
THE INFLUENCE OF CELEBRITY ENDORSER 'TASYA FARASYA' AND BIG FIVE PERSONALITY ON IMPULSIVE BUYING IN SURABAYA (CASE STUDY OF CONSUMERS OF SOMETHINC SKINCARE PRODUCTS)

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Abstract

The increasing use of celebrity endorsers and personalized marketing in the beauty industry has influenced consumer buying behavior, particularly impulsive buying. This study aims to examine the effect of Celebrity Endorser and Big Five Personality on Impulsive Buying among Somethinc skincare consumers in Surabaya. The research addresses whether these variables influence impulsive buying both simultaneously and partially. A quantitative method with an associative approach was applied. Data were collected through questionnaires distributed to 100 respondents using purposive sampling. The analysis involved validity, reliability, classical assumption tests, multiple linear regression, hypothesis testing (t-test and F-test), and the coefficient of determination (R^2). The results show that Celebrity Endorser and Big Five Personality simultaneously have a significant effect on impulsive buying. Partially, Celebrity Endorser and Big Five Personality both have significant effects. These findings highlight the importance of combining external marketing stimuli and internal personality traits in influencing impulsive buying behavior.

Keywords: Celebrity Endorser, Big Five Personality, Impulsive Buying, Skincare Consumers

INTRODUCTION

In the era of the industrial revolution 4.0, technological development is developing rapidly, which is characterized by the ease with which humans can obtain information and complete various jobs through various existing technologies. Technological advances in this era are unavoidable in life, because technological developments go hand in hand with scientific advances that continue to develop (Maritsa et al., 2021). The rapid development of new technologies every year has paved the way for the current 4.0 revolution as a long process of economic and industrial development (Aysa, 2021). With such rapid development and all the sophistication that exists today, economic actors must change the patterns and tactics of their marketing activities in order to survive in a free market and compete with competitors.

The type of marketing that is widely used today by business people in this digital era is by involving influencers or celebrity endorsers who have been guaranteed to be effective in marketing products on various social media platforms, especially in the skincare industry. Celebrity endorsers are marketing strategies that involve public figures with many followers, many likes, celebrities, and other people who have great social influence. This is because influencers on social media have a very large social network community, so they can influence consumer product purchase intentions (Wardah & Albari, 2023). Currently, many celebrity endorsers, especially beauty influencers, often promote skincare products because many people are starting to pay attention to the condition of their facial skin.

Indonesia's geographical location in the tropics with high sun exposure makes Indonesian skin more vulnerable to sun exposure, which can trigger various skin problems. Based on a survey conducted by (Zap Beauty Index, 2024), dull skin is the most common facial problem in Indonesia, with 53.8% of respondents feeling it. This shows that the use of skincare can be a solution to deal with these problems, which makes the emergence of many skincare brands creating new innovations and do various types of marketing, such as using celebrity endorsers' services to market their products in order to compete in the market.

Celebrity endorsers who are currently being widely used are public figures who have a large number of followers on social media and have high engagement in attracting followers to buy products that have been promoted, such as Tasya Farasya. Users on social media are often influenced by celebrity endorsers in buying goods online, and eventually spontaneous purchases or commonly referred to as impulsive buying (Surbakti et al., 2022). In this case, Tasya Farasya is considered to have an important role in encouraging skincare consumer purchasing decisions.

The highest interest of the audience on Tasya Farasya's Instagram is in beauty & fashion, which has a percentage of 73%. This proves that people who follow Tasya Farasya on social media have a high potential for impulsive buying, one of which is in skincare products. Endorsement content, such as new product promotions to product recommendations presented by Tasya Farasya, makes people more easily influenced, which will ultimately encourage spontaneous product purchases because people think that it inspires them. However, it cannot be denied that consumer reactions to celebrity endorsers are not always the same. Every strategy implemented by companies can trigger impulse purchases, because impulse purchases are often triggered by stimuli that affect consumers psychologically, thus fostering an urge to buy goods that were not actually planned

(Darmawan & Oktafani, 2021). This is contained in the Big Five personality theory. Big five personality is an approach that sees human personality through traits organized into five personality dimensions, namely Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism (Marandof et al., 2023). These personality types can influence how consumers respond to promotional content presented by celebrity endorsers. With the phenomena and problems described in the background, this study aims to find out more about impulse purchases made by consumers with the celebrity endorser factor 'Tasya Farasya' and five different types of consumer personality types.

REVIEW OF LITERATURE

Celebrity Endorser

According to (Nurul Faidha, 2023), a celebrity endorser is an individual who is used by companies to market their products because they have high advertising appeal with the aim of creating consumer buying intentions. The greater the popularity of a celebrity and the greater the number of followers, the easier it is for customers to recognize and know the product he is promoting (Devi Marta Dwi, 2021). This has caused many companies to be interested in paying celebrities as a marketing strategy to increase brand awareness and to be recognized by many people, and to increase the marketability of their products.

Impulsive Buying

Feist and Feist in (Azdira Nurul Ainie et al., 2023) define the Big Five personality is a personality model used to predict and explain individual behavior. In psychology, this approach helps understand human personality through five personality dimensions that are structured and identified through factor analysis. The influence of this personality is reflected in a person's attitude and behavior, especially in the context of the tendency to delay task completion. The big five personality encompasses five human personalities, namely Openness to Experience, Conscientiousness, Extraversion, Agreeableness, Neuroticism, and Agreeableness.

Impulsive Buying

Impulsive buying is the action of buyers who make transactions to buy something they want, even though it is not actually needed, such as the purchase of cosmetics, fashion, or perfume products, which are often purchased spontaneously without prior planning (Uswatun Chasanah & Muhammad Mathori, 2021). Impulsive buying behavior is also influenced by shopping habits or individual shopping lifestyles. Rook and Fisher in (Rellita, 2021) suggest that impulse buying occurs when consumers feel a sudden deep urge, which is often very strong, to immediately buy a product.

RESEARCH METHOD

The type of research used in this study is quantitative research with an associative approach to determine the effect between celebrity endorsers and big five personality on impulsive buying. The population in this study were TikTok users who followed Somethinc's account. The sampling technique used in this study is to use purposive sampling technique with the aim of obtaining criteria that are relevant to the object of research to be carried out. The sample was taken using the slovin technique which had a result of 100 respondents.

Sampling was carried out through distributing google form questionnaires on social media with the respondent's criteria, namely following the @something account on tiktok, aged at least 17 years, having bought or currently using something skincare products, and domiciled in Surabaya.

The collected research data were analyzed using validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis test, hypothesis test (t-test and F-test), and determination coefficient test (R^2). the analysis test uses the SPSS 27 application to determine the relationship between the two variables on the impulsive buying variable.

Research Framework

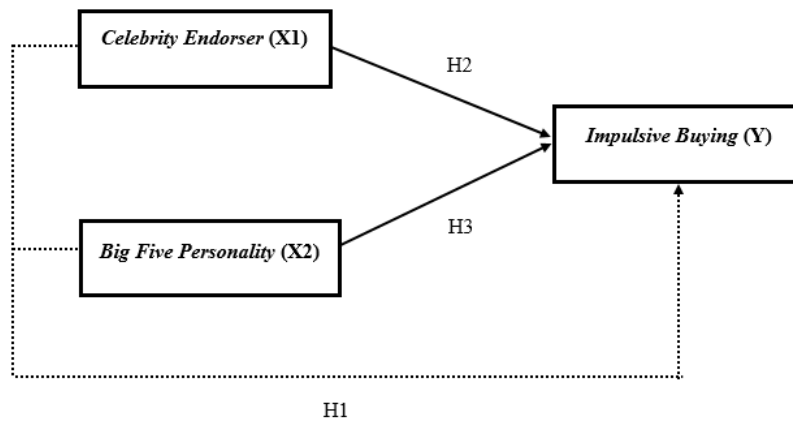


Figure 1
Research Framework

There are two hypotheses, namely the partial hypothesis and the simultaneous hypothesis. Based on the problem formulation, theoretical studies, and the previously compiled framework, the hypotheses in this study are as follows:

H₁ = Simultaneously, Celebrity Endorser and Big Five Personality have an effect on Impulsive buying.

H₂ = Partially Celebrity Endorser has an effect on Impulsive Buying.

H₃ = Partially Big Five Personality has an effect on Impulsive Buying.

RESULTS AND DISCUSSION

Validity Test

Table 1
Validity Result

Variable	Indicator	r _{calculated}	r _{table}	Sig.	description
Celebrity Endorser (X1)	X1.1	0,679	0.195	0,001	Valid
	X1.2	0,613	0.195	0,001	Valid
	X1.3	0,691	0.1572	0,001	Valid
	X1.4	0,664	0.195	0,001	Valid
	X1.5	0,766	0.195	0,001	Valid
	X2.1	0,412	0.195	0,001	Valid

Big Five Personality (X2)	X2.2	0,425	0.195	0,001	Valid
	X2.3	0,370	0.195	0,001	Valid
	X2.4	0,518	0.195	0,001	Valid
	X2.5	0,648	0.195	0,001	Valid
	X2.6	0,609	0.195	0,001	Valid
	X2.7	0,617	0.195	0,001	Valid
	X2.8	0,374	0.195	0,001	Valid
	X2.9	0,505	0.195	0,001	Valid
	X2.10	0,645	0.195	0,001	Valid
	X2.3	0,717	0.195	0,001	Valid
Impulsive Buying (X3)	X3.1	0,707	0.195	0,001	Valid
	X3.2	0,658	0.195	0,001	Valid
	X3.3	0,754	0.195	0,001	Valid
	X3.4	0,783	0.195	0,001	Valid
	X3.5	0.825	0.195	0,001	Valid

Source: Processed Primary Data (2025)

The validity test is used to measure the extent to which each variable in this study actually reflects what it wants to measure. The purpose of the validity test is to ensure that each statement item in the questionnaire has an adequate level of data accuracy. Based on Table 1, the validity test results show that all items in this study have a calculated r calculated greater than the r table. Thus, all items in this study are declared valid based on the test results that have been carried out.

Reliability Test

Table 1
Reliability Test Result

Variable	Cronbach Alpha	Description
Celebrity Endorser (X1)	0.713	Reliable
Big Five Personality (X2)	0.677	Reliable
Impulsive Buying (Y)	0.767	Reliable

Source: Processed Primary Data (2025)

Reliability testing is usually done using the alpha coefficient formula, known as Cronbach's Alpha (α). Based on Table 4.13, the reliability test results show that all items in the study have a Cronbach's Alpha value > 0.60 . This value indicates that the instrument used can be categorized as reliable. Conversely, if the Cronbach's Alpha value is below 0.6, the instrument is considered unreliable. Thus, all variables in this study are declared to have a good level of reliability and can be trusted or reliable.

Normality Test

Table 3
Normality Test Result

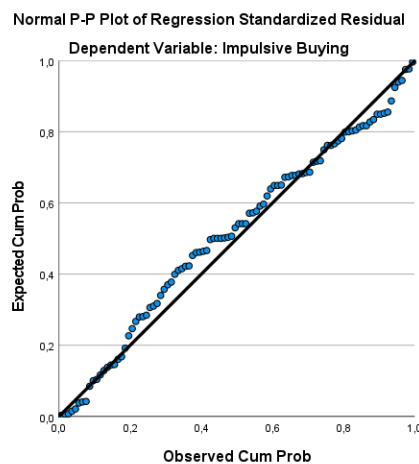
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	,0000000	
	Std. Deviation	2,59409039	
Most Extreme Differences	Absolute	,082	
	Positive	,072	
	Negative	-,082	
Test Statistic		,082	
Asymp. Sig. (2-tailed) ^c		,095	
Monte Carlo Sig. (2-tailed) ^d	Sig.	,096	
	99% Confidence Interval	Lower Bound	,089
		Upper Bound	,104

Source: Processed Primary Data (2025)

The normality test is carried out to determine whether the distribution of residual values in the regression model follows a normal distribution pattern. This test uses the Kolmogorov-Smirnov method. A data is considered normally distributed if the resulting significance value is greater than 0.05. Based on table 3, it shows that the significance value is 0.096, which means that $0.096 > 0.05$. Thus, it can be concluded that the results of the normality test using the Kolmogorov-Smirnov method show that the data is normally distributed.

Table 2
P-Plot Test Result



Source: Processed Primary Data (2025)

Normality tests can also be detected using the Normal Probability Plot graph. This graph is used to show whether the data points spread around the diagonal line or follow the direction of the diagonal line. The pattern is seen in table 4, so it can be concluded that the regression model in this study is normally distributed.

Multicollinearity Test

Table 3
Multicollinearity Test Result
 Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5,287	2,831		1,868	,065		
	Celebrity Endorser	,271	,122	,225	2,228	,028	,782	1,279
	Big Five Personality	,233	,071	,331	3,280	,001	,782	1,279

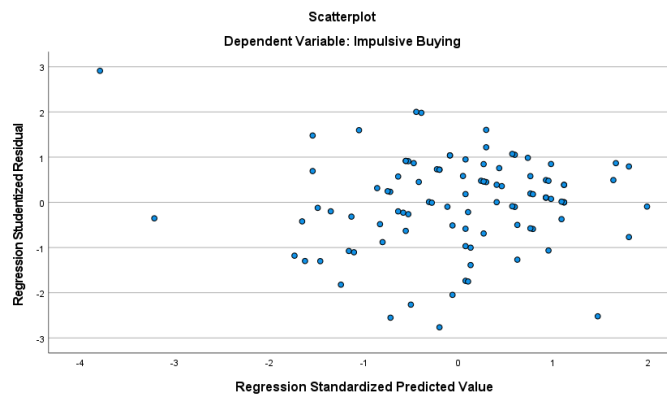
a. Dependent Variable: Impulsive Buying

Source: Processed Primary Data (2025)

The multicollinearity test results based on the VIF value show that the Celebrity Endorser 'Tasya Farasya' and Big Five Personality variables have a VIF value of 1.279. All VIF values are below 10, which means that there is no high correlation between the independent variables in the regression model. Based on these results, it can be concluded that the independent variables in this study do not experience symptoms of multicollinearity.

Heteroscedasticity Test

Table 4
Heteroscedasticity Test



Source: Processed Primary Data (2025)

Based on the test results, the scatterplot diagram display shows that the points are scattered randomly and do not form a specific pattern. This indicates that there are no symptoms of heteroscedasticity, so the residuals have a homogeneous or constant variety. Thus, it can be concluded that the multiple linear regression model in this study has met the classical assumptions and is suitable for use in analysis.

Multiple Linear Regression Analysis

Table 5
Multiple Linear Regression Analysis Result
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,287	2,831		1,868	,065
	Celebrity Endorser	,271	,122	,225	2,228	,028
	Big Five Personality	,233	,071	,331	3,280	,001

a. Dependent Variable: Impulsive Buying

Source: Processed Primary Data (2025)

Regression analysis is used to measure the extent of the influence of the independent variables, namely Celebrity Endorser 'Tasya Farasya' (X1), and Big Five Personality (X2) on the dependent variable, namely Impulse Buying (Y). The results of this analysis are used by researchers to test the truth of the hypothesis in the study. The following are the results of multiple linear regression analysis testing:

$$Y = 5.287 + 0.271 X1 + 0.233 X2$$

1. The constant value of 5.287 indicates that if the Celebrity Endorser 'Tasya Farasya' and Big Five Personality variables are equal to zero, then the level of Impulsive Buying remains at 5.287.
2. The regression coefficient value for the Celebrity Endorser variable 'Tasya Farasya' (X1) is 0.271. This means that if the Celebrity Endorser variable increases by one unit, then impulsive buying (Y) will increase by 0.271 units, assuming other variables remain constant.
3. The regression coefficient value for the Big Five Personality variable (X2) is 0.233. This means that if the Big Five Personality variable increases by one unit, then impulsive buying (Y) will increase by 0.23 units, assuming other variables remain constant.

Simultaneous Significance Test (F Test)

Table 8
F Test Result
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	198,159	2	99,079	14,426	<,001 ^b
	Residual	666,201	97	6,868		
	Total	864,360	99			

a. Dependent Variable: Impulsive Buying

b. Predictors: (Constant), Big Five Personality, Celebrity Endorser

Source: Processed Primary Data (2025)

Based on Table 9, it is known that the F-count value is 14.426 with a significance level (Sig.) of less than 0.001. This significance value is much smaller than the alpha (α) limit of 0.05, so H_0 is rejected and H_1 is accepted. This means that simultaneously the Celebrity Endorser (X1) and Big Five Personality (X2) variables have a significant influence on Impulsive Buying (Y) behavior in consumers of Somethinc products in Surabaya. In other words, the regression model used in this study is statistically valid and reliable for analyzing the effect of the two independent variables on impulse buying behavior.

Partial Significance Test (t Test)

Table 9
t Test Result
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,287	2,831		1,868	,065
	Celebrity Endorser	,271	,122	,225	2,228	,028
	Big Five Personality	,233	,071	,331	3,280	,001

a. Dependent Variable: Impulsive Buying

Source: Processed Primary Data (2025)

The t test is used to determine whether each independent variable, namely Celebrity Endorser and Big Five Personality, has a significant influence on Impulse Buying. The results of the data analysis obtained show the following results:

1. Celebrity Endorser (X_1) has a $t_{count} > t_{table}$ value, which is $2.228 > 1.984$ with a significance value of $0.028 < 0.05$. This shows that H_0 is rejected and H_1 is accepted, so it can be concluded that partially, Celebrity Endorser (X_1) has a significant effect on Impulsive Buying (Y).
2. Big Five Personality (X_2) has a $t_{count} > t_{table}$ value, which is $3.280 > 1.984$ with a significance value of $0.001 < 0.05$. This shows that H_0 is rejected and H_1 is accepted, so it can be concluded that partially, Big Five Personality (X_2) has a significant effect on Impulsive Buying (Y).

Coefficient of Determination Test (R^2)

Table 10
Coefficient of Determination Test (R^2) Result
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,479 ^a	,229	,213	2,621

a. Predictors: (Constant), Big Five Personality, Celebrity Endorser

Source: Processed Primary Data (2025)

Based on table 10, the R Square (R^2) value of 0.229 indicates that 22.9% of the variation that occurs in the Impulsive Buying (Y) variable can be explained by the Celebrity Endorser (X_1) and Big Five Personality (X_2) variables. While the rest, namely 77.1%, the Impulsive Buying variable will be explained or influenced by other variables outside this research model that are not examined. The coefficient of determination (R^2) is also obtained through the calculation of the correlation coefficient, which illustrates how strong the relationship between the independent variables, namely Celebrity Endorser and Big Five Personality, on Impulsive Buying. The R value (correlation coefficient) obtained is 0.479. This figure shows that the relationship between the Celebrity Endorser (X_1) and Big Five Personality (X_2) variables with Impulsive Buying (Y) is classified in the moderate category because it is above the 0.4 mark.

The Influence of Celebrity Endorser 'Tasya Farasya' (X_1) and Big Five Personality (X_2) on Impulsive Buying (Y)

Based on the results of the F test shown in table 4.11, it is known that the calculated F value is 14.426 with a significance level < 0.001 . Because the significance value is smaller than the significance level of 0.05, it can be concluded that the Celebrity Endorser and Big Five Personality variables simultaneously have a significant effect on Impulsive Buying. Thus, the regression model used in this study proved statistically feasible to explain the effect of the two independent variables on impulsive buying on Somethinc consumers in Surabaya.

The Influence of Celebrity Endorser 'Tasya Farasya' (X1) on Impulsive Buying (Y)

Celebrity Endorser has a $t_{\text{count}} > t_{\text{table}}$ value, which is $2.228 > 1.984$ with a significance level of 0.028. Because the significance value is smaller than 0.05, it can be concluded that Celebrity Endorser has a partial effect on Impulsive Buying. This means that the presence or image of the endorser, namely Tasya Farasya, independently has a significant role in encouraging impulsive buying behavior among Somethinc consumers. This is in line with the marketing concept that emphasizes that endorsers who are credible, attractive, and in line with brand character can quickly form positive consumer perceptions, which in turn encourage spontaneous purchases without planning.

The Influence of Big Five Personality (X2) on Impulsive Buying (Y)

The Big Five Personality variable also shows a partially significant effect on Impulsive Buying, with a $t_{\text{count}} > t_{\text{table}}$ value, which is $3.280 > 1.984$ and a significance level of 0.001. This significance value, which is far below 0.05, indicates that consumer personality characteristics based on the five main dimensions (openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism) have a strong contribution to the tendency to make impulsive purchases.

CONCLUSION

Based on the results of multiple linear regression analysis that has been carried out, it can be concluded that simultaneously and partially, the Celebrity Endorser and Big Five Personality variables have a significant effect on Impulsive Buying on consumers of Somethinc products in Surabaya. Simultaneously, the F test results show that the two independent variables together have a significant effect on impulsive buying behavior, with an F value of 14.426 and a significance level < 0.001 . This proves that the regression model used in this study is valid to explain the relationship between variables.

Partially, Celebrity Endorser has a significant influence on impulsive buying with a t value of 2.228 and a significance of 0.028. This shows that the presence of the right and influential endorsers, such as Tasya Farasya, can encourage consumers to make spontaneous purchases. Likewise, the Big Five Personality shows a t value of 3.280 and a significance of 0.001, which indicates that the personality characteristics of individual consumers also determine the tendency to behave impulsively in buying products. The coefficient of determination shows that the R square value is 0.229, which means that 22.9% of the variation in impulsive buying can be explained by the Celebrity Endorser and Big Five Personality variables. While the rest, namely 77.1%, is explained by other factors outside this research model.

Overall, the findings in this study strengthen the theory of consumer behavior which states that purchasing decisions are the result of interactions between external stimuli such as promotions and endorsements, as well as internal factors in the form of personality.

Therefore, companies need to consider a combination of both in developing effective and targeted marketing strategies.

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