The Influence of Brand Image and Celebrity Endorsers on Sales of Skincare Products The Originote

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Abstract
This research aims to analyze the influence of brand image and celebrity endorsers on sales of The Originote skincare products. The research uses quantitative methods with respondents who are consumers of The Originote. Data was collected through questionnaires and analyzed with SmartPLS. The research results show that there is a significant influence of celebrity endorsers on sales of The Originote skincare products. There is a significant influence of brand image on sales of The Originote skincare products. The celebrity endorser and brand image variables are able to explain variations in sales of The Originote skincare products. The conclusion of this research is that celebrity endorsers and a positive brand image have a big influence in attracting consumer buying interest which ultimately can increase sales of The Originote skincare products.

Keyword: brand image, celebrity endorser, product sales, skincare

Introduction

The modern era like today is of course everyone has understood and understands what is important and the use of caring for the skin of the body and face. Currently, various kinds of skincare are easily found anywhere and there are many variants that have been made according to the diverse skin types of Indonesians such as: oilyskin, dryskin, oily to dryskin. making it easier for anyone to find skin care wherever we are. Currently, various kinds of body care have been found everywhere, ranging from local to outside products that certainly have their own quality. In addition, the development of beauty products is very fast according to the target market. The rapid development of Skincare products can be seen from the many types of skincare in Indonesia (Shanti Purnamasari et al., 2022).

According to Nuraini (2015) Competition is also getting tougher, so each beauty product manufacturer is competing to win the competition. In this research I will discuss one of the skincare products that is currently viral on tiktok and Indonesians are flocking to buy it even willing to pre order because many influencers participate in promoting it. The Originote product is very rapidly emerging and many consumers are interested in trying it. The Originote is still fast because many celebrities are promoting it.

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Figure 1. Top Face Serum Products Hunted on E-Commerce

Source: Compas.co.id, (2023)

Based on Figure 1 Top Facial Serum Products Hunted in E-Commerce, it explains that the third favorite skincare brand falls to The Originote. The Originote brand is an Indonesian facial care brand that is known for its pretty good products at pocket-friendly prices for all circles. The Originote, is a skincare brand that has gone viral on TikTok social media with positive testimonials from its consumers after using this product and has even been difficult for consumers to find because it has been sold out due to the large number of people who want to try it.

"We would like to thank you for the award given by TRAS N CO Indonesia in collaboration with INFOBRAND.ID media. we also thank all consumers who have chosen our products. And in the future, we will try to consistently present the best products to pamper them even more," said Debby in Jakarta, Friday (5/26), the above statement is taken from the source (Neraca.co.id, 2023).

The Originote Moisturizer is formulated with the main ingredients of Hyaluron, Ceramide, and Chlorelina that can help moisturize the skin, maintain the skin barrier, and maintain skin youthfulness. The advantage of The Originote Hyalucera Moisturizer is in its texture, a lightweight clear watery gel that can be used by all skin types, can be combined with other skincare and makeup products, at an affordable price. Head of Marketing The Originote Panca Krisna said that currently The Originote is only present on two e-commerce platforms, namely TikTok Shop and Shopee. It is also trying to be present in offline markets such as Guardian, Watson or Sociola. "We will soon be present in offline stores," said Panca.

According to Iranita & Jalal (2023) The Originote now has 20 skin care products, 70% of which are dominated by moisturizer products. "In 1 month, there may be 2 million products sold in the community. Because our products are quite affordable but the quality is the best. The price is around Rp42,000 for 50 ml. The Originote Hyalucera Moisturizer product first arrived in Indonesia in March 2022. The background of The Originote Hyalucera Moisturizer is the result of The Originote team's research that found a need for Indonesian skin for facial moisturizers with light texture, quality, and affordable prices. This moisturizer is formulated with Hyaluron, Ceramide, and Chlorelina to help maintain the skin barrier, lock in hydration in the skin, and maintain skin youthfulness. "All The Originote products, especially The Originote Hyalucera

Moisturizer, will be distributed throughout Indonesia. We target The Originote customers are men and women aged 15-20 years, this is our main focus to compete with existing competitors.

Based on the explanation above, it interests the author to conduct research on The Originote consumers with the title "The effect of brand image and celebrity endorsers on sales of The Originote skincare products". Through this research, it is hoped that empirical evidence can be obtained on the most effective marketing mix strategy to be implemented by The Originote in order to increase its competitiveness and sales in the midst of intense competition for skincare brands in Indonesia.

Method

This type of research uses quantitative descriptive research. According to Sugiyono (2009) quantitative approach is a research method used to research on certain populations and samples. The population of this study were all consumers of The Originote in Indonesia. The sampling technique used in this study was simple random sampling. According to Sugiyono (2012) simple random sampling is a method of selecting samples from a population using simple random sampling in such a way that each member of the population has the same opportunity to be included in the sample. The respondents in this study amounted to 84 respondents which were obtained from the formula Hair et al. (2010) The data collection technique uses the method of distributing questionnaires via google form. This research scale uses a Likert scale. The analysis method in this study uses R square algorithm analysis and bootstrapping path coefficients analysis on SmartPLS to analyze the effect of brand image and celebrity endorsers on sales of The Originote skincare products in Indonesia.

Results and Discussions

Respondents in this questionnaire consisted of 84 respondents, all of whom were female. Respondents as many as 72 consumers aged 20-25 years, 2 consumers aged over 25 years and 10 consumers aged under 20 years, where the dominant respondents of this study are teenagers aged 20-25 years.

Table 1. R Square

	R Square	R Square Adjusted
PP	0.695	0.688

Source : SmartPLS (2024)

Based on the R Square value given for the Product Sales variable of 0.695, it shows that 69.5% of the variation in the dependent variable (sales of The Originote skincare products) can be explained by the independent variables (brand image and celebrity endorser) used in the regression model. The Adjusted value of 0.688 is the adjusted $R2$ value, and is generally more accurate than the $R2$ value. This value indicates that the independent variable explains the dependent variable by 68.8%. The probability (p) value is not specifically mentioned so a significance test cannot be

performed. However, from the high R2 and Adjusted R2 values, it can be concluded that the regression model used is good enough. So in short, about 69.5% of the variation in sales of The Originote skincare products can be explained by the brand image and celebrity endorser variables. The regression model used is also good based on the value of R2 and Adjusted R2.

Table 2. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
CE -> PP	0.604	0.608	0.068	8.897	**0.000**
CM -> PP	0.290	0.292	0.074	3.931	**0.000**

Source : SmartPLS (2024)

Based on the results of data processing Path Coefficients Bootstrapping explains that Original Sample (O) CE -> PP: 0.604. This is the path coefficient (original sample) for the relationship between CE (Celebrity Enddorser) and PP (Product Sales). The path coefficient value of 0.604 indicates that every 1 unit increase in CE will increase PP by 0.604 units. CM -> PP: 0.290. This is the path coefficient for the relationship between CM (Brand Image) and PP (Product Sales). The value of 0.290 indicates that every 1 unit increase in CM, will increase PP by 0.290 units. The Sample Mean (M) of the CE -> PP path coefficient of the entire sample is 0.608. The average path coefficient of CM -> PP is 0.292. The Standard Deviation (STDEV) of the CE -> PP path coefficient is 0.068. The smaller the standard deviation value, the better as it indicates lower variability around the mean value of the parameter. The standard deviation of CM -> PP is 0.074. T Statistics is the t test value with the formula coefficient divided by standard deviation. Used for significance testing, where a T value greater than 1.96 indicates significance. T stat CE -> PP = 0.604/0.068 = 8.897 (significant because > 1.96). T stat CM -> PP = 0.290/0.074 = 3.931 (significant)

P Values are the probability of error in rejecting the null hypothesis. If P < 0.05, then the effect is significant. P value CE -> PP = 0.000 (less than 0.05 so significant). So the conclusion is that there is a significant influence of Celebrity Endorser on Product Sales. This research contributes to previous research conducted by Maryanti (2022) which states that celebrity endorsers have a positive and significant effect on product sales. Other research was also conducted by Sofi (2020) Celebrity endorsement has a positive and significant effect on product sales. However, other research conducted by Ramadhani (2020) explains that celebrity endorsers do not have a significant effect on product sales.

Celebrities have great appeal and influence on the audience. Can increase consumer attention to endorsed products. The positive image of the celebrity transfers to the product, increasing credibility and trust in the product. Celebrities are trendsetters, consumer decisions to buy products are influenced by the desire to imitate their idols. Ads with celebrities are more attractive and remembered by consumers, important for brand awareness that drives sales.

Production costs are more expensive but the benefits are also significant if the celebrity is chosen correctly.

While the effect of P value CM -> PP = 0.000 (significant). The conclusion from the effect of brand image on product sales is that there is a significant effect of brand image on product sales. This research contributes and is in line with previous research conducted by Ahmad Fahrezi. (2023) which states that brand image has a positive and significant effect on product sales. Other research conducted by Dedhy (2017) also said that in his research brand image has a positive and significant effect on product sales. However, other research conducted by Apriliani (2023) states that partially there is no significant influence between brand image and product sales..

A positive brand image makes consumers prefer and be interested in the product. Consumers tend to choose products from brands that are well known and have a good reputation in the minds of consumers. A strong and positive brand image creates consumer preference and loyalty to the brand. A good reputation and brand image make consumers trust the quality of the product. Consumer trust and preference for the brand certainly increases product purchase intentions and decisions. So a positive brand image has a big influence in increasing buying interest which in turn increases sales of the company's products.

Conclusion

There is a significant effect of celebrity endorser variables on sales of The Originote skincare products. Each increase in celebrity endorsers will increase product sales by 0.604 units. There is a significant effect of the brand image variable on sales of The Originote skincare products. Each increase in brand image will increase product sales by 0.290 units. The celebrity endorser and brand image variables are able to explain the variation in sales of The Originote skincare products by 69.5%, the remaining 30.5% is explained by other factors. The regression model used is good based on the R square and adjusted R square values. Consumers are mostly aged 20-25 years where many teenagers are interested in skincare. The Originote's target market is mainly teenagers aged 20-25 years. Celebrity endorsers and a positive brand image have a big influence in attracting consumer buying interest which in turn can increase product sales.

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