

The effect of Endorsments and Social Media Marketing on Consumer Purchasing Decisions at Anna Online Shop

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ABSTRACT

An endorsement is a form of support or recommendation given by an individual (usually a public figure, celebrity, or influencer) for a product, service, or brand. Endorsements are typically made by expressing satisfaction or the benefits experienced from using the product, either directly or through media such as advertisements, social media, or testimonials. This study aims to investigate the influence of endorsement and social media marketing on consumer purchasing decisions at Anna Online Shop, both simultaneously and partially. Anna Online Shop is a business operating in the sale of cosmetics, skincare, and makeup through physical stores and digital platforms such as Shopee and Instagram. This study employs a quantitative approach with data collection techniques through a questionnaire administered to 30 respondents who are active consumers. Data were analysed using validity and reliability tests, multiple linear regression analysis, F-tests, t-tests, and determination coefficients. The results indicate that, simultaneously, endorsements and social media marketing significantly influence purchasing decisions. However, partially, only social media marketing has a significant influence, while endorsements do not. This indicates that consumers respond more to information conveyed through social media than to the influence of public figures. These findings imply that an effective marketing strategy for Anna Online Shop is to optimise the use of social media as a means of communication, promotion, and interaction with consumers to enhance purchasing decisions.

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1. INTRODUCTION

In the digital age, social media marketing has become one of the most effective strategies for companies to reach consumers. Social media not only serves as a communication platform, but also as a promotional tool capable of influencing consumer behaviour and purchasing decisions. At Anna Online Shop, as a company engaged in the retail sector, social media is utilised to increase brand visibility.

Endorsements, or support from influencers and social media celebrities, are one of the most popular forms of marketing on social media. Influencers have the ability to build trust and credibility among their followers, thereby influencing consumer attitudes and behaviour. As such, selecting the right influencer can have a significant impact on purchasing decisions.

Social media has become one of the primary tools for introducing products and building relationships with consumers. Endorsements by influencers or public figures on social media can enhance product credibility and attract a broader audience. Social media marketing plays a crucial role in creating brand awareness, fostering direct interaction with consumers, and providing easily accessible information about products.

One strategy that is currently widely used is endorsement by influencers who have a large following on social media, which can influence consumer behaviour and purchasing decisions through the content they share. The trust and emotional connection built between influencers and their followers makes endorsement an effective way to increase brand awareness and drive purchasing decisions.

Social media has become one of the means of communication that is currently needed. Not only through writing, social media can now use video, sound, and images as a means of communication thanks to the help of digital technology. The number of social media users is not small. According to data from hootsuite, social media users have reached 4.22 billion users (Riadi, 2021).

According to Soesatyo and Rumambi (2013), endorsement is a form of promotion from a business owner who works with well-known individuals shown through many followers. Celebgrams with a large number of followers on their Instagram social media will show how many people know them. Social Media Marketing is a form of digital marketing that uses social platforms and websites. Social media marketing can be utilized by businesses to increase their brand loyalty. According to (Rayat et al., 2017). They emphasise the importance of a well-planned strategy to create a positive impact. Social media marketing is a form of marketing that uses social media to market a product, service, brand, or issue by leveraging the audience participating in that social media platform.

(Kotler and Keller 2016) They define "consumer purchase decisions as the final stage in the decision-making process where consumers choose one product or brand from several available alternatives. According to them, this decision is influenced by factors such as cultural, social, personal, and psychological factors".

Research by Nuranniza in (2021) entitled 'This article aims to examine the effect of social media marketing via Instagram on MSME culinary buying decisions. In the digital era, lifestyle is influenced by something that is trending and viral. The use of social media in obtaining information is the most important stage for making purchasing decisions. One of the marketing media that is currently in great demand by Micro, Small and Medium Enterprises (MSMEs) for sales promotion media is social media marketing. The business marketing strategy carried out by MSME actors by utilizing Instagram to do business by uploading the product content they are marketing is persuasive in nature which can attract buyers. This article uses a quantitative descriptive research method, data collection is done by distributing questionnaires through the Google form. The results of the study show that content sharing, connected has a positive and significant effect on purchasing decisions. But content creation, community building has a positive but not significant effect on purchasing decisions so that the hypothesis proves the truth. The partial results (t test) show that the content sharing variable contributes the most dominantly to purchasing decisions. Meanwhile, simultaneously (F test) shows that creating content, sharing content, connecting, building a community together (simultaneously) has a significant effect on purchasing decisions.

Research by Ugianti (2019) titled 'The Influence of Social Media Marketing Activities and Celebrity Endorsements on Purchase Decisions (Case Study on Prochiz Cheese)' found that social media marketing has a positive and significant influence on the purchase decision of Prochiz cheese. This is evidenced by the significance value of 0.000. Celebrity endorsement has a positive and significant effect on the purchase decision of Prochiz cheese. This is evidenced by the significance value of 0.000.

2. RESEARCH METHOD

This study is a correlational study that aims to test the influence of endorsement and social media marketing on consumer purchase decisions, both individually and simultaneously.

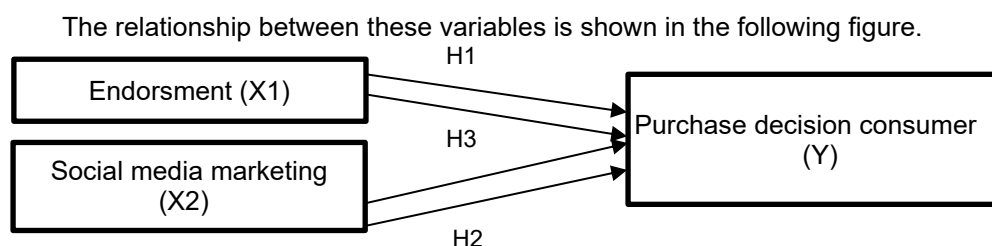


Figure 1. Conceptual framework

This research was conducted at Anna Online Shop on Ratulangi Street, Palopo City, from April to July 2025. The data source used was primary data obtained from questionnaires distributed using a 1-5 Likert scale. The research population was all consumers at Anna Online Shop, with a sample size of 30 respondents. Nana Sudjana & Ibrahim (2004:85) A sample is a part of the population that can be reached and has the same characteristics as the population from which the sample is taken. To ensure that the information obtained from the sample truly represents the population, the sample must represent the characteristics of the population it represents. In sampling, the analysis method used must also be considered. The sample size in this study was 30 respondents, in accordance with Gay's (2005) opinion that the minimum sample size in a study is 30. The sampling technique used was accidental sampling. Data processing was conducted using SPSS version 27 for Windows. Data analysis employed multiple linear regression analysis (Sugiyono 2017:85).

This study was conducted by conducting a direct review of the location. The researcher began the research activities in April 2025. The data collection techniques used in this study were observation, questionnaires, and interviews. The researcher used these three techniques because observing a phenomenon that occurs is better done using observation techniques, creating questionnaires, and conducting interviews. Furthermore, based on the problems and objectives achieved in this study, the following analysis methods were used to test the hypotheses: descriptive analysis, validity and reliability testing, and multiple linear regression analysis.

3. RESULTS AND DISCUSSIONS

Anna Online Shop is a business engaged in the sale of cosmetic and beauty care products, both online and offline. Online, Anna Online Shop is present through the Shopee e-commerce platform under the account name *princesanna* and social media, which are used to display product catalogues, promotions, and interact with customers. Additionally, the shop has a physical store located at Jl. Dr. Ratulangi, Luminda Village, Wara Utara Subdistrict, Palopo City, South Sulawesi 91913.

The products offered include skincare, makeup, and other beauty products from various trusted brands. The physical store provides convenience for consumers who wish to view products in person, consult with staff, or make purchases directly. With the growing beauty industry and increasing competition in the cosmetics market, it is important to understand how effective Anna Online Shop's endorsement and social media marketing strategies are in influencing consumer purchasing decisions. Therefore, this study aims to analyse the impact of these two strategies on purchasing decisions, particularly among Anna Online Shop consumers, both online and offline. For this purpose, a questionnaire was used for data collection. In this study, there were 30 respondents, all of whom were Anna Online Shop consumers who had seen or used products purchased from Anna Online Shop. The questionnaire included questions about gender, age, education, and information sources.

Reliability Test Results

Table 1. Reliability test

Variable	Cronbach Alpha Indicator	Cronbach Alpha Value	Description
Endorsment (X1)	0.60	0.814	Reliabel
Social Media Marketing (X2)	0.60	0.876	Reliabel
Keputusan Pembelian (Y)	0.60	0.939	Reliabel

Based on the table above, presents the reliability test results for each research variable. All variables have Cronbach Alpha values above the minimum standard value of 0.60, namely 0.814 for endorsement, 0.876 for social media marketing, and 0.939 for purchase decision. Thus, all three variables are considered reliable and consistent for use in measurement.

Linear Regression Model

The influence of endorsement and social media marketing on consumer purchasing decisions is formulated in a linear regression equation based on the following data.

Table 2. Linear Regression Model

Coefficients					
Model	Unstandardized Coefficients		Standardized coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5,360	6,040		0,887	0,383
Endorsment (X1)	0,326	0,252	0,190	1,292	0,207
Social media marketing (X2)	1,681	0,379	0,653	4,439	0,000

Dependent variable: Purchase decision consumer (Y)

Based on the table 2 above, according to the t-test results in Table 20, the endorsement variable (X1) has a calculated t-value of 1.292 with a significance level of 0.207. This value is smaller than the t-table value of 2.052, so it can be concluded that endorsement does not significantly influence purchasing decisions. Meanwhile, the social media marketing variable (X2) has a calculated t-value of 4.439 with a significance level of 0.000. This value is greater than the t-table value of 2.052, so it can be concluded that social media marketing significantly influences purchasing decisions.

Gujarati (2003) Multiple linear regression analysis is a statistical technique used to measure the relationship between one dependent variable and two or more independent variables to determine the extent to which the independent variables influence the dependent variable.

$$Y = 5.360 + 0.326X_1 + 1.681X_2$$

Where:

Y = Purchase decision

X₁ = Endorsement

X₂ = Social media marketing

Interpretation of the results from the multiple linear regression equation:

1. The constant value of 5.360 indicates that if there is no influence from endorsement and social media marketing, the purchase decision value is 5.360.
2. The endorsement coefficient (0.326) indicates that each one-unit increase in the endorsement variable will increase the purchase decision by 0.326 units, but this is not statistically significant (sig. = 0.207 > 0.05).

3. The social media marketing coefficient (1.681) indicates that each one-unit increase in this variable will increase the purchase decision by 1.681 units and is statistically significant (sig. = 0.000 < 0.05).

The Influence of Endorsements and Social Media Marketing on Consumer Purchasing Decisions at Anna Online Shop. The results of the study show that simultaneously, endorsements and social media marketing have a significant effect on consumer purchasing decisions at Anna Online Shop. This proves that digital marketing strategies that utilise public figures and social media simultaneously can have an impact on consumer considerations when making purchases, both through physical stores and online platforms such as Shopee and Instagram. This finding is supported by a similar study conducted by Winanda and HS (2024) in Alexandria: Journal of Economics, Business, & Entrepreneurship. The study examined the influence of social media, celebrity endorsers, and online customer reviews on the purchase decisions of Pinkflash cosmetic products in Dompu Regency.

Coefficient of Determination

Table 3. Coefficient of Determination

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.776 ^a	0,603	0,573	3,402	0,603	20,488	2	27	0,000
a. Predictors: (Constant), Social media marketing (X2), Pengaruh endorsmen (X1)									

Based on the analysis results in the table 3 Coefficient of Determination, the R-square value is 0.603. This means that 60.3% of the purchase decision variable can be explained by the endorsement and social media marketing variables together. The remaining 39.7% is explained by other variables outside the model used in this study. The adjusted R-square value of 0.573 also indicates that after adjusting for the number of independent variables, the model still explains approximately 57.3% of the variation in purchase decisions. Thus, this regression model has a sufficiently strong explanatory power.

The results of this study indicate that endorsements do not have a significant effect on consumer purchasing decisions at Anna Online Shop. Although the use of public figures or influencers can increase brand awareness and appeal, this does not automatically encourage consumers to make purchasing decisions. The results of the study indicate that social media marketing has a significant influence on consumer purchasing decisions at Anna Online Shop. Marketing activities through social media have proven to be able to attract attention, build interest, and encourage consumers to make purchases. Through platforms such as Instagram and Shopee, Anna Online Shop consistently displays attractive visual content, provides complete product information, and offers promotions or discount codes that are relevant to the needs of its target market. This aligns with research conducted by Prayogo and Yoestini (2022) on PSIS Store, which found that social media marketing has a positive and significant influence on purchasing decisions.

Meanwhile, recommendations for this research include Anna Online Shop enhancing the effectiveness of influencer recommendations by providing special promo codes, direct purchase links, or trackable affiliate programmes, and increasing brand trust through endorsers by selecting public figures with high credibility and suitability for cosmetic products, such as beauty content creators known for their honesty and educational approach. Additionally, ensure that endorsement content does not appear too much like an advertisement but rather reflects the endorser's genuine experiences and personal reviews.

4. CONCLUSION

Endorsement and social media marketing simultaneously have a significant effect on consumer purchasing decisions. This means that digital marketing strategies combining both approaches can create an incentive for consumers to consider purchasing a product. However, when tested separately, only social media marketing has a significant effect. This indicates that consumers are more responsive to interactions and content on social media than to mere promotions by public figures. Endorsements do not significantly influence purchasing decisions. While the use of public figures can enhance brand appeal and awareness, this does not necessarily drive consumers to purchase the product. Consumers prioritise tangible benefits, product quality, and reviews from other users. These findings align with previous research indicating that public figures do not always influence purchasing decisions, especially if the product lacks strong intrinsic value. Social media marketing has a significant influence on purchasing decisions. Through social media platforms such as Instagram and Shopee, consumers can more easily access product information, view reviews, and interact directly with brands. Engaging content and effective promotional strategies on social media can build trust and drive purchasing decisions. Social media has become an effective communication channel for shaping positive perceptions and consumer loyalty toward brands.

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