: *Celebrity Endorser* influences Purchases Intention.**

3. Methodology

To find the correlation between variables, this study uses a quantitative approach that uses regression analysis. In this research, using primary data, namely information obtained directly from visible respondents from answer questionnaires that have been distributed . In this study, the population is consumers who have used and purchased Pada Wardah Brand Products in Tegal . In this study, it is impossible to examine all members of the population. Therefore, a representative sample was formed from the population. The population here is large and the number is unknown, the formula for calculating a sample in an unknown population can mean that in this study the sample used was 110 respondents. This is used to facilitate data processing and to produce better results. For sampling in this study, the Non-Probability Sampling method was used with the Purposive Sampling technique, which is a sampling technique using certain criteria. This technique was chosen because the respondents who would be used as samples already had criteria that were in accordance with this study. The sample selection criteria used in this study were: (1) Consumers of Wardah Brand

Products . who are 17 years of age and over. (2) Consumers who have purchased Wardah Brand Products . more than once. (3) Consumers are buyers or users of Wardah Brand products.

Instrument Test

In this study, Validity Test, Reliability Test, Classical Assumption Test (Normality Test, Multicollinearity Test, Heteroscedasticity Test) were used.

Multiple Linear Regression

The multiple regression linear equation can be seen with the formula:

$$MB = b_1DM + b_2 CE + e$$

Information :

MB : Purchases Intention
 β_1 - β_2 : Regression Coefficient
 DM : Digital Marketing
 CE : Celebrity Endorser
 e : Error Or Term

Test Significance

In study This use test t statistics and test F statistic .

Test Coefficient Determination (R2)

In study This use test Coefficient determination (R2) with results between zero And one . (R2)

4. Empirical Findings/Result

Validity Test

Validity testing is used to measure whether a questionnaire is valid or not. Validity testing can be known by looking at the KMO value > 0.5 and loading factor > 0.4 (Ghozali, 2014). Based on the results of the validity test, it shows that the KMO value of the celebrity endorser, brand image and purchase interest variables is greater than 0.5 with the loading factor on all indicators of each research variable greater than 0.4. This proves that all indicators used as questionnaire questions are included in the valid category.

Reliability Test

The reliability test in this test uses Cronbach Alpha (α), where if $\alpha > 0.60$ then the questionnaire is said to be consistent or reliable. The results of the reliability test show that all variables have an *Alpha coefficient* that moves from 0.626 to 0.812 > 0.60 so that all measuring concepts of each variable from the questionnaire are reliable so that items in each variable concept are suitable for use as measuring tools.

Normality Test

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
	Unstandardized Residual	
N	110	
Normal Parameters ^{a,b}	Mean	.000
	Std. Deviation	4.206
Most Extreme Differences	Absolute	.302
	Positive	.302
	Negative	-.169
Test Statistics	.302	
Asymp. Sig. (2-tailed)	.270	

The data results show that the data is distributed normally. This matter seen from mark Asymp. Sig of $0.270 > 0.05$ means variable data has distributed normally in a way statistics.

Results Test Multicollinearity

Table 2. Results Test Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
DM	.673	3.267
CE	.857	3.455

The test results show that the VIF values of all independent variables have values that move from 3.267 to $3.455 < 10$ and the tolerance value moves from 0.673 to with $0.857 > 0.10$. This means that all variables do not show any symptoms of multicollinearity in the regression model.

Table 3. Glejser Test Results

Model	Sig.
1 (Constant)	.860
DM	.519
CE	.522

From the Glejser test, the significance value moves from more than 0.522 to $0.519 > 0.05$, meaning that there is no heteroscedasticity in the regression model, so the regression model is suitable for use in conducting testing.

Results Multiple Linear Regression

Table 4. Multiple Linear Regression Test Results

Model	Standardized Coefficients		
	Beta	T	Sig.
(Constant)		2.183	.051
DM	.179	4.145	.003
CE	.241	4.744	.001

Based on table 4, then equality linear regression is :

$$PI = 0.178 DM + 0.241 CE + e$$

Equality regression own meaning as following :

1. Mark beta coefficient on Digital Marketing variables show number of 0.178 and worth positive It means if Digital Marketing is increasing good so Purchases Intention Consumer On Wardah Brand Products will increase .
2. Mark beta coefficient on Celebrity Endorser variable shows number of 0.241 and worth positive meaning Celebrity Endorsers are increasing famous so will increase Purchases Intention Consumer On Wardah Brand Products .

Hypothesis Test Results (t - Test)

a. Digital Marketing (H1)

The result of $t_{\text{count}} = 4.145 > t_{\text{table}} = 1.98$ with sig $0.003 < 0.05$ so H_0 is rejected meaning a Digital Marketing has a significant influence positive And significant to Purchases Intention Consumer On Wardah Brand Products .

b. Celebrity Endorser (H2)

The result of $t_{\text{count}} = 4.744 > t_{\text{table}} = 1.98$ with sig $0.001 < 0.05$ then H_0 is rejected, meaning that celebrity endorsers can have a positive and significant influence on Purchases Intention in Wardah Brand products .

Results Coefficient of Determination (R^2)

Table 6. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824 ^a	.679	.671	3.04718

a. Predictors: (Constant), CE, DM

b. Dependent Variable: PI

In table 6, the R^2 value of 0.679 means 67.9 % variation in Consumer Purchases Intention in Wardah Brand Products can be explained by the variables Digital Marketing, Celebrity Endorser, while the remaining 32.1 % is explained by the variables other.

Results F Test

Table 7. F Test Results

ANOVA ^a					
Model		Sum of Squares	Df	Mean Square	F
1	Regression	253.420	2	37,353	31,197
	Residual	78.471	107	2.426	
	Total	331.891	109		

a. Dependent Variable: PI

b. Predictors: (Constant), CE, DM

Table 6 shows an F value of 31.197 with a significance level of $0.000 < 0.05$. means The regression model used can predict the dependent variable.

5. Discussion

The Influence of *Digital Marketing* on Purchases Intention

Based on the results of the data analysis, it was stated that *digital marketing* has a significant influence on Consumers' Purchases Intention Wardah brand products is proven by the *t- statistic value obtained* , namely $0.003 < 0.05$, which means hypothesis accepted. This is because *digital marketing* is very flexible and makes it easier for companies to introduce the latest products or services and get information from customers. According to Yudiandri et al. (2024), the existence of digital technology plays an important role in improving organizational performance (Hofacker et al., 2020) and gaining new consumers (Foroudi et al., 2017). *Digital marketing* can help increase purchasing interest, influence consumer behavior and encourage consumers to buy their products. The results of this study are in line with the results of research (Az-Zahra & Sukmalengkawati, 2022; Lembahyung & Handayani, 2023) , that *digital marketing* has a positive and significant effect on Consumers on Wardah Brand Products. This is because various interesting content and promos uploaded by Wardah Brand Products on social media can influence consumer loyalty and Purchases Intention them.

The Influence of Celebrity Endorsers on Purchases Intention

Based on results data analysis, stated that celebrity endorsers have significant influence to Purchases Intention Consumer On Wardah Brand Products proven from acquisition t- statistic value namely $0.001 < 0.05$. means hypothesis accepted . Belch & Blech (2004) , *celebrity endorser* is a figure or personality who is well known by the public and who portrays himself as a consumer in the advertisement. Through celebrity endorser, interest buy from a consumer will be influenced, because objectively *the celebrity endorser* supports the consumer's beliefs which will be passed on to become an attitude and end in a request buy. Results hypothesis testing (H2) has proven that there is a positive influence between *Celebrity Endorser* and Consumer Purchases Intention in Wardah Brand Products means that the hypothesis in this study is H2 is accepted. These results support previous studies conducted by Farouq & Rusdi (2023); Juliana et al . (2018); Suhardi & Irmayanti (2019) that *Celebrity endorsers* have a positive and significant influence on consumer Purchases Intention in Wardah Brand Products. However, results study, This depart behind with results study from Silcy et al. (2022); Herianto (2016); Priyono (2015) in particular partial *Celebrity Endorser* no influential significant to Purchases Intention

6. Conclusions

The study's findings indicate that Digital Marketing and Celebrity Endorsers have a positive and significant influence, both individually and collectively, on consumers' purchase intention for Wardah brand products. This suggests that effective digital marketing strategies and the use of celebrity endorsements play a crucial role in shaping consumer purchasing decisions. However, other factors also contribute to purchase intention beyond these two variables.

Future studies should explore additional factors that may influence consumer purchase intention for Wardah brand products. Variables such as pricing, service quality, brand image, and customer satisfaction could provide deeper insights into consumer behavior. Expanding the scope of research by incorporating different consumer demographics or market segments may also enhance the understanding of what drives purchasing decisions.

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