

**FACTORS THAT INFLUENCE THE DECISION TO  
PURCHASE SCARLETT WHITENING ON SHOPEE****Nila Ervilyana<sup>1\*</sup>, Bayu Kurniawan<sup>2</sup>, Rita Meiriyanti<sup>3</sup>**<sup>1,2,3</sup>Universitas PGRI SemarangJl. Sidodadi Timur No.24, Karangtempel, Kec. Semarang Timur, Kota Semarang, Jawa  
Tengah 50232**\*Email:** [nilaervilyana27@gmail.com](mailto:nilaervilyana27@gmail.com)**ABSTRACT**

The purpose of this research is to determine the influence of brand image, brand equity, brand reputation, celebrity endorser, brand awareness, and customer reviews on purchasing decisions for Scarlett Whitening products at Shopee. The type of research used is quantitative. The population in this study were students from the Faculty of Economics and Business, PGRI Semarang University, Class 2020-2023 who had purchased and used Scarlett Whitening products. The sampling technique used the proportionate stratified random sampling method with a sample size of 399 respondents. The data analysis technique uses multiple linear regression analysis with SPSS 25. The results of this research are that brand image, brand equity, brand reputation, celebrity endorser, brand awareness, and customer reviews simultaneously influence purchasing decisions for Scarlett Whitening products at Shopee.

**INTRODUCTION**

In this era of technological advances and the easy distribution of information, people are increasingly paying attention to their appearance. Therefore, people routinely use skincare to care for their skin and face so that it doesn't get dull and get acne. Skincare is a certain product to maintain healthy skin and protect the skin from sunlight. However, the emergence of these new skincare brands has caused intense business competition in the skincare industry, starting from local brands and foreign brands. Based on data from Compas, there are 10 best-selling Indonesian skincare brands on Shopee and Tokopedia for the April-June 2022 period, namely Sometinc, Scarlett Whitening, MS Glow, Avoskin, Whitelab, Azarine, Wardah, Erha, Emina, and Bio Beauty Lab. From this data, it is known that Scarlett Whitening is in 2nd position with sales of 40.9 billion. Scarlett Whitening is a skincare brand owned by Felicya Angelista which sells beauty products ranging from body care to face care. As technology develops, various new phenomena emerge, one of which is the marketplace. The emergence of this marketplace has made a change in people who used to shop offline to now shop online. According to Mustajab (2023), the number of marketplace users in Indonesia is predicted to have reached 200 million users and will continue to increase in the number of users for the next four years. Therefore, the marketplace is very suitable as a forum for marketing a product. Based on data from Goostats, Shopee is the most visited marketplace in the first quarter of 2023 with an average of 157.9 million visitors per month (Aditya, 2023).

The phenomenon of the self-care trend is closely related to consumer behavior in making purchasing decisions. Tjiptono (2011) suggests that a purchasing decision is a process where consumers recognize a problem, search for information about a particular product or brand, and accurately evaluate each option to solve the problem, thus leading to a purchasing decision. Considering the large number of products circulating in society, consumers will usually consider various alternatives before making a purchasing decision. There are factors that consumers consider when making purchasing decisions, namely brand image. Brand image refers to a brand understanding that is stored in customers' minds which can be structured and formed into a meaning (Putry & Afandi, 2022). Therefore, developing a strong and positive brand image is very important to retain and attract consumers. Apart from that, there is brand equity which refers to the strength and value of a brand in the eyes of consumers which is based on consumers' experiences and perceptions of the brand. Good brand equity can provide more things for a brand, with good brand equity it can increase the brand's competitiveness against other brands so that consumers will remember the brand being marketed (Nurwanto & Indiyani, 2020). The next factor that consumers can consider is brand reputation. Rust, et al., (2021) suggest that brand reputation is an overall impression formed from the thoughts, feelings and conversations that all stakeholders have regarding a brand. Having a good brand reputation can form a sense of consumer trust and loyalty so that consumers will not switch to other brands. Apart from that, there are celebrity endorsers who are individuals who are known to the public and use their popularity to promote a product (Schiffman & Kanuk, 2000). Because the celebrity's appeal and popularity can arouse consumers' buying interest in the product being promoted. The final factor that consumers consider is brand awareness, which refers to the extent to which consumers can recognize a brand. A well-known and familiar brand will attract more consumers to make purchases because consumers feel safe about something that is familiar to many people (Larasati et al., 2022). Apart from that, there are customer reviews because before making a purchase, consumers usually check reviews about the product they are going to buy. Positive reviews can increase the trust and credibility of a product and vice versa. From this phenomenon, this research was conducted to determine the influence of brand image, brand equity, brand reputation, celebrity endorser, brand awareness and customer reviews on purchasing decisions for Scarlett Whitening at Shopee.

## **METHOD**

This research is quantitative research. The target population is students from the Faculty of Economics and Business, PGRI University Semarang, Class 2020-2023. The sampling technique used the proportionate stratified random sampling method. Sugiyono (2013) stated that it is a sampling technique that involves dividing the population into homogeneous groups (strata). The samples in the research were 399 samples. The data collection technique uses a questionnaire method. Meanwhile, data analysis techniques use multiple linear regression analysis, validity tests, reliability tests, and classical assumption tests which include normality tests, multicollinearity tests, and heteroscedasticity tests.

**RESULTS**
**Multiple Linier Regression Analysis**

 Table 1 Multiple Linier Regression Analysis  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.274	1.305		1.743	.082
	Brand Image	-.084	.066	-.038	-1.273	.204
	Brand Equity	.333	.072	.212	4.634	.000
	Brand Reputation	.451	.083	.244	5.448	.000
	Celebrity Endorser	.325	.054	.272	5.965	.000
	Brand Awareness	-.015	.052	-.009	-.294	.769
	Customer Review	.361	.056	.244	6.408	.000

a. Dependent Variable: Purchase Decision

Source : Primary Data (2024)

$$Y = 2,274 - 0,084 + 0,333 + 0,451 + 0,325 - 0,015 + 0,361 + e$$

The regression equation in this research is as follows:

- 1) The constant value  $a$  is 2.274, indicating that if the variables brand image (X1), brand equity (X2), brand reputation (X3), celebrity endorser (X4), brand awareness (X5), and customer review (X6) have a value of 0 then the size of the decision purchases (Y) of 2,274.
- 2) The regression coefficient on the brand image variable (X1) has a negative sign of 0.084, which means that for every 1 increase in the brand image variable (X1), the value of the purchasing decision variable (Y) will decrease by 0.084 assuming the other independent variables are constant.
- 3) The regression coefficient on the brand equity variable (X2) has a positive sign of 0.333, which means that for every 1 increase in the brand equity variable (X2), the value of the purchasing decision variable (Y) will increase by 0.333.
- 4) The regression coefficient on the brand reputation variable (X3) has a positive sign of 0.451, which means that for every 1 increase in the brand reputation variable (X3), the value of the purchasing decision variable (Y) will increase by 0.451.
- 5) The regression coefficient on the celebrity endorser variable (X4) has a positive sign of 0.325, which means that for every 1 increase in the celebrity endorser variable (X4), the value of the purchasing decision variable (Y) will increase by 0.325.

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- 6) The regression coefficient on the brand awareness variable (X5) has a negative sign of 0.015, which means that for every 1 increase in the brand awareness variable (X5), the value of the purchasing decision variable (Y) will decrease by 0.015 assuming the other independent variables are constant.
- 7) The regression coefficient on the customer review variable (X6) has a positive sign of 0.361, which means that for every 1 increase in the customer review variable (X6), the value of the purchasing decision variable (Y) will increase by 0.361.

### T Test

Based on the results of the table 1, it can be found as follows:

- 1) The brand image variable obtained a significance value of  $0.204 > 0.05$  and  $t \text{ count} < t \text{ table}$  ( $-1.273 < 1.966$ ) indicating that H1 in this study was rejected. So the conclusion is that there is no significant influence between brand image (X1) on purchasing decisions (Y).
- 2) The brand equity variable obtained a significance value of  $0.000 < 0.05$  and  $t \text{ count} > t \text{ table}$  ( $4.634 > 1.966$ ) indicating that H2 in this study was accepted. Therefore, it can be concluded that there is a significant influence between brand equity (X2) on purchasing decisions (Y).
- 3) The brand reputation variable obtained a significance value of  $0.000 < 0.05$  and the calculated  $t \text{ value} > t \text{ table}$  ( $5.448 > 1.966$ ) indicating that H3 in this research was accepted. So it can be concluded that there is a significant influence between brand reputation (X3) on purchasing decisions (Y).
- 4) The celebrity endorser variable obtained a significance value of  $0.000 < 0.05$  and the calculated  $t \text{ value} > t \text{ table}$  ( $5.965 > 1.966$ ) shows that H4 in this research is accepted. Therefore, it can be concluded that there is a significant influence between celebrity endorsers (X4) on purchasing decisions (Y).
- 5) The brand awareness variable obtained a significance value of  $0.769 > 0.05$  and a calculated  $t \text{ value} < t \text{ table}$  ( $-0.294 < 1.966$ ) indicating that H5 in this study was rejected. So the conclusion is that there is no significant influence between brand awareness (X5) on purchasing decisions (Y).
- 6) The customer review variable obtained a significance value of  $0.000 < 0.05$  and a calculated  $t \text{ value} > t \text{ table}$  ( $6.408 > 1.966$ ) which indicates that H6 in this research is accepted. So it can be concluded that there is a significant influence between customer reviews (X6) on purchasing decisions (Y).

### F Test

Table 2 F Test

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2540.039	6	423.340	127.266	.000 <sup>b</sup>
	Residual	1303.951	392	3.326		

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Total	3843.990	398			
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a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Customer Review, Brand Image, Brand Awareness, Brand Reputation, Celebrity Endorser, Brand Equity

Source : Primary Data (2024)

Based on the results of the f test, it was found that sig < 0.05, which means that the variables brand image, brand equity, brand reputation, celebrity endorser, brand awareness and customer reviews jointly influence purchasing decisions.

### Coefficient Of Determination Test

Table 3 Coefficient Of Determination Test

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813 <sup>a</sup>	.661	.656	1.824

a. Predictors: (Constant), Customer Reviews, Brand Image, Brand Awareness, Brand Reputation, Celebrity Endorser, Brand Equity

b. Dependent Variable: Purchase Decision

Source : Primary Data (2024)

In the R<sup>2</sup> test, it was found that the Adjusted R Square value was 65%, meaning that the influence of brand image, brand equity, brand reputation, celebrity endorser, brand awareness and customer reviews on purchasing decisions was 65%, the remaining 35% was influenced by other factors.

## DISCUSSION

### The Influence Of Brand Image On Purchase Decisions

Based on the test results, brand image has no influence on purchasing decisions for Scarlett Whitening. This is because the image is less able to provide satisfaction and a good impression on consumers in influencing purchasing decisions for Scarlett Whitening. Apart from that, now there are many brands that are more well-known and have a good image in society, plus the emergence of new, higher quality skincare products means that brand image is no longer the focus of consumers when making purchasing decisions. Therefore, the lower the brand image, the weaker it is to influence consumer purchasing decisions. In line with Ramadani & Rachmawati, (2022) research that brand image has a negative and insignificant on purchasing decisions.

### The Influence Of Brand Equity On Purchase Decisions

Based on the test results, brand equity has a positive and significant effect on purchasing decisions for Scarlett Whitening at Shopee, meaning that the stronger brand equity can increase customer loyalty because consumers will be more inclined to choose brands that are better known and trusted, which can result in repeat purchases and strengthen



the brand in the market so that they are able to compete. with competitors. Apart from that, strong brand equity can increase product credibility which has an impact on consumer trust so that it can influence consumers to make purchasing decisions. In line with Dilip, et al., (2020) research that brand equity has a positive and significant effect on purchasing decisions.

### **The Influence Of Brand Reputation On Purchase Decisions**

Based on the test results, brand reputation has a positive and significant effect on purchasing decisions for Scarlett Whitening at Shopee, which means that by maintaining a strong reputation through consistent branding and focusing on positivity in marketing, Scarlett Whitening can become a brand that is liked and known by consumers. In addition, Scarlett's effectiveness in dealing with a problem can strengthen the brand's reputation so that consumers can trust it to make purchasing decisions. In line with Imaroh & Nunjiyatul, (2022) research that brand reputation has a positive and significant effect on purchasing decisions.

### **The Influence Of Celebrity Endorser On Purchase Decisions**

Based on the test results, celebrity endorsers have a positive and significant influence on purchasing decisions for Scarlett Whitening at Shopee. This is because Scarlett Whitening uses a celebrity endorsement marketing strategy in marketing its products. This strategy has a real and direct impact on consumers' decisions to buy the product due to the celebrity's level of ability and professionalism in offering a product. The success of celebrities in promoting these products is positively correlated with the level of consumer decision to purchase a product. In line with Dona, (2022) research that celebrity endorser has a positive and significant effect on purchasing decisions.

### **The Influence Of Brand Awareness On Purchase Decisions**

Based on the test results, it was found that brand awareness had no influence on purchasing decisions for Scarlett Whitening at Shopee because consumers were less able to describe their feelings and behavior when hearing or using Scarlett Whitening products. Failure to remind and persuade consumers about a brand results in consumers being less aware of the brand so that it does not influence consumers in purchasing decisions. The respondents, in fact, are consumers who still like new things, so brands that have high awareness are not the main consideration because for consumers the most important thing is product safety and quality. In line with Thuy & Anh, (2022) research that brand awareness has a negative and insignificant effect on purchasing decisions.

### **The Influence Of Customer Reviews On Purchase Decisions**

Based on the test results, customer reviews have a positive and significant influence on purchasing decisions for Scarlett Whitening at Shopee, which means that reviews from consumers are very influential in supporting purchasing decisions. Reviews with a positive impression can encourage companies and consumers to have a loyal and strong relationship. The more positive reviews given will build consumer trust in Scarlett Whitening which will result in increased sales of Scarlett Whitening products on Shopee. In line with Rahman, et

al., (2022) research that customer reviews has a positive and significant effect on purchasing decisions.

**The Influence Of Brand Image, Brand Equity, Brand Reputation, Celebrity Endorser, Brand Awareness, And Customer Reviews On Purchase Decisions**

Based on the results of the f test, it shows that the variables brand image, brand equity, brand reputation, celebrity endorser, brand awareness, and customer reviews simultaneously influence the purchasing decision for Scarlett Whitening at Shopee. Apart from that, it was found that 65% of the influence of brand image, brand equity, brand reputation, celebrity endorser and customer reviews had on purchasing decisions, the other 35% was influenced by other factors outside this research. In line with Rosmayanti (2023) research that brand image and brand awareness simultaneously influences purchasing decisions. This is also supported by research by Hayati (2023) that price, perception, brand equity, viral marketing, brand ambassador, product reviews, and customer relationship simultaneously influences purchasing decisions.

**CONCLUSION**

From the results of the analysis it can be concluded that partially brand image has a negative and significant effect on purchasing decisions for Scarlett Whitening products at Shopee. Brand equity has a positive and significant effect on purchasing decisions for Scarlett Whitening products on Shopee. Brand reputation has a positive and significant influence on purchasing decisions for Scarlett Whitening products at Shopee. Celebrity endorsers have a positive and significant influence on purchasing decisions for Scarlett Whitening products on Shopee. Brand awareness has a negative and insignificant effect on purchasing decisions for Scarlett Whitening products on Shopee. Customer reviews have a positive and significant influence on purchasing decisions for Scarlett Whitening products on Shopee. However, simultaneously brand image, brand equity, brand reputation, celebrity endorser, brand awareness, and customer reviews influence the decision to purchase Scarlett Whitening products at Shopee. Judging from the research results, it is hoped that companies can optimize usage image on brand image and consumption on brand awareness in order to increase consumer purchasing decisions. It is hoped that future researchers will obtain different results with the latest research objects and variables.

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