

THE INFLUENCE OF CELEBRITY ENDORSERS, VIRAL MARKETING, AND BRAND IMAGE ON PURCHASE DECISION OF FACETOLOGY SUNSCREEN PRODUCTS IN THE SHOPEE MARKETPLACE (A STUDY ON STUDENTS OF THE UNIVERSITAS PEMBANGUNAN NASIONAL VETERAN JAWA TIMUR)

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Abstract

The development of information technology and the internet has changed traditional business processes to become more dynamic through digital platforms. E-commerce, as one of the innovations in online marketing, makes it easy for consumers to shop practically. Shopee is one of the most popular marketplaces in Indonesia with interactive features that support increased sales. Facetology sunscreen products, with modern marketing strategies such as Celebrity Endorser, Viral Marketing, and strong Brand Image, have succeeded in attracting consumers' attention. Indonesia's location on the equator with high sunlight intensity makes sunscreen a primary need for the community. This study uses an associative type with a quantitative approach, with data collection through distributing questionnaires to 155 active student respondents of UPN "Veteran" East Java who have purchased Facetology sunscreen products on the Shopee marketplace. Data analysis in this study includes testing validity, reliability, classical assumptions, multiple linear regression, and hypothesis testing, all of these analysis processes are carried out using the SPSS program. The results of the study show that the variables Celebrity Endorser, Viral Marketing, and Brand Image have a significant influence, both simultaneously and partially, on purchase decisions.

Keywords: Celebrity Endorser, Viral Marketing, Brand Image, Purchases Decisions

INTRODUCTION

The development of information technology and the internet has had a significant impact on various aspects of life, including in buying and selling activities. This transformation has made previously simple business processes now have wider and more sophisticated access. In this context, information technology has opened up new opportunities for business actors to expand their market reach, increase marketing effectiveness, and speed up the transaction process. One of the results of this development is the emergence of e-commerce, which is a transaction method carried out online through an Internet platform. E-commerce makes it easy for customers to buy the goods or services they need without having to meet the seller face to face. In practice, e-commerce includes transactions between businesses and consumers (business-to-consumer/B2C) and between businesses (business-to-business/B2B) (Alfiah et al., 2020).

One of the most popular e-commerce platforms in Indonesia is Shopee. As an online marketplace, Shopee offers a wide range of products, from fashion needs, cosmetics, household appliances, electronics, and food, to automotive. The practicality, speed, and convenience offered by Shopee make this platform the main choice for consumers. Based on data from Databoks, Shopee recorded the highest site visits in Indonesia throughout 2023, with a total of around 2.3 billion visits. This figure far exceeds other platforms such as Tokopedia, Lazada, BliBli, and Bukalapak. In addition, Shopee also showed the highest visit growth compared to its competitors in the same period (databoks.katadata.co.id, 2024).

According to research conducted (Annur, 2024), the types of FMCG (Fast Moving Consumer Goods) products most frequently purchased through e-commerce are health and beauty care products with total purchases reaching 28.2 trillion rupiahs. Furthermore, the food and beverage sector contributed 11.8 trillion rupiah, the health sector 10.7 trillion rupiah, and the mother and baby sector 6.8 trillion rupiah. This data shows an increase in public awareness of the importance of skincare, which is reflected in the increasing demand for skincare products, especially sunscreen.

Indonesia, which is located on the equator, receives high-intensity sun exposure throughout the year, so the risk of skin damage due to ultraviolet (UV) radiation is a major concern. Sunscreen, as a skin care product that protects against UV rays, is now a primary

need for all groups, both women and men (Mumtazah et al., 2020). This increasing demand has encouraged various local brands, including Facetology, to produce quality sunscreens to meet the needs of the growing market.

Facetology is a brand known for its flagship product, Facetology Triple Care Sunscreen. This product is formulated using hybrid technology that combines physical and chemical UV filters, equipped with SPF 40 PA++++ for optimal protection against UV rays. In addition to the quality of the product, the unique packaging design is an additional attraction. The oval-shaped packaging resembling an egg is different from the usual sunscreen packaging and attracts the public's attention to the point of being nicknamed "the endog". The popularity of this product is also reflected in its achievements, where based on Kompas Market Insight Dashboard data, Facetology managed to rank second after Azarine as the best-selling sunscreen product on e-commerce. With total sales reaching IDR 50 billion, the official Facetology store on Shopee contributed 52% of the total sales. The presence of the official Facetology store on Shopee is one of the keys to the brand's sales strategy. This reflects consumer preferences who prefer to shop through sources that are considered trustworthy.

Purchasing decisions are an important stage in marketing that determines the success of a product in the market. In the context of online marketing, this decision is influenced by external factors such as promotions, recommendations, and brand image, which play a significant role in helping consumers decide to purchase. Celebrity endorsers are public figures who are widely known for their positive image and ability to influence consumer decisions regarding the products they promote (Afifah, 2022). In the promotion of Facetology Triple Care Sunscreen, several well-known influencers such as Tasya Farasya, Nanda Arsyinta, Rachel Vennya, and Sashfir contributed to building a positive image of the product, thereby increasing consumer trust and interest in making purchases. Viral marketing is an effective marketing strategy in the digital era to reach a wider audience and increase brand awareness (Putri et al., 2024). In the promotion of Facetology sunscreen products, this strategy utilizes content from influencers and celebrities who have succeeded in attracting consumer attention, encouraging purchasing decisions, and expanding product popularity. Brand image is a consumer's perception or view of a brand based on the experiences and

information they receive (Shakti et al., 2024). A positive brand image plays a significant role in influencing purchasing decisions, especially in the beauty industry. In a product like Facetology sunscreen, a strong brand image increases consumer confidence in its quality and safety, making it key to attracting and sustaining purchase interest.

In recent years, market demand for sunscreen products, especially among the younger generation, has continued to increase. The sales strategy implemented by Facetology has proven to increase sales with high demand for Facetology sunscreen products. The popularity and strong appeal of Facetology sunscreen products compared to other brands, especially in the Shopee marketplace, is an ideal reference for research on the influence of celebrity endorsers, viral marketing, and brand image on purchase decisions for sunscreen products in online marketplaces. Thus, this study is expected to provide specific insights regarding how these promotional strategies can increase sales of Facetology products in the Shopee marketplace.

REVIEW OF LITERATURE

Celebrity Endorser

Utilizing the popularity of a celebrity or influencer to promote a product is called celebrity endorsement. According to Kotler in (Wale, 2023), celebrity endorsement is a marketing strategy that uses someone who has popularity and influence in society to attract the attention of the audience, build trust, and strengthen brand image. A celebrity endorser is a famous figure used in advertisements to promote products or services (Sanditya, 2019). A celebrity or influencer can play a role in building an emotional bond between consumers and products if the celebrity is in harmony with the product and the target audience. Celebrity endorsers have an important role in achieving the efficiency of the marketing process because they can strengthen emotional relationships with consumers and increase the appeal of the product (Wijaya & Keni, 2022). Without a match between the celebrity and the product, the promotion carried out risks losing its appeal because consumers tend to doubt the authenticity of the endorsement.

Viral Marketing

A marketing strategy that encourages people to talk about a product or service to people around them using social networks is commonly called viral marketing. According to Kotler & Armstrong in (Isnawati, 2022), viral marketing is a version of word-of-mouth marketing on the internet, where this strategy involves creating a message or marketing method that is very interesting and contagious so that consumers or customers feel compelled to share it with their friends. Viral marketing is a marketing strategy that utilizes the power of social media and the internet network to spread information about products or services quickly and widely. Viral Marketing is a marketing method using social networking sites to achieve maximum promotional targets (Sari & Paramita, 2022). By utilizing the right viral marketing strategy, you can reach a wider audience at minimal cost.

Brand Image

Brand image reflects how consumers view a brand, based on personal experiences and information obtained related to the product, this view is formed over time through interactions and perceptions that develop from various sources. Brand image is a perception that is formed in the minds of consumers about a brand, which is formed by their messages and experiences related to the brand, thus creating an image in the minds of consumers (Irawan et al., 2022). Based on research conducted by Girsang et al., (2020), explains that brand image is a way for consumers to understand the unique characteristics of a product or company, which helps them recognize and differentiate it from competing products, which aims to build consumer trust in the brand. The brand image describes what consumers feel and think when they see or hear a brand. If consumers have a positive view of a particular brand, it can influence their decision to make a purchase.

Purchase Decision

In the marketing process, understanding consumer behavior is crucial, especially in the process that occurs before a purchase is made. One of the main concepts that needs to be considered is the purchase decision, which is defined as the process by which consumers choose to purchase a particular product or brand after considering various factors such as needs, preferences, available information, and social influences. According to Kotler and Armstrong (in Sagira, 2022), purchasing decisions reflect consumer actions in choosing,

purchasing, and using products, services, ideas, or experiences to meet their needs and desires. This stage is an important moment when consumers finally determine the choice of products to be purchased (Tua et al., 2022). This process includes recognizing needs, searching for information, and considering before deciding on the most appropriate product to use.

RESEARCH METHOD

This study uses a quantitative method, primary data is collected from questionnaires using Google Forms to obtain information from respondents. This study also uses references from books, journals, publications, and official websites which are used as secondary data to complete the information needed in the study. The population used in this study were active students at UPN "Veteran" East Java who had purchased Facetology sunscreen products on the Shopee marketplace. Through the calculation results using the Slovin formula, 155 samples were obtained to represent the population in this study. The sampling technique applied in this study was the probability sampling technique using the proportionate stratified random sampling method. Data analysis in this study was carried out using multiple linear regression, including testing validity, reliability, and classical assumptions such as normality, multicollinearity, heteroscedasticity, determination tests, and hypothesis tests simultaneously and partially.

RESULTS AND DISCUSSION

Based on the results of a survey involving 155 respondents via Google Form, the classification of respondents based on gender is 92.9% female and 7.1% male. In the age classification, it is known that the age of 18-20 years is 85.8% and 21-23 years is 14.2%. In the faculty classification, it is known that the Faculty of Medicine is 0.6%, the Faculty of Architecture and Design is 5.2%, the Faculty of Law is 6.5%, the Faculty of Agriculture is 9.7%, the Faculty of Computer Science is 13.5%, the Faculty of Engineering is 19.4%, the Faculty of Economics Business is 21.3%, and the Faculty of Social and Political Sciences is 23.9%.

Validity Test

A validity test is a method used to determine the extent to which variables in a questionnaire can accurately measure research variables. A questionnaire item is declared valid if the calculated correlation coefficient (r_{count}) is greater than the table correlation coefficient (r_{table}). Conversely, if the r_{count} is smaller or equal to the r_{table} , the item is considered invalid. Determination of the r_{table} is carried out with a significance level of 5% ($\alpha = 0.05$) and degrees of freedom (df) calculated from the number of samples minus 2 ($df = n-2$).

Table 1
Validity Test

Variabel	Item	R _{count}	r _{table}	Information
Celebrity Endorser (X1)	X1.1	0,783	0,157	Valid
	X1.2	0,676	0,157	Valid
	X1.3	0,696	0,157	Valid
	X1.4	0,779	0,157	Valid
	X1.5	0,717	0,157	Valid
	X1.6	0,738	0,157	Valid
Viral Marketing (X2)	X2.1	0,735	0,157	Valid
	X2.2	0,803	0,157	Valid
	X2.3	0,758	0,157	Valid
	X2.4	0,802	0,157	Valid
	X2.5	0,754	0,157	Valid
	X2.6	0,849	0,157	Valid
Brand Image (X3)	X3.1	0,795	0,157	Valid
	X3.2	0,714	0,157	Valid
	X3.3	0,843	0,157	Valid
	X3.4	0,866	0,157	Valid
	X3.5	0,802	0,157	Valid
	X3.6	0,830	0,157	Valid
Purchase Decision (Y)	Y.1	0,736	0,157	Valid
	Y.2	0,689	0,157	Valid
	Y.3	0,802	0,157	Valid
	Y.4	0,765	0,157	Valid
	Y.5	0,776	0,157	Valid
	Y.6	0,723	0,157	Valid

Source: Processed primary data, 2025

Based on Table 1, it is known that the results of the validity test of all indicators on the independent variables and dependent variables show valid results. This is evidenced by

the correlation value that exceeds the r table value, so it can be concluded that all variables used in this study have met the valid criteria.

Reliability Test

This test aims to assess the extent to which the instrument can measure the same symptoms consistently. In this study, the reliability of the questionnaire was analyzed using the Cronbach's Alpha technique. A variable is declared reliable if the Cronbach's Alpha value is greater than 0.60 ($\alpha > 0.60$).

Table 2
Reliability Test

No	Variable	Cronbach's Alpha	Alpha	Information
1.	Celebrity Endorser (X1)	0,825	0,60	Reliable
2.	Viral Marketing (X2)	0,873	0,60	Reliable
3.	Brand Image (X3)	0,894	0,60	Reliable
4.	Purchase Decision (Y)	0,844	0,60	Reliable

Source: Processed primary data, 2025

Based on Table 2, it can be concluded that the variables Celebrity Endorser (X1), Viral Marketing (X2), Brand Image (X3), and Purchase Decision (Y) have a Cronbach's Alpha value of more than 0.60. Thus, it can be stated that all variables in this study are reliable.

Normality Test

The normality test aims to determine whether the regression distribution between the dependent variable and the independent variable has a pattern that corresponds to a normal distribution. The data normality test can be carried out using the Kolmogorov-Smirnov method at a level (Sig) of 0.05. If significance is > 0.05 then the data is considered normally distributed. Conversely, if the significance value is ≤ 0.05 then the data does not meet the assumption of normality.

Table 3
Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		155
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,76670542
Most Extreme Differences	Absolute	,069
	Positive	,069
	Negative	-,060
Test Statistic		,069
Asymp. Sig. (2-tailed) ^c		,071
Monte Carlo Sig. (2-tailed) ^d	Sig.	,073
	99% Confidence Interval	Lower Bound
		Upper Bound
		,067
		,080

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Processed primary data, 2025

Based on table 3, it is found that the value of Asymp. Sig (2-tailed) is 0.071 so $0.071 > 0.05$ or $\text{Asymp. Sig (2-tailed)} > 0.05$, it is concluded that the data is normally distributed.

Multicollinearity Test

The multicollinearity test is carried out to find out whether there is a strong or perfect correlation between the independent variables in a regression model. The multicollinearity test can be done by checking the value of the Variance Inflation Factor (VIF). The limits used to detect multicollinearity are if the tolerance value is < 0.10 and $\text{VIF} > 10$ then multicollinearity occurs, whereas if the tolerance value is > 0.10 and $\text{VIF} < 10$ then multicollinearity does not occur.

Table 4
Multicollinearity Test

Variable	Colinearity Statistic		Information
	Tolerance	VIF	
Celebrity Endorser (X1)	0,247	4,043	Non-Multicollinearity
Viral Marketing (X2)	0,216	4,622	Non-Multicollinearity
Brand Image (X3)	0,226	4,420	Non-Multicollinearity

Source: Processed primary data, 2025

Based on Table 4, it can be concluded that all independent variables have a tolerance > 0.10 and $\text{VIF} < 10$, thus indicating that in this regression model, there are no symptoms of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to find out whether in the regression model, there is a difference in residual variance between one observation and another. The heteroscedasticity test can be detected using the Glejser test, provided that if the significance value is > 0.05 then heteroscedasticity does not occur, and if the significance value is ≤ 0.05 then heteroscedasticity occurs.

Table 5
Heteroscedasticity Test

Variable	Sig	Information
Celebrity Endorser (X1)	0,517	Non-Heteroscedasticity
Viral Marketing (X2)	0,658	Non-Heteroscedasticity
Brand Image (X3)	0,371	Non-Heteroscedasticity

Source: Processed primary data, 2025

Based on Table 5 above, it can be concluded that all independent variables have a significance value of > 0.05 , thus indicating that in this regression model, there is no heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression tests are used to test and develop models that describe the influence of more than one independent variable on one dependent variable.

Table 6
Multiple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,978	,909		3,274	,001
	Celebrity Endorser	,401	,072	,395	5,542	<,001
	Viral Marketing	,362	,072	,385	5,050	<,001
	Brand Image	,143	,062	,170	2,283	,024

a. Dependent Variable: Keputusan Pembelian

Source: Processed primary data, 2025

Based on the results above, the multiple linear regression equation is obtained as follows:

$$Y = a + \beta_1.X_1 + \beta_2.X_2 + \beta_3.X_3 + e$$

$$Y = 2,978 + 0,401X_1 + 0,362X_2 + 0,143X_3 + e$$

The constant value (a) is 2.978. This means that if the celebrity endorser, viral marketing and brand image values are equal to zero, the purchasing decision value is 2.978. The research results show that the variable Celebrity Endorser (X_1) has a value of 0.401, which indicates a positive relationship. This means, every one unit increase in the Celebrity Endorser variable, with other variables remaining constant, will increase the value of the Purchase Decision (Y) variable by 0.401, and vice versa. The variable Viral Marketing (X_2) has a value of 0.362, also showing a positive relationship, where a one unit increase in this variable will increase the value of Purchase Decision by 0.362. Furthermore, the variable Brand Image (X_3) has a value of 0.143, which shows a positive relationship even though it is smaller than the other variables. A one unit increase in Brand Image will increase the Purchase Decision value by 0.143.

Determination Coefficient Test (R^2)

The Determination Test (R^2) is used to measure how large a proportion of the variability in the dependent variable can be explained by the independent variable.

Table 7
Determination Coefficient Test (R^2)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,900 ^a	,811	,807	1,784

a. Predictors: (Constant), Brand Image, Celebrity Endorser, Viral Marketing

b. Dependent Variable: Keputusan Pembelian

Source: Processed primary data, 2025

Based on table 7, it can be seen that the coefficient of determination or R Square value is 0.811. This means that the Celebrity Endorser, Viral Marketing and Brand Image variables provide an influence or explanation of 0.811 or 81.1% of the purchasing decision variable.

F Test (Simultaneous)

The F test (Simultaneous Test) is used to assess whether all independent variables together (simultaneously) have a significant influence on the dependent variable. This test involves comparing the F count value with F table. The F test shows that the three independent variables, namely Celebrity Endorser, Viral Marketing and Brand Image simultaneously affect Purchase Decisions as the dependent variable.

Table 8
F Test (Simultaneous)
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2056,515	3	685,505	215,347	<,001 ^b
	Residual	480,672	151	3,183		
	Total	2537,187	154			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Image, Celebrity Endorser, Viral Marketing

Source: Processed primary data, 2025

Based on Table 8, it can be seen that $F_{count} > F_{table}$ ($215.347 > 3.06$), then H_0 is rejected and H_1 is accepted, so that all independent variables (Celebrity Endorser, Viral Marketing, and Brand Image) simultaneously have a significant influence on the dependent variable (Purchase Decision). **Test t (Partial Test)**

The t-test (Partial) is used to determine the effect of each independent variable individually on the dependent variable in a linear regression model. The purpose of this test is to determine whether the relationship between each independent variable and the dependent variable is significant or not.

Table 9
Test t (Partial Test)
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,978	,909		3,274	,001
	Celebrity Endorser	,401	,072	,395	5,542	<,001
	Viral Marketing	,362	,072	,385	5,050	<,001
	Brand Image	,143	,062	,170	2,283	,024

a. Dependent Variable: Keputusan Pembelian

Source: Processed primary data, 2025

Based on Table 9, it can be seen that all independent variables have a significant influence on purchasing decisions (Y). The variable Celebrity Endorser (X1) with a t value of 5.542 is greater than t table 1.655 and is significant at the $0.001 < 0.05$ level, indicating a partially significant positive effect. The variable Viral Marketing (X2) also has a significant effect with t count $5.050 > t$ table 1.655 and a significance level of $0.001 < 0.05$. Meanwhile, the variable Brand Image (X3) shows a significant influence with t count $2.283 > t$ table 1.655 and significance $0.024 < 0.05$. Thus, all variables are partially proven to have a significant influence on purchasing decisions.

H1: The Influence of Celebrity Endorser (X1), Viral Marketing (X2), and Brand Image (X3) Simultaneously on Purchase Decision (Y)

Based on the results of hypothesis testing using the F test (Simultaneous), it was found that simultaneously there was a significant influence of the independent variables, namely Celebrity Endorser (X1), Viral Marketing (X2), and Brand Image (X3) on the dependent

variable, namely Purchase Decision (Y). This is shown by the value of $F_{count} (215.347) > F_{table} (3.06)$ and a significance value of $0.001 < 0.05$, which means that H_0 is rejected and H_1 is accepted, so it can be concluded that the independent variables together make a significant contribution in influencing the decision to purchase Sunscreen Facetology products on the Shopee marketplace. Thus, marketing strategies involving Celebrity endorsers, Viral Marketing, and Brand Image are proven to have an important role in shaping consumer behavior in making decisions to buy these products. This shows that increasing the effectiveness of these three variables can directly improve consumer purchasing decisions.

The results of this research are supported by previous research by Gotama, PSA., Agustina, and MDP. & Puja, IMS. (2024) entitled "The Influence of Viral Marketing, Celebrity Endorser and Brand Image on Purchase Decisions (Study of Scarlett Whitening Users in Denpasar)". The results of previous research show that simultaneously Viral Marketing, Celebrity Endorser and Brand Image have a significant influence on purchasing decisions for Scarlett Whitening products in Denpasar.

H2 : The Influence of Celebrity Endorser (X1) Partially on Purchase Decision (Y)

Based on the results of hypothesis testing using the t-test (partial), it was found that partially there was a significant influence of the independent variable, namely Celebrity Endorser (X1) on the dependent variable, namely Purchase Decision (Y). This is shown by the value of $t_{count} (5.542) > t_{table} (1.655)$ and a significance value of $0.001 < 0.05$, which means that H_0 is rejected and H_1 is accepted, so it can be concluded that Celebrity Endorser (X1) partially has a significant influence on the decision to purchase Sunscreen products. Facetology on the Shopee marketplace. In other words, the more effective the use of Celebrity Endorsers in marketing strategies, the more consumers' decisions to buy the product will increase. This emphasizes the importance of selecting public figures who have the image, credibility, attractiveness, and expertise that suit the target market to increase the effectiveness of promotions and sales.

The results of this research are supported by previous research by Yustiana, RM. & Nirawati, L. (2024) entitled "The Influence of Celebrity Endorser, Brand Image, and Customer Experience on Repurchase Intention on Lemonilo Instant Noodle Products". The results of previous research show that partially Celebrity Endorser, Brand Image and

Customer Experience have a significant influence on Repurchase Intention for Lemonilo instant noodle products in the city of Surabaya.

H3 : The Influence of Viral Marketing (X2) Partially on Purchase Decision (Y)

Based on the results of hypothesis testing using the t-test (partial), it was found that partially there was a significant influence of the independent variable, namely ViralMarketing (X2) on the dependent variable, namely Purchase Decision (Y). This is shown by the value of tcount (5.050) > ttable (1.655) and a significance value of 0.001 < 0.05, which means that H₀ is rejected and H₁ is accepted, so it can be concluded that Viral Marketing (X2) partially has a significant influence on purchasing decisions for Sunscreen products. Facetology on the Shopee marketplace. Thus, the more effective the viral marketing strategy is in disseminating product information, the clearer and easier it is to understand the information conveyed, and the more positive discussions or recommendations there are about the product, the greater the influence in encouraging consumers to make purchasing decisions. This shows that marketing strategies that utilize viral marketing strategies can increase brand awareness and speed up consumer decisions to buy products.

The results of this research are supported by previous research by Fathurrahman, M.M.T., Argo, D., & Gunaedi, J. (2021) entitled "The Influence of Influencer Marketing and Viral Marketing on Purchase Decisions for Bittersweet by Najla". The results of previous research show that partially Influencer Marketing and Viral Marketing have a significant influence on purchasing decisions for Bittersweet by Najla products.

H4 : The Influence of Brand Image (X3) Partially on Purchase Decision (Y)

Based on the results of hypothesis testing using the t-test (partial), it was found that partially there was a significant influence of the independent variable, namely Brand Image (X3), on the dependent variable, namely Purchase Decision (Y). This is shown by the value of tcount (2.283) > ttable (1.655) and a significance value of 0.024 < 0.05, which means that H₀ is rejected and H₁ is accepted, so it can be concluded that Brand Image (X3) partially has a significant influence on purchasing decisions for Sunscreen products. Facetology on the Shopee marketplace. Thus, the stronger the brand image that is built through attributes that reflect the quality and characteristics of the product benefits that provide added value to consumers, as well as positive attitudes formed towards the brand, the greater the possibility

for consumers to decide to purchase. This shows that strengthening a relevant and consistent brand image can be an effective strategy for increasing consumer loyalty and buying interest.

The results of this research are supported by previous research by Sari, A.J., Udayana, I. & Cahya, A.D. (2022) entitled "The Influence of Brand Image on Consumer Purchasing Decisions: Case Study of Green Marketing Variables and Brand Ambassador of UMKM Ngudi Rejeki Kelorida". The results of previous research show that partially the Brand Image variable has a significant influence on consumer purchasing decisions of UMKM Ngudi Rejeki Kelorida.

CONCLUSION

Based on the research results, it can be concluded that Celebrity Endorser, Viral Marketing, and Brand Image have a significant influence on purchasing decisions for Facetology sunscreen products on the Shopee Marketplace. Simultaneously, these three variables are proven to have a significant influence on purchasing decisions. Partially, Celebrity Endorser, Viral Marketing, and Brand Image each show a significant influence on purchasing decisions for Facetology sunscreen products. This study is expected to serve as a reference for future research, enabling subsequent researchers to expand the scope of the study by using samples that include a broader range of demographic groups or consumers from different regions to enhance the generalizability of the findings. Future research could also consider the impact of evolving trends in digital marketing strategies. Thus, the research is anticipated to contribute significantly to the advancement of knowledge, particularly in the field of marketing science.

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