

THE INFLUENCE OF VIRAL MARKETING, CELEBRITY ENDORSEMENT AND BRAND IMAGE ON DECISIONS TO PURCHASE SKINCARE PRODUCTS ON GEN Z WOMEN IN BATAM CITY

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Abstract

The large number of skincare products and brands that have emerged has created a high level of competition. Every company is required to reach the desired target market. The target market can be achieved through consumer purchasing decisions. This target can be achieved with various factors, some of which are Viral Marketing, Celebrity Endorsement and Brand Image. This research aims to determine the influence of Viral Marketing, Celebrity Endorsement, and Brand Image on Purchasing Decisions for Gen Z Women's Skincare Products in Batam City. This type of research is descriptive quantitative. The research method is multiple linear regression. The sampling technique uses non-probability sampling techniques. The research sample was 97 respondents. Data was processed using the SPSS v25 program. The research results show that Viral Marketing does not have a positive and significant effect on Purchasing Decisions, Celebrity Endorsement has a positive and significant effect on Purchasing Decisions and Brand Image has a positive and significant effect on Purchasing Decisions. The magnitude of the influence of Viral Marketing, Celebrity Endorsement and Brand Image in explaining the Purchasing Decision variable is 70.6%.

Keywords: Purchase Decision, Viral Marketing, Celebrity Endorsement, Brand Image.

INTRODUCTION

As technology develops increasingly rapidly and sophisticatedly, internet users are now no strangers to promoting their products on the internet. E-marketing is one method that can be used to market products or services via the internet. E-marketing is the marketing side of e-commerce, which is one way of conveying messages to companies, offering and selling goods or services via the internet. Marketing that uses social media by carrying out promotional tactics will experience an increase in sales and marketing costs will of course be much cheaper. (Saifulloh & Raharjo, 2021).

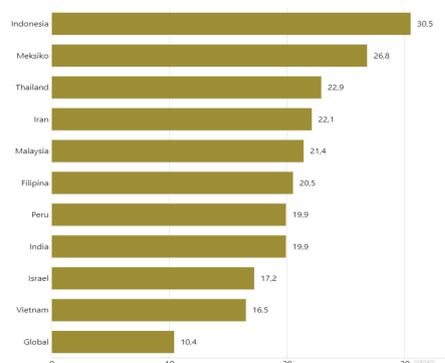


Figure 1. Worldwide E-commerce Growth Projection Data

Source : (Databoks.katadata.co.id/, 2024)

The information source published on the site databoks.katadata.co.id shows the results of the German e-commerce research institute, ECDB, which states that Indonesia has been confirmed as a country with the highest projected level of e-commerce growth in the entire world. in 2024, with a growth rate of 30.5%. This data is greater, reaching 3x the global comparison, which only reaches 10.4%. These projections are designed using various techniques that adjust market behavior. So that driving factors emerge that are starting to be calculated, some of which include GDP or gross domestic product per capita, consumer spending per capita, country population, and internet penetration. (Databoks.katadata.co.id/, 2024)

The increase in the population in Indonesia among young people is increasing and people understand that maintaining the appearance and health of their skin is very important. The world of national beauty is currently developing rapidly with the emergence of locally made cosmetic brands. The use of local products is very popular and is an indication of increasing product quality which can now compete with brands from abroad. The phenomenal growth of the cosmetics industry in Indonesia began with the growth of the number of local cosmetics industries which reached 21.9%, which started with 913 companies in 2022 and reached 1,010 companies in mid-2023. (Kompas.com, 2024)

In the current era of globalization, many skincare companies are paying attention to the latest developments in producing products. Each company has its own characteristics that can attract consumers. Entrepreneurial competition is now increasingly diverse, there are more and more entrepreneurs in various industrial fields. One of them is skincare, the large number of skincare products produced has led to increased competition. (Mayleni & Husda, 2024)

In the opinion of Co-Founder and CMO Sociolla Chrisanti Indiana, beauty is an industry that has high resilience and is adaptive in all conditions and challenges. He really believes that the business trends in the world of beauty this year are still very positive. For example, it is marked by the large number of beauty brands, both local and foreign, that have emerged in the domestic market. (Liputan6.com, 2024)

In the midst of fierce competition in this sector, skin care brands need to strive to understand the various factors that influence consumer purchasing decisions, as mentioned by Kotler in (Endriani, 2018:40) Purchasing decisions are consumer decisions regarding opinions regarding brands in the chosen category. This also allows consumers to gather intentions in searching for product brands according to their interests. However, there are factors that emerge between purchases and purchasing decisions, namely attitudes and situational factors that have not been anticipated. The problem with The Originote is that the high level of competition between skincare companies is known to come from the large number of brands that have emerged, so they need strategies that can make the brand continue to survive.

The Originote skincare is currently going viral as a skincare brand with product prices that are quite affordable compared to its competitors, this brand is a new brand. A moisturizer from The Originote product, namely Hyalucera Moisturizer, was first launched in Indonesia in April 2022. The emergence of this moisturizer is based on the results of research that has been tested by The Originote Team which found a facial moisturizer with a very light texture, an affordable price and of course high quality. Until now, this brand has skincare products in the form of sunscreen, moisturizer, serum, facial wash and several other types of skin care. (TheOriginote.id, 2024)



Figure 2. The Originote Receives Brand Awards Choice Awards 2023

Source: wanitaindonesia.co (2023)

Sales of The Originote products on social media and several e-commerce platforms in Indonesia are a proud achievement. In recognition of this achievement, this moisturizer won the prestigious Brand Choice Award in 2023 for its consistency in providing quality skin care products at very affordable prices.

Currently, The Originote Brand uses a promotional method called Viral Marketing. According to Kotler & Armstrong (2018:516) viral marketing is a digital form of the word of mouth marketing process, which involves creating videos, advertisements and other marketing content that are very interesting and contagious which allows users or consumers to search for content creators or share the content with friends. . The Originote brand uses a viral marketing strategy through the video content posting feature so that it can achieve FYP or go viral on TikTok.

The For You Page or FYP page is a very important aspect of TikTok social media (Partipost.com, 2023). Brands try hard to get the content they create into FYP. The way to do this is by posting interesting video content so that interested audiences will give likes and shares which can help increase the content and make it viral. If it makes it to the FYP (viral) page, the brand's content will not only be seen by the audience who follows their account, but has the potential to be seen by a very wide TikTok audience, even hundreds of thousands or millions of people, automatically, awareness of the brand can increase quickly (Partipost.com, 2023).

The viral marketing strategy for The Originote brand has a problem where in TikTok posts it cannot be predicted whether the content posted will always go viral or not. Until now, the FYP algorithm is still difficult to understand (Partipost.com, 2023)). Apart from that, it cannot be guaranteed that the content included in FYP will reach an audience that matches the target persona (Partipost.com, 2023).

Another marketing strategy is also carried out by The Originote by means of celebrity endorsements. According to Antoro and Sutrasdawati (2015) in (Siringoringo, 2022) endorsement is an advertising supporter or can be known as an advertising sponsor or advertising celebrity who supports a product to be advertised, the celebrity influences the message delivery process. The stages in sending messages through endorsements aim to inform consumers about the product to be sold and communicate the benefits that can be obtained from the product, thereby influencing consumer purchases as a positive impact that has been conveyed by the endorsement. Based on this information, it can be said that recommendations from endorsements can be effective in selling a product.

For Gen Z Women, celebrity endorsements can be very influential or not. In fact, currently many articles say that Generation Z is said to be the biggest consumer who has a different attitude compared to previous generations so they no longer like endorsement promotion strategies (Febriani, 2021). From the research results, it was found that Generation Z currently has a low evaluation of the effectiveness of marketing communication strategies in the form of

celebrity endorsements which do not match expectations, some of which include creating content that looks monotonous and lacking creativity, choosing celebrities who do not match the advertised brand category. , too much endorsement content is spamming, and the quality of the visual display is less attractive (Febriani, 2021).

Celebrity endorsements that build strong relationships with their audiences have a higher level of authenticity and trust. They understand their audience better so that the content they produce is more impactful and relevant. When brands work with Celebrity Endorsements that focus on connecting with their audience, the resulting growth can be more consistent. That way, they can create the right community to share the message the brand wants to convey. (Partipost.com, 2023)

The Originote brand still often chooses celebrity endorsements which produce monotonous reviews that do not focus on the relationship with the audience so that the audience feels less confident in using the product being reviewed, this results in promotional strategies using celebrity endorsements being less effective. Some examples of The Originote product reviews carried out by celebrity endorsements which can be said to be monotonous are: @beaupiw, @dindasyafirra_ dan @kreatorbiuty. In the video review results of the 3 celebrity endorsements, there is no relationship with the audience, but only introduces the product without any personal opinion or communication that can attract the audience to use The Originote products. This is very unfortunate for The Originote to spend money for the results of the review. less attractive.

The following factor for buyers in making purchasing decisions is Brand Image. According to Ristant & Iriani, (2020) Brand Image is a customer's interpretation and beliefs that reflect a collection of views that arise in their minds when they see or hear a brand. Research conducted by researchers among skin care product users highlights the importance of brand image in assessing safety and quality. Therefore, special attention to brand image is highly recommended to ensure consumer appeal and trust. The Originote has a brand image, namely a beauty brand with fairly affordable prices and excellent product quality, this makes The Originote brand, which is still relatively new on the market, successful and in demand. In its implementation, The Originote brand experienced a problem of losing public trust, namely an overclaim regarding the ingredients in one of the Hyalureca Moisturizers.

This problem went viral because The Originote wrote its ingredients on the packaging which did not comply with BPOM regulations. The Originote once claimed on its social media, which has now been deleted, that Hyalucera Moisturizer contains 2% Ceramide and 3% Chlorelina. The Hyaluronic Acid content is not pure 7%, but a combination. However, according to the regulations of BPOM Law No. 30, it is mandatory to order the ingredients from the highest content, then to the smallest, if for example 1% can still be randomised. It is called overclaim because it can be differentiated from other ingredients in the Hyalucera Moisturizer product. There are regulations regarding ingredient concentration limits, and in The Originote product it states that the Phenoxythanol ingredient is 1% or the preservative stated above the ceramide ingredient which is claimed to be more than 2%, so it is not certain that the ceramide ingredient is 2%. This problem was acknowledged and clarified by The Originote that for example 2% ceramide is not just pure ceramide. Thanks to this problem, The Originote lost public trust. (Hops.id, 2024)

The differences in research that make comparisons between this research and previous research lie in the research object, the year range of respondents, and the place where the research was conducted.

Currently, Skincare The Originote is going viral as a skin care brand that is more affordable than its competitors. As a newly launched brand, many beauty fans support and recommend The Originote products. Based on the context above, this research will focus on factors and

indicators as well as reasons that attract or desire customers in making decisions to purchase skincare products from various The Originote brands. **"The Influence of Viral Marketing, Celebrity Endorsements and Brand Image on Purchasing Decisions for Skincare Products among Gen Z Women in Batam City"**.

METHODS

The research carried out is a type of quantitative research with a descriptive approach. The purpose of descriptive research is to describe or describe a phenomenon or situation by collecting and analyzing data quantitatively. Researchers chose Batam City as the center for this research.

The sampling tool was carried out using a non-probability sampling technique, namely a method where each element or member of the population does not have the same chance of being selected as a sample (Sugiyono, 2018)). This technique is used because the population is large and users are not registered so it is difficult to know the population size. In this research, it was carried out using a purposive sampling approach. Using non-probability sampling techniques according to Paul Leedy, 97 samples were obtained.

RESULTS AND DISCUSSION

Validity Test

Table 1. Validity Test Data Processing Results

<i>Statement</i>	<i>R hitung</i>	<i>R table</i>	<i>Explanation</i>
X1.1	0,605	0,1996	Valid
X1.2	0,612	0,1996	Valid
X1.3	0,578	0,1996	Valid
X1.4	0,631	0,1996	Valid
X1.5	0,546	0,1996	Valid
X1.6	0,688	0,1996	Valid
X1.7	0,659	0,1996	Valid
X1.8	0,568	0,1996	Valid
X1.9	0,678	0,1996	Valid
X1.10	0,662	0,1996	Valid
X2.1	0,773	0,1996	Valid
X2.2	0,647	0,1996	Valid
X2.3	0,661	0,1996	Valid
X2.4	0,644	0,1996	Valid
X2.5	0,720	0,1996	Valid
X2.6	0,675	0,1996	Valid
X2.7	0,582	0,1996	Valid
X2.8	0,689	0,1996	Valid
X3.1	0,567	0,1996	Valid
X3.2	0,634	0,1996	Valid
X3.3	0,761	0,1996	Valid
X3.4	0,723	0,1996	Valid
X3.5	0,718	0,1996	Valid
X3.6	0,650	0,1996	Valid
Y.1	0,666	0,1996	Valid
Y.2	0,518	0,1996	Valid
Y.3	0,640	0,1996	Valid

Y.4	0,603	0,1996	Valid
Y.5	0,644	0,1996	Valid
Y.6	0,566	0,1996	Valid
Y.7	0,623	0,1996	Valid
Y.8	0,579	0,1996	Valid
Y.9	0,649	0,1996	Valid
Y.10	0,581	0,1996	Valid
Y.11	0,620	0,1996	Valid
Y.12	0,505	0,1996	Valid

Source: SPSS v24 Data Processed Results (2024)

In the table that has been displayed, the calculated r value for all variable statements Celebrity Endorsement (X1), Celebrity Endorsement (X2), Brand Image (X3) and Purchase Decision (Y) is > the r value of the table, namely 0.1996. With the calculated r value > r table, it can be said that the instruments used in this research are valid or valid.

Reliability Test

Table 2. Reliability Test Data Processing Results

No	Variabel	Cronbachs Alpha	Keterangan
1	Viral marketing (X1)	0,824	Reliabel
2	Celebrity Endorsement (X2)	0,830	Reliabel
3	Brand Image (X3)	0,762	Reliabel
4	Buying decision (Y)	0,835	Reliabel

Source: SPSS v24 Data Processed Results (2024)

In the table that has been displayed, it can be seen that the results of the reliability test on the Viral Marketing variable (X1) show a Cronbach's alpha value of 0.825, Celebrity Endorsement (X2) shows a Cronbach's alpha value of 0.830, Brand Image (X3) shows a Cronbach's alpha value of 0.762 and Purchase Decision (Y) shows a Cronbach's alpha value of 0.835. With the results that have been displayed, all the variables tested show a Cronbach's alpha value > 0.600, so in this study all items can be declared valid or reliable.

Normality Test

Table 3. Normality Test Data Processing Results

<i>One-Sample Kolmogorov-Smirnov Test</i>		
		Unstandardized Residual
N		97
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	.0000000
	<i>Std. Deviation</i>	2.92879709
<i>Most Extreme Differences</i>	<i>Absolute</i>	.087
	<i>Positive</i>	.055
	<i>Negative</i>	-.087
<i>Test Statistic</i>		.087
<i>Asymp. Sig. (2-tailed)</i>		.070 ^c
<i>a. Test distribution is Normal.</i>		
<i>b. Calculated from data.</i>		
<i>c. Lilliefors Significance Correction.</i>		

Source: SPSS v24 Data Processed Results (2024)

From the table that has been displayed, it can be seen in Asymp. Sig.(2-tailed) produces a value of 0.070, meaning $0.070 > 0.50$ of the required significance value. So with this the data that has been processed has a normal distribution.

multicollinearity Test

Table 4. multicollinearity Test Data Processing Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Total_X1	.258	3.874
	Total_X2	.199	5.017
	Total_X3	.251	3.977

Source: SPSS v24 Data Processed Results (2024)

In the image that has been shown, the viral marketing variable has a VIF value of 3.874 < 10 and a tolerance value of 0.258 > 0.1 . In the celebrity endorsement variable, the VIF value is 5.017 < 10 and the tolerance value is 0.199 > 0.1 . In the brand image variable, the VIF value is 3.977 < 10 and the tolerance value is 0.251 > 0.1 . With this, it can be said that the test results of all variables are free from multicollinearity.

Heteroscedastisity Test

Table 5. Heteroscedastisity Test Data Processing Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.814	2.108		1.335	.185
	Total_X1	.056	.093	.120	.596	.553
	Total_X2	.048	.123	.090	.394	.695
	Total_X3	-.180	.135	-.274	-1.338	.184

a. Dependent Variable: ABS_RES1

Source: SPSS v24 Data Processed Results (2024)

In the table that has been displayed, the results of the Glejser test are X1 0.553, X1 0.695 and X3 0.184. From the data results, all of them are > 0.05 , so these results indicate that the data is free from symptoms of heteroscedasticity.

Multiple Linier Regression Analysis

Table 6. Multiple Linier Regression Analysis Test Data Processing Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.352	3.330		1.607	.111
	Total_X1	.099	.148	.074	.668	.505

Total X2	.641	.194	.416	3.306	.001
Total X3	.740	.212	.390	3.484	.001

a. *Dependent Variable: Total_Y*

Source: SPSS v24 Data Processed Results (2024)

In the table shown above, the formula for multiple linear regression is obtained, namely as follows:

$$Y = 5.352 + 0.099X1 + 0.641X2 + 0.740X3 + e$$

So, it can be broken down as follows:

1. Constant shows a regression result value of 5,352, the test results show that if viral marketing, celebrity endorsement and brand image are worth 0, then the purchasing decision will also show a value of 5,352
2. The viral marketing variable (X1) shows a regression result value of 0.099 or 9.9%. The results of this test show that the other independent variables have a fixed or constant value. If the viral marketing variable (X1) experiences an increase of 1%, this can cause the same increase in purchasing decisions (y) of 0.099.
3. The celebrity endorsement variable (X2) shows a regression result value of 0.641 or 64.1%. The results of this test show that the other independent variables have fixed or constant values. If the celebrity endorsement variable (X2) experiences an increase of 1%, this can cause the same increase in purchasing decisions (y) of 0.641.
4. The brand image variable (X3) shows a regression result value of 0.740 or 74%. The results of this test show that the other independent variables have a fixed or constant value. If the brand image variable (X3) experiences an increase of 1%, this can cause the same increase in purchasing decisions (y) of 0.740.

Correlation Coefficient Analysis

Table 7. Correlation Coefficient Analysis Test Data Processing Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840 ^a	.706	.697	2.976
a. <i>Predictors: (Constant), Total_X3, Total_X1, Total_X2</i>				
b. <i>Dependent Variable: Total_Y</i>				

Source: SPSS v24 Data Processed Results (2024)

The table that has been displayed shows an R Square value of 0.706. This value can be interpreted as meaning that the Purchase Decision (Y) can be explained or can be influenced by the variables Viral Marketing (X1), Celebrity Endorsement (X2) and brand image (X3) as much as 70.6% and the remaining 29.4% is influenced or can be explained by other variables not researched or discussed in this research.

Partial Testing (t test)

Table 8. Partial t test Test Data Processing Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.352	3.330		1.607	.111

Total X1	.099	.148	.074	.668	.505
Total X2	.641	.194	.416	3.306	.001
Total X3	.740	.212	.390	3.484	.001
a. <i>Dependent Variable: Total Y</i>					

Source: SPSS v24 Data Processed Results (2024)

In the table that has been displayed, the following results can be found:

1. The Viral Marketing variable (X1) produces a calculated t value of 0.668 < t table 1.98580 and a sig value of 0.505 > 0.50. So H0 is accepted and H1 is rejected, meaning that Viral Marketing (X1) does not have a positive and significant effect on the Purchase Decision (Y) of The Originote skincare products among gen z women in the city of Batam.
2. The Celebrity Endorsement variable (X2) produces a calculated t value of 3.306 > t table 1.98580 and a sig value of 0.001 < 0.50. So H1 is accepted and H0 is rejected, meaning that Celebrity Endorsement (X2) has a positive and significant effect on the Purchase Decision (Y) of The Originote skincare products among gen z women in the city of Batam.
3. The Brand Image variable (X3) produces a calculated t value of 3.484 > t table 1.98580 and a sig value of 0.001 < 0.50. So H1 is accepted and H0 is rejected, meaning that Brand Image (X3) has a positive and significant effect on the Purchase Decision (Y) of The Originote skincare products among gen z women in the city of Batam.

Influence of Viral Marketing (X1) on Purchasing Decisions (Y)

Testing the hypothesis H1 reveals that Viral Marketing (X1) does not have a positive and significant effect on Purchasing Decisions (Y). This result can be seen in the Viral Marketing variable (X1) which shows a calculated t value of 0.668 < t table 1.98580 and a sig value of 0.505 > 0.50. Based on the results of this test, H0 is accepted and H1 is rejected, this shows that partially Viral Marketing (X1) does not have a positive and significant effect on the Purchase Decision (Y) of The Originote skincare products among gen z women in the city of Batam.

Viral marketing promotion strategies are carried out by companies to convey marketing messages or information using online media with the aim of achieving marketing targets. This strategy involves creating photo and video content from advertisements to other marketing-related content that is packaged in an attractive and quickly contagious manner that allows users to search for content creators or share the content with friends. This viral marketing strategy using social media is very effective and efficient and is considered capable of achieving broad marketing targets which can increase company revenue. In this study, viral marketing did not have a positive and significant effect, this result was caused by the inaccuracy of the viral marketing strategy for Gen Z women in Batam City because it still relied on the FYP logarithm which was still difficult to understand so that The Originote brand content videos did not always go viral or appear on every user's home page. TikTok.

The results of this research are in line with previous research conducted by Fajriyah & Karnowati (2022) this research suggests that the Viral Marketing variable does not have a positive and significant effect on purchasing decisions. There is also other research that is in line with this research, namely research conducted by Evan Saktiendi et al., (2022) which suggests that Viral Marketing does not have a positive and significant effect on Purchasing Decisions.

Influence of Celebrity Endorsement (X2) on Purchasing Decisions (Y)

Testing the hypothesis H2 reveals that Celebrity Endorsement (X2) has a positive and significant effect on Purchase Decisions (Y). These results can be seen in the Celebrity Endorsement variable (X2) which shows a calculated t value of $3.306 > t$ table 1.98580 and a sig value of $0.001 < 0.50$. Based on the results of this test, H2 is accepted and H0 is rejected, this shows that partially Celebrity Endorsement (X2) has a positive and significant effect on Purchase Decisions (Y) for The Originote skincare products among gen z women in the city of Batam.

Celebrity endorsements are advertising supporters or advertising stars who can help the process of conveying messages to the audience which aims to support the product being advertised. The use of celebrity endorsements is one creative way that can be used to convey interesting messages in advertisements that aim to reach company targets. This creative way of delivering marketing messages can achieve higher attention and be remembered by the audience, thereby helping to increase sales. In this research, celebrity endorsement has a positive and significant effect. This result is because celebrities who are endorsed by The Originote can convey advertising messages that can build relationships with the audience so that they can influence the audience's perception and interest in The Originote products.

The results of this research are in line with previous research conducted by Hamdani et al., (2023) which stated that Celebrity Endorsements have a positive and significant effect on Purchasing Decisions. However, there is also other research that is in line with this research, namely research conducted by Mandira & Arnata (2023) which suggests that Celebrity Endorsements have a positive and significant effect on Purchasing Decisions.

Influence of Brand Image (X3) on Purchasing Decisions (Y)

Testing the hypothesis H3 reveals that Brand Image (X3) has a positive and significant effect on Purchasing Decisions (Y). These results can be seen in the Brand Image variable (X3) which shows a calculated t value of $3.484 > t$ table 1.98580 and a sig value of $0.001 < 0.50$. Based on the results of this test, H3 is accepted and H0 is rejected, this shows that partially Brand Image (X3) has a positive and significant influence on the Purchase Decision (Y) of The Originote skincare products among gen z women in the city of Batam.

Brand image is a consumer's view of the beliefs they hold about a brand or product and service. Brand image is related to each other and the opinions that exist in the eyes of consumers about a brand. If the brand image or company image is good in the eyes of consumers then this can be a basis for the company to carry out promotions that can increase sales. In this research, brand image has a positive and significant effect, this result is caused by the views of consumers who assess that The Originote brand has a good image starting from price, content to the benefits produced in accordance with the claims of the product.

The results of this research are in line with previous research conducted by Yusuf et al. (2022) this research suggests that the Brand Image variable has a positive and significant effect on purchasing decisions. However, there is also other research that is in line with this research, namely research conducted by Aqsony et al., (2020)) which suggests that Brand Image has a positive and significant effect on Purchasing Decisions.

CONCLUSION

After the test is carried out, conclusions can be drawn, namely as follows:

1. The Viral Marketing variable does not have a positive and significant effect on purchasing decisions for The Originote skincare products among gen z women in the city of Batam.

2. The Celebrity Endorsement variable has a positive and significant effect on purchasing decisions for The Originote skincare products among gen z women in the city of Batam.
3. The Brand Image variable has a positive and significant effect on purchasing decisions for The Originote skincare products among gen z women in the city of Batam.
4. In the test results, the coefficient of determination of Purchase Decisions can be explained or can be influenced by the variables Viral Marketing, Celebrity Endorsement and brand image as much as 70.6% and the remaining 29.4% is influenced or can be explained by other variables which were not discussed or examined in the research this time.

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