THE EFFECT OF SENSATIONAL ADVERTISING, CELEBRITY ENDORSE, AFFILIATE MARKETING AND PRODUCT VARIATION ON CONSUMER BUYING INTEREST IN SCARLETT PRODUCTS
(Case Study of Economics and Business Students of Universitas Malikussaleh)

Ulan Tari[1], M. Subhan [2], Heriyana[3], T. Edyansyah[4]
[1,2,3,4]Universitas Malikussaleh /Bukit Indah,Lhokseumawe
E-mail: ulan200410036@mhs.unimal.ac.id[1], msubhan@unimal.ac.id[2], heriyana@unimal.ac.id[3],
tedyansyah@unimal.ac.id[4]

Abstract

This research aims to determine the influence of Sensational advertising, Celebrity Endorsement, Affiliate Marketing, and product variations on interest in purchasing Scarlett Skincare products among students at the Faculty of Economics and Business, Universitas Malikussaleh. The research method used in this research is a quantitative method. The instruments in this research use validity tests, reliability tests, classic assumption tests used, namely normality tests, multicollinearity tests and heteroscedasticity tests, determination tests (R2) and hypothesis tests (t). This research was conducted on economics and business students at Universitas Malikussaleh. In this research, the data used was primary data obtained by distributing questionnaires to 100 respondents. The data analysis technique used is multiple linear regression analysis with the help of the SPSS 26.0 program. The results of this research show that partially, each variable, namely, Sensational advertising has a significant effect on buying interest, Celebrity endorsement has a significant effect on buying interest, Affiliate Marketing has a positive and significant effect on buying interest and product variety has a positive and significant effect on buying interest.

Keywords: *Sensational advertising, Celebrity Endorsement, Affiliate Marketing, Product Variations, Buy Interest*

INTRODUCTION

Business competition is becoming more concrete in the current era of globalization, more dynamic, complex and uncertain. This is what makes entrepreneurs increasingly challenged as well as a good opportunity if it can be utilized, the market opportunities available today are so broad not only in the domestic market. Every product marketed by the company must have its own advantages.

Along with the times from time to time, many companies create new brands to compete in the beauty business in Indonesia. Because of the demand to look beautiful for women has become a primary need, especially among students. Students will feel more confident in mingling in the campus environment, organizational environment, peer environment or other social environments if they are beautiful. Especially with increasing age, finding a life partner becomes one of the priorities. This phenomenon is a great opportunity for the industry in creating skincare products.

The large number of choices and promotions from various brands makes it easy for consumers to move to other products if they are not satisfied. The current consumer position is in an era of information disclosure which has an impact on the ease of jumping from one product and service to another. These conditions require every company to be able to meet customer satisfaction if it does not want to be abandoned by customers. In the marketing concept, this is done by looking at the gap between expectations and the actual conditions obtained by consumers. The population of Indonesia published in the Indonesian statistics in February 2023 reached 275.7 million people, including a female population of 136.3 million, this makes Indonesia a promising opportunity in producing skincare products.

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In Indonesia itself there are so many skincare products that can be used to support beauty. Based on the Indonesia Quality Observer which conducts research and research on skincare products circulating in Indonesia with reference to the most demand, including the Scarlett Skincare Brand which is still able to compete in the tight competition of Skincare in Indonesia.Scarlett has achieved total sales of Rp.40 billion and managed to occupy the second position as the top 10 Best Selling Local Skincare Brand in E-commere.

Trust and the ability to buy products are one of the factors in the emergence of buying interest (purchase intention) in a product. In addition, interest is included in the psychological aspect where its influence has an impact on behavior, according to Shahnaz and Wahyono (2016) purchase interest is the possibility of prospective buyers to seek information through various sources when making a purchase. However, consumers do not necessarily purchase a product or service even when they feel interested in the product. Purchase interest in a product can occur due to observation of interesting information from advertisements, celebrity recommendations, availability of complete variations, and Affiliate Markrting assistance from Shoppe and Tiktokshop platforms.

On the other hand, the factor that influences buying interest is Celebrity endorse. The chosen celebrity is of course the one that is liked by many people. Given the large number of K-pop fans, especially among teenagers, Scarlett has partnered with several Brand Ambassadors from South Korea to promote Scarlet products to be widely known abroad, Brand Ambassadors from South Korea who are partnered by Scarlett include Song Joong Ki who is a famous actor, even the drama starring Song Jong Ki, Reborn Rich, features Scarlett in the show and is also one of the main sponsors of the drama, besides Song Joong Ki, now EXO, which is one of the top boy groups and Twice girl groups from South Korea, is also partnered to become a Brand Ambassador for Scarlet products.

Then another factor that influences buying interest is Affiliate Marketing. Affiliate Marketing by utilizing various social media sites such as using the Shoppe application, Tiktok, Instagram and so on. An Affiliator really helps companies increase sales, Affiliate marketing is an activity in collaboration with organizations or content creators to promote our products on their social media pages in order to get mutual benefits after promoting these products.

From temporary research, researchers found that many Affiliators published videos about the number of accounts on social media that imitated Scarlett products, because the circulation of this news made consumers wary of the intention to buy Scarlett which was not on the official Scarlett company website, based on this phenomenon, researchers wanted to examine the effect of Affiliate Marketing on buying interest.

The next factor that influences buying interest is the variety of Scarlett products, currently Scarlett consists of various variants including facial treatments such as Brightening Facial Wash, Brightly Essence Toner, Brightly Ever After Night Cream, Brightly Ever After day Cream, Acne Facial Wash, Brightly Ever After Serum, Acne Night Cream, Acne Day Cream, Acne Serum, Ceramide Booster Oil, Peeling Gel, Moisturizer, C-powerFace Mist, C-power Serum, Glow Tening Serum, Skin Smoothing, Sun Bright Daily Sunscreen. Body care such as 4 variants of Body Cream, 2 variants of Body Lotion, 6 variants of Body Scrub, 4 variants of Body Serum, Body Lotion Tube, and Shower Scrub. Shampoos such as Sea Salt Shampoo, and Sea Salt Conditioner. Perfume has 22 flavors such as Eau de Parfum Dreamy, Eau de Parfum Sweet Memories, Eau de Parfum Euphoria, Eau de Parfum Wonderland, Velvet Rouge, Golden Elixir, and others.

Although there are many variants in Scarlett products, it is still incomplete in terms of products, such as cosmetic products that are not available, from this phenomenon it makes consumers easily switch from one brand to another. Based on previous research by Jungang (2023) with research results showing that product variation affects consumer buying interest persially. This research was conducted by researchers to obtain more accurate information, namely: how the influence of Sensational Advertising, Celebrity endorse, Affiliate Marketing and product variations on buying interest in Scarlett products. For this reason, researchers conducted research by making Universitas Malikussaleh students, especially the

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Faculty of Economics and Business, the research sample.

LITERATURE REVIEW

Advertising

Advertising is the non-personal promotion of the idea of goods or services by a clear sponsor by presenting and it is all in the form of payment. American Marketing Associaton (Malau, 2018). Advertising is a message in conveying the meaning of the product with the most important persuasive words to invite potential consumers of goods and services (Firmansyah, 2020).

Celebrity Endorser

According to Ramlawati and Lusyana (2020) a celebrity endorser is an artist/actor, movie star, vlogger, YouTubers, celebgram, athlete, and influencer who is known to many people for the success of their respective fields. Manggalania and Soesanto (2021) celebrity endorsers are celebrities who exist or are used in advertisements with the aim of inviting and recommending to the public to use the sponsored or promoted product. Adiba et al (2020), celebrity endorsers are people who are known in the general public and recognized by the public so that they are able to present the product in the advertisement as well as possible.

Affiliate Marketing

Affiliate marketing is a business system that is run by paying for the services of others (affiliators) because these people succeed in selling products and services owned by companies / online stores based on links that are distributed through the affiliator's social media which will be directly connected to e-commerce or web owned by companies or online stores (Pinky, 2022), Affiliate marketing is a digital marketing technique through affiliate links that have been created and shared to earn income from sales (Nursal et al., 2022).

Product variety

Product variety is anything that can be made and available in the market to be noticed, bought, used or consumed and that can fulfill wants or needs (Astuti & Maharani, 2020). Product variety is a collection of all products and goods offered by certain sales to consumers (Saputra et al., 2023). In the world of marketing, product diversity or product diversity is not new. When carrying out product launch activities, marketers often use this tactic (Lestari & Novitaningtyas, 2021). In other words, product variety is defined as a variety of products that can still be felt clearly different.

METHOD

This type of research uses quantitative methods, data collection techniques in this study using techniques (Field research). This technique is done by going directly to the research field to obtain data related to research needs, while the data collection method used in this study is a questionnaire / questionnaire. The questionnaires distributed used a Likert scale. The population in this study amounted to approximately 4005 students of the Faculty of Economics and Business, Universitas Malikussaleh Lhokseumawe, the selected population consisted of majors in Development Economics, Management, Accounting, Sharia Economics. Determination of the sample using the slovin formula with a margin of error of 10%, which is 97.56 and rounded to 100. The sampling technique used in this study is Non probability sampling with Purposive sampling technique sampling using certain considerations in accordance with the desired criteria to be able to determine the number of samples to be studied. Data

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analysis using SPSS. As well as using validity and reliability tests, and coefficient of determination tests, multiple linear regression. To test the hypothesis using the T test.

RESULTS AND DISCUSSION

This study aims to determine the effect of Sensational Advertising (X1), Celebrity Endorse (X2), Affiliate Marketing (X3), Product Variety (X3) on Buying Interest (Y) Consumer Purchase Interest in Scarlett Products (Case Study of Students of the Faculty of Economics and Business, Universitas Malikussaleh).Therefore, to analyze the effect, multiple linear regression analysis is used. The results of multiple linear analysis with the SPSS version 26 program are obtained as follows:

Table 1. Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	20.505	2.341	
	Sensasional Iklan(X_1)	0.209	0.077	0.290
	Celebrity Endorse (X_2)	0.125	0.062	0.203
	Affiliate Marketing(X_3)	0.186	0.081	0.227
	Product Variety (X_4)	0.120	0.052	0.216

Source processed by researchers (2024)

Table2. Partial Test Results (t)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.505	2.341		8.760	0.000
	Sensasional Iklan (X_1)	0.209	0.077	0.290	2.712	0.008
	Celebrity Endorse(X_2)	0.125	0.062	0.203	2.013	0.041
	Affiliate Marketing(X_3)	0.186	0.081	0.227	2.293	0.024
	Product Variety (X_4)	0.120	0.052	0.216	2.293	0.024

Source processed by researchers (2024)

Sensational Advertising (X_1)

Advertising has a significance value of 0.008, this value is smaller (<) than 0.05. As for the tcount, the value of 2.712 is greater (>) the t table (1.984), so the Sensational Advertising variable has an effect on the purchase intention variable. So that the first hypothesis, H1: the variable Sensational Advertising has a partially significant effect on the purchase intention variable is accepted.

Celebrity Endorse (X_2)

The Celebrity Endorse (X_2) coefficient value is 0.125, meaning that if the Celebrity Endorse (X_2) variable is increased by one Likert scale unit. Then the purchase interest (Y) in Scarlett Scincare products increases by 0.125.

Affiliate Marketing(X_3)

The Affiliate Marketing (X_3) coefficient value is 0.186, meaning that if the Affiliate Marketing (X_3) variable is increased by one Likert scale unit. Then the purchase intention (Y) on Scarlett Scincare products increases by 0.186.

Koefisien Variasi Produk(X_4)

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The coefficient value of Product Variety (X_4) is 0.120, meaning that if the Product Variety variable (X_4) is increased by one Likert scale unit. Then the purchase intention (Y) on Scarlett Scincare products increases by 0.120.

CONCLUSION

Based on the results of the analysis that has been carried out on the test The Effect Of Sensational Advertising, Celebrity Endorse, Affiliate Marketing And Product Variation On Consumer Buying Interest, it can be concluded that :

1. Sensational Advertising has a positive and significant influence on Consumer Buying.
2. Celebrity Endorse has a positive and significant influence on Consumer Buying.
3. Affiliate Marketing has a positive and significant influence Consumer Buying
4. Product Variation has a positive and significant influence Consumer Buying

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