


**FACTORS INFLUENCING CONSUMER PURCHASE INTEREST MS GLOW IN MAKASSAR CITY**

**Muhammad Shaleh Zainuddin<sup>A</sup>, Indrianty Sudirman<sup>B</sup>, Sumardi Lasise<sup>C</sup>, Abdullah Sanusi<sup>D</sup>**



ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p><b>Received</b> 31 January 2023</p> <p><b>Accepted</b> 30 March 2023</p>	<p><b>Purpose:</b> The purpose of this research is to find out whether eWOM, endorsement and brand awareness affect consumer buying interest in Ms Glow products.</p> <p><b>Theoretical framework:</b> EWOM, endorsement and brand awareness are the main factors that determine consumer buying interest in Ms Glow products. This topic has been central to a number of contemporary studies discussed in literature reviews.</p>
<p><b>Keywords:</b></p> <p>eWoM; Endorsement; Brand Awareness; Purchase Intention.</p> <div data-bbox="172 994 480 1240" style="text-align: center;">  </div>	<p><b>Design/methodology/approach:</b> This study uses a quantitative approach to the causal associative design with the survey method. The sample in this study were consumers who wanted to buy and use Ms Glow cosmetics in the city of Makassar, which were obtained using purposive sampling. This study uses a 5-point Likert scale to collect research data.</p> <p><b>Findings:</b> The results of the study show that eWOM, endorsement and brand awareness simultaneously influence the intention to buy Ms Glow's products. In addition, partially endorsement and brand awareness have a positive and significant effect on consumer buying interest for Ms Glow products. However, eWOM is not significant in influencing consumers' buying interest in Ms Glow products in Indonesia.</p> <p><b>Research, Practical &amp; Social implications:</b> We suggest a future research agenda related to skincare and highlight the contribution to the marketing of beauty products that are labeled halal.</p> <p><b>Originality/value:</b> Most of the previous studies have assessed the factors that influence consumer buying interest in beauty products. However, the capacity for complete information about these effects in the Indonesian population has not been thoroughly analyzed. This highlights the importance of our research.</p> <p>Doi: <a href="https://doi.org/10.26668/businessreview/2023.v8i4.1368">https://doi.org/10.26668/businessreview/2023.v8i4.1368</a></p>

**FATORES QUE INFLUENCIAM O INTERESSE DE COMPRA DO CONSUMIDOR MS GLOW NA CIDADE DE MAKASSAR**

**RESUMO**

**Objetivo:** O objetivo desta pesquisa é descobrir se o eWOM, endossos e reconhecimento da marca afetam o interesse de compra dos consumidores nos produtos Ms Glow.

<sup>A</sup>Master of Marketing Management, Faculty of Economics, University of West Sulawesi, Majene, Indonesia.

E-mail: [muh.shaleh.usb@unsulbar.ac.id](mailto:muh.shaleh.usb@unsulbar.ac.id) Orcid: <https://orcid.org/0000-0002-1764-9936>

<sup>B</sup>Doctor of economics. Economics and Business Faculty, Hasanuddin University. Makassar, Indonesia.

E-mail: [indrianty\\_sudirman@yahoo.com](mailto:indrianty_sudirman@yahoo.com) Orcid: <https://orcid.org/0000-0001-9513-480X>

<sup>C</sup>Doctor of economics. Economics and Business Faculty, Hasanuddin University. Makassar, Indonesia.

E-mail: [sumardilasise@gmail.com](mailto:sumardilasise@gmail.com) Orcid: <https://orcid.org/0000-0002-8068-9092>

<sup>D</sup>Doctor of Strategic Economics and Business Faculty, Hasanuddin University. Makassar, Indonesia.

E-mail: [a.sanusi@unhas.ac.id](mailto:a.sanusi@unhas.ac.id) Orcid: <https://orcid.org/0000-0001-9391-8125>

**Referencial teórico:** EWOM, endosso e reconhecimento da marca são os principais fatores que determinam o interesse de compra do consumidor nos produtos Ms Glow. Este tópico tem sido central para uma série de estudos contemporâneos discutidos em revisões de literatura.

**Desenho/metodologia/abordagem:** Este estudo usa uma abordagem quantitativa com um design associativo causal com métodos de pesquisa. A amostra neste estudo foram consumidores que desejavam comprar e usar cosméticos Ms Glow na cidade de Makassar, que foram obtidos por meio de amostragem intencional. Este estudo usa uma escala Likert de 5 pontos para coletar dados de pesquisa.

**Resultados:** Os resultados do estudo mostram que o eWOM, o endosso e o conhecimento da marca influenciam simultaneamente a intenção de comprar os produtos da Ms Glow. Além disso, o endosso parcial e o conhecimento da marca têm um efeito positivo e significativo no interesse de compra do consumidor pelos produtos Ms Glow. No entanto, o eWOM não é significativo para influenciar o interesse de compra dos consumidores nos produtos Ms Glow na Indonésia.

**Pesquisa, implicações práticas e sociais:** Sugerimos uma futura agenda de pesquisa relacionada aos cuidados com a pele e destacamos a contribuição para o marketing de produtos de beleza rotulados como halal.

**Originalidade/valor:** A maioria dos estudos anteriores avaliou os fatores que influenciam o interesse de compra do consumidor em produtos de beleza. No entanto, a capacidade de obter informações completas sobre esses efeitos na população indonésia não foi totalmente analisada. Isso destaca a importância de nossa pesquisa.

**Palavras-chave:** EWOM, Endosso, Reconhecimento da Marca, Intenção de Compra.

## FACTORES QUE INFLUYEN EN EL INTERÉS DE COMPRA DEL CONSUMIDOR EN MS GLOW EN LA CIUDAD DE MAKASSAR

### RESUMEN

**Propósito:** El propósito de esta investigación es averiguar si eWOM, el respaldo y el conocimiento de la marca afectan el interés de compra de los consumidores en los productos Ms Glow.

**Marco teórico:** EWOM, el respaldo y el conocimiento de la marca son los principales factores que determinan el interés de compra del consumidor en los productos Ms Glow. Este tema ha sido fundamental para una serie de estudios contemporáneos discutidos en las revisiones de la literatura.

**Diseño/metodología/enfoque:** Este estudio utiliza un enfoque cuantitativo con un diseño causal asociativo con métodos de encuesta. La muestra en este estudio fueron consumidores que querían comprar y usar cosméticos Ms Glow en la ciudad de Makassar, que se obtuvieron mediante muestreo intencional. Este estudio utiliza una escala Likert de 5 puntos para recopilar datos de investigación.

**Hallazgos:** Los resultados del estudio muestran que eWOM, el respaldo y el conocimiento de la marca influyen simultáneamente en la intención de comprar productos Ms Glow. Además, el respaldo parcial y el conocimiento de la marca tienen un efecto positivo y significativo en el interés de compra del consumidor por los productos Ms Glow. Sin embargo, eWOM no influye significativamente en la intención de compra de los consumidores de productos Ms Glow en Indonesia.

**Implicaciones de investigación, prácticas y sociales:** Sugerimos una futura agenda de investigación relacionada con el cuidado de la piel y destacamos la contribución a la comercialización de productos de belleza etiquetados como halal.

**Originalidad/valor:** La mayoría de los estudios anteriores han evaluado los factores que influyen en el interés de compra del consumidor en productos de belleza. Sin embargo, la capacidad de información completa sobre estos efectos en la población de Indonesia no se ha analizado a fondo. Esto resalta la importancia de nuestra investigación.

**Palabras clave:** EWOM, Aprobación, Reconocimiento de Marca, Intención de Compra.

### INTRODUCTION

Based on an article quoted from [lifestyle.sindownews.com](http://lifestyle.sindownews.com) it stated that "Ms Glow, a beauty cosmetic brand in Indonesia, won the 2020 Indonesia Best Brand Award (IBBA) for the category of Facial Treatments that are Exclusively Sold. Based on data from IBBA, in terms of Brand Awareness, MS Glow has become the Top of Mind or the most remembered brand by

consumers. According to Shimp (2014), brand awareness is related to the strength of the brand embedded in memory which is reflected in consumers with the ability to recall or recognize a brand under different conditions. Likewise the opinion expressed by Aaker (2014), brand awareness is the ability of consumers to recognize or recall that a brand is part of a certain product category.

MS Glow also ranks first in the Best Brand classification or the brand that is considered the best by consumers. Ms. Glow is a skin care and cosmetic product, where this local product is in great demand by everyone, because Ms. Glow herself already has Aesthetic clinics in several cities, seeing that there are not many skin care products that have clinics, this makes Ms. Glow even more attractive. Not only that, Ms Glow also has BPOM permits and is also halal certified, and of course it is safe to use. Ms Glow itself also has various kinds of treatments. This allows Ms Glow to improve product quality to improve facial skin tone, and prevent premature aging which gives acne-prone skin, dry skin, and a radiant finish for Korean women fully available and certified as safe by Ms Glow. Not surprisingly, Ms Glow quickly took root in the public's mind. On the other hand, MS Glow has successfully managed its business and developed its products since its establishment in 2013, which started with selling skincare and body care products through online media. Surabaya, Sidoarjo, Makassar, Bekasi and Malang.

As the times progress, more and more people are aware of the importance of taking care of their skin. Because of this, skincare products can skyrocket in sales both offline and online. Not a few companies have started issuing cross-gender facial treatments, one of which is MS Glow. With the motto "Magic for Skin", MS Glow wants to provide products that are easy for everyone to get at an affordable price. It is this goal that encourages MS Glow to hold an official reseller program so that many people can easily get their products. Sure enough, from the data taken by the Kompas internal team on the 69 thousand MS Glow products listed on Shopee through the online crawling method, in July 2021 alone MS Glow managed to complete a total of approximately 376 thousand transactions. For more details, see the following description of MS Glow sales data for July 2021 at Shopee.

The pandemic era, which limited our space for movement, made sales in e-commerce increase. In fact, according to Tokopedia's Beauty, Health and Personal Care Category Development Senior Lead, Jessica Gunawan, as quoted from Kumparan, skincare transactions at Tokopedia have doubled in the final quarter of 2021 compared to the previous period. It is estimated that the surge in transactions on e-commerce is due to the Covid-19 case which is

getting worse and makes us have to stay at home. Of course, this increase had an impact on sales of facial care issued by a local brand, MS Glow, on the Shopee e-commerce.

## LITERATURE REVIEW

Electronic Word of Mouth is communication between consumers about products, services or companies where sources are considered independent of commercial influence (Litvin et al., 2008). Electronic Word of Mouth is a communication message that comes from outside the organization and the resulting information is usually outside the company's control (Pride et al., 2015; Wirtz et al., 2010), electronic Word of Mouth communication can be positive or negative (Bataineh, 2015 ; Ghorban & Tahernejad, 2012). For example, consumers who are satisfied with a product or service at a consumer company will share positive word of mouth that can help the company to promote and attract new customers whereas if consumers feel dissatisfied they tend to share their word of mouth in a negative way, which is indirectly prevent other consumers from buying from the organization (Ghorban & Tahernejad, 2012).

According to Keller and Kotler (2016) some marketers emphasize two special forms of word of mouth or word of mouth (buzz and viral). Buzz marketing (gossip/talk) generates interest, creates interest, and expresses new relevant information related to the brand through the unexpected or even shocking. Viral marketing, also known as electronic word of mouth (eWOM), is a marketing method using the internet to create word of mouth effects to support marketing efforts and goals (Keller & Kotler, 2016). Viral marketing is contagious like a virus is another form of word of mouth or news from one mouse click to the next, which encourages consumers to tell others about the products and services the company has developed in audio, video, and written form online.

Shimp (2010) argues that an endorser is an advertisement supporter or also known as an advertisement star to support a product. According to Suryadi (2006), an endorser is an icon or often referred to as a direct source to deliver a message and or demonstrate a product or service in promotional activities that aim to support the effectiveness of product message delivery. According to Sonwalkar et al. (2011), endorser is a form of communication in which a celebrity acts as a spokesperson for a particular product or brand. Belch and Belch (2004) argue that an endorser is a speaker who delivers a message and or demonstrates a product or service. According to Hardiman (2006), an endorser is defined as a person selected to represent the image of a product (product image). Usually from among community leaders who have a prominent character and strong appeal. Andrews and Shimp (2017), there are three aspects that

need to be considered in choosing and using someone as an endorser, namely: credibility, attractiveness and strength. (1) Credibility refers to the tendency to trust or trust endorsers. The credibility of the source or conveyer of information can affect beliefs, opinions, attitudes and behavior towards the internalization process, where the recipient of the message believes the information adopted from the giver of the message is credible. There are two components of credibility that need attention, namely the first component leads to expertise (expertise), where expertise refers to the knowledge, experience, or skills possessed by supporters (endorser). The second component is trustworthiness, where trust refers to perceived honesty, integrity, and can be trusted by many people. (2) Attractiveness consists of three things, namely similarity, familiarity and being liked. Attraction is not only physical, but also includes a number of characteristics that are supporting advantages, such as intellectual skills, traits, personality, lifestyle characteristics, etc. The attractiveness of an endorser is inseparable from two important things, namely the level of liking in front of advertising audiences (likability) and the level of similarity in personality that product users want to have (similarity). (3) Strength is the charisma emitted by the source so that it can influence the thoughts, attitudes or behavior of consumers because of the supporting statements or messages.

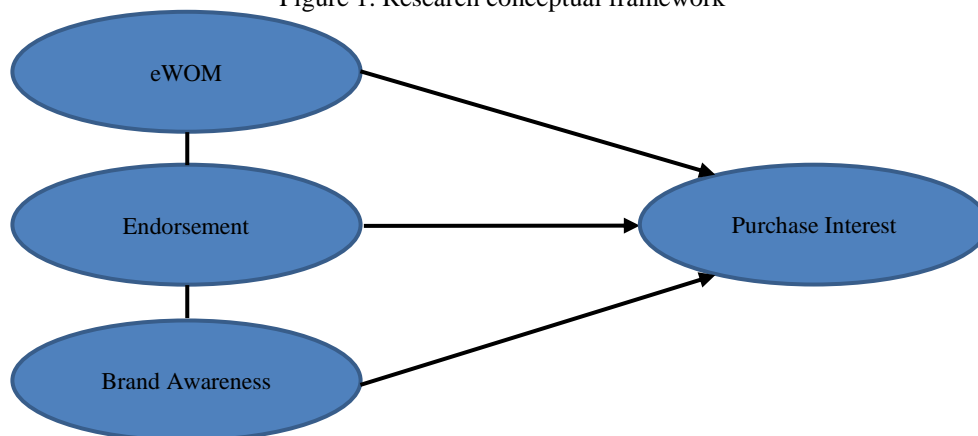
According to Durianto et al. (2017) brand awareness is the ability of a potential buyer to recognize or recall a brand as part of a particular product category. People tend to like or buy familiar brands because they feel safe with something they know. Most of them assume that a brand that is known has the possibility of being relied on, stability in business, and quality that can be accounted for. Meanwhile, according to Husnawati (2017) brand awareness is one of the basic dimensions of brand equity which is often considered as one of the requirements of a consumer's purchasing decision, because it is an important factor in considering a brand. The awareness factor is important in a context where the brand is always prioritized in a series of considerations in purchasing decisions. Brand awareness can be measured from recognizing the brand, remembering the brand, and easily remembering the logo or brand symbol. The consumer's ability to organize and brand is known as brand awareness (Moiescu, 2013). Brands that are not known usually have little opportunity to attract potential customers. Brand awareness requires a continuum ranging from an uncertain feeling that a particular brand is known, to a belief that the product is the only one in the product class concerned. According to Tjiptono (2011) brand awareness is the ability of consumers to recognize or remember that a brand is a member of a particular product. Furthermore, according to Muzaqqi, et al (2016)

brand awareness is indicated by consumer acceptance of a brand that has an association or image of the product.

Anwar and Adidarma (2016) suggest that what is meant by consumer buying interest is a process of planning the purchase of a product that will be carried out by consumers by considering several things, including the number of product units needed in a certain period of time, brands, and consumer attitudes in consuming the product. Furthermore, buying interest is obtained from a learning process and thought process that forms a perception. The interest that arises in making purchases creates a motivation that is continuously recorded in his mind and becomes a very strong activity which in the end when a consumer has to fulfill his needs will actualize what is in his mind. According to Faradila, et al. (2016) there is a difference between actual purchase intention and repurchase intention. If actual purchase intention is a purchase that the consumer actually makes, then repurchase intention is the intention to repurchase at a future opportunity. Repurchase intention is a purchase intention based on past purchasing experiences. In this case it can be said that the results of the previous buying experience are very influential with subsequent purchases. If the first purchase gets satisfactory results, consumers will experience interest in further purchases. If the first purchase has a poor result, there will be no further purchases or repeat purchases.

Based on a review of the theoretical basis and previous research, to increase interest in buying Ms. Glow's beauty products at Majene, a good marketing strategy is needed by looking at the opportunities and threats that exist, namely by utilizing eWOM promotions, Endorsements, and Brand Awareness among consumers regarding Ms. Glow. eWOM, also known as word-of-mouth communication via electronic media, is personal communication that is seen as a trustworthy or reliable source compared to non-personal information. eWOM is personal influence, which is closely related to expensive and risky products. Likewise with endorsements, where celebrity endorsements are a popular advertising method, which increases the ongoing interest of both customers and companies (Hennayake, 2017). In addition, taking advantage of the endorser's role is very important because endorsers are a form of promotion that can be relied upon. Thus, the framework can be arranged as follows:

Figure 1. Research conceptual framework



Source: Prepare by Author (2022)

Figure 1 depicts the research conceptual model. eWom, Endorsement, and Brand awareness are predictors of purchase interest. so that researchers develop hypotheses as follows:

H1). eWOM has a significant effect on the buying interest of Ms Glow's consumers in the city of Makassar

H2). Endorsement has a significant effect on the buying interest of Ms Glow's consumers in the city of Makassar

H3). Brand awareness has a significant effect on the buying interest of Ms Glow's consumers in the city of Makassar

H4). eWOM, endorsement, and brand awareness simultaneously have a significant effect on the buying interest of Ms Glow's consumers in the city of Makassar

## METHODOLOGY

The research strategy used in this study is causal associative (Sugiyono, 2010). Causal associative is used to determine the extent of the causal relationship from the influence of eWOM, Endorsement and Brand Awareness on Consumer Purchase Interest. Where is eWOM as a variable X1, Endorsement as a variable X2, and Brand awareness as a variable X3, while consumer buying interest as a variable Y. This research strategy uses survey research methods, which are part of quantitative research. Where survey methods are used to obtain data from certain natural places, but researchers carry out treatments in data collection, for example by distributing questionnaires, tests, structured interviews, and so on (Sugiyono, 2010). The population in this study are consumers who want to buy and use Ms Glow cosmetics in the city of Makassar, the number of members of the population is unknown. This study uses a non-

probability sampling technique because the population size is unknown, and purposive sampling is used as a sampling technique. The criteria used in sampling were consumers who wanted to buy and use Ms Glow cosmetics in the city of Makassar. Because the population of members is not known with certainty, the sample size is calculated using the Cochran formula (Sugiyono, 2010).

Researchers use primary and secondary data. the method used to collect primary data in this study is to use a questionnaire (questionnaire). This study uses 18 indicators from the four constructs to be tested, in distributing online questionnaires. The first part of the questionnaire is the respondent's profile and the second part contains indicators related to the variables to be tested, namely: eWOM, endorsement, brand awareness, consumer buying interest. The eWOM indicator was adapted from Jalilvand and Samiei's research (2012), the endorsement indicator was adapted from Shimp's research (2010), the brand awareness indicator was adapted from Rangkuti's research (2002), and the consumer buying interest indicator was adapted from Rangkuti's research (2009). This study uses a Likert point scale with 1 = Strongly Disagree, 2 = Disagree, 3 = Disagree, 4 = Agree, and 5 = Strongly Agree. The analysis technique used is Multiple Linear Regression which is operated through the SPSS program.

## RESULTS

The validity test is used to measure the accuracy of an item in the questionnaire or scale that you want to measure. In determining whether or not the items used are valid, the activity that must be carried out is to compare r-count with r-table where the significant level used is 0.05 with N = 97. The output results can be seen from the table below:

Table 1. Validity and reliability test results

No.	Variable	Item	r-count > r-table (0,199)	Decision	$\alpha$	Decision
1	eWOM	X1.1	0.589	Valid	0.787	Reliable
		X1.1	0.548	Valid		
		X1.3	0.787	Valid		
		X1.4	0.857	Valid		
		X1.5	0.857	Valid		
2	Endorsement	X2.1	0.766	Valid	0.825	Reliable
		X2.1	0.606	Valid		
		X2.3	0.867	Valid		
		X2.4	0.849	Valid		
		X2.5	0.849	Valid		
3	Brand Awareness	X3.1	0.825	Valid	0.772	Reliable
		X3.1	0.832	Valid		
		X3.3	0.856	Valid		
		X3.4	0.600	Valid		
4	Purchase Interest	Y1.1	0.712	Valid	0.677	Reliable



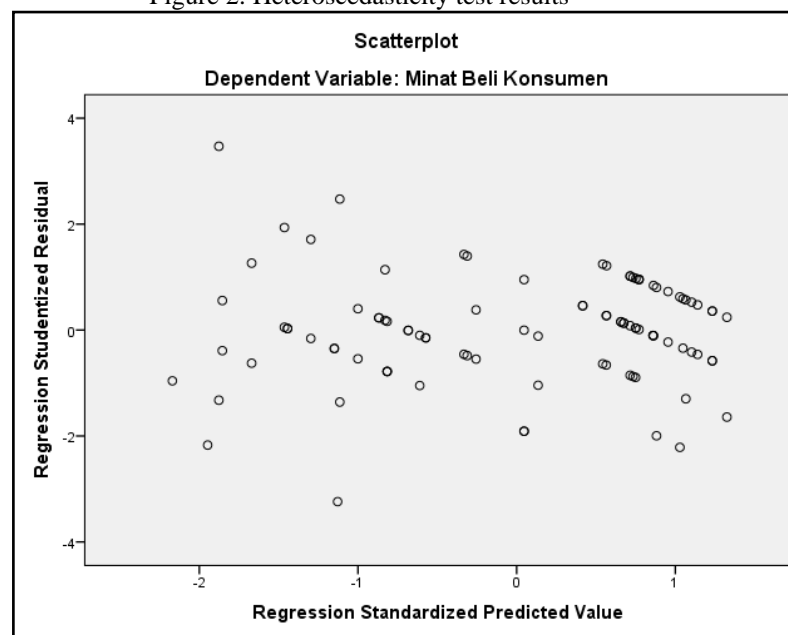
Y1.2	0.670	Valid
Y1.3	0.758	Valid
Y1.4	0.644	Valid

Source: Prepare by Author (2022)

From the results of the data contained in the table above, each variable produces an r-count value that is greater than the r-table value, which is equal to 0.199, so it can be concluded that each question item contained in the questionnaire is declared valid. In addition, the reliability test results in the table above also show that all statement items in each variable are reliable with a Cronbach's alpha value greater than 0.60.

The analysis begins by testing the multicollinearity assumption of the data with reference to the tolerance value ( $> 0.10$ ) and the Variance Inflation Factor inflation value ( $VIF < 10.00$ ). The results of the multicollinearity test show that all the research variables have met the predetermined parameters, so that it can be said that there are no symptoms of multicollinearity. In addition, a heteroscedasticity test was also carried out using the scatterplot method (Figure 2) to see whether the variance of the residuals from one observation to another observation occurs in the regression model.

Figure 2. Heteroscedasticity test results



Source: Prepare by Author (2022)

Based on the picture above, it can be seen that based on the output above, it is known that the distribution of residual values spreads above and below the number 0 or the Y axis and does not form a specific pattern. With these results it can be concluded that there is no

heteroscedasticity. After testing the assumptions, then proceed with testing the hypothesis (Table 2). The results of hypothesis testing show that there is no significant effect of eWOM on consumer buying interest ( $B = 0.101$ ;  $t = 1.884$ ;  $p = 0.063 > 0.05$ ), so the first hypothesis is rejected. Then, the results of the study also found that there was a significant effect of endorsement on consumer buying interest ( $B = 0.533$ ;  $t = 10.609$ ;  $p = 0.000 < 0.05$ ), so the second hypothesis was accepted. Furthermore, the results of the study also found that there was a significant effect of brand awareness on consumer buying interest ( $B = 0.126$ ;  $t = 2.543$ ;  $p = 0.013 < 0.05$ ), so the third hypothesis was accepted. Thus, in this study the multiple regression equation is obtained as follows:

$$\text{Equation 1: } Y = 1.374 + 0.101X_1 + 0.533X_2 + 0.126X_3 + e$$

Table 2. Results of hypothesis testing

Path	B	SE	t	p	Tolerance	VIF	Decision
Intercept	1.374	1.591	0.864	0.390			
eWOM → Purchase Interest	0.101	0.054	1.884	0.063	0.925	1.081	H1 Rejected
Endorsement → Purchase Interest	0.533	0.050	10.609	0.000	0.917	1.090	H2 Accepted
Brand awareness → Purchase Interest	0.126	0.049	2.543	0.013	0.988	1.012	H3 Accepted

Source: Prepare by Author (2022)

In addition, the researcher conducted an F test to find out whether all the independent variables simultaneously or simultaneously had an effect on the dependent variable. Based on the results of data analysis, it was found that there was a significant simultaneous effect of eWOM, endorsement, and brand awareness on consumer buying interest ( $F = 50.486$ ;  $p = 0.000 < 0.05$ ), so the fourth hypothesis was accepted.

## DISCUSSION

The results of regression testing for hypothesis 1 in this study were conducted to determine whether eWOM has a positive and significant effect on consumer buying interest. The results of data processing can be seen in table 2. The results of these calculations illustrate that eWOM partially has a positive and not significant effect on consumer buying interest in Ms Glow products in Makassar. Thus H1 in this study was rejected. eWOM is a variable that has no significant effect on consumer buying interest in Ms Glow products in Makassar. This means that eWOM on consumer response has less impact on consumer buying interest in Ms Glow products in Makassar. eWOM is a consumer activity discussing Ms Glow products with

relatives and people around them via electronic media. But in reality it cannot influence consumer buying interest because information received from relatives and or people around who have used Ms Glow products still does not get a response or the level of consumer trust through eWOM is still in the low category. Based on observations made on Ms Glow products in Makassar, it was found that eWOM had not been able to get a response from consumers because according to statements from several consumers, information obtained from other consumers who had used Ms Glow stated that there were still deficiencies or bad impacts after using Ms. Glow is coupled with the use of social media by consumers in interactions that are only informative regarding the products used and cannot yet show actual results. So the use of the eWOM variable is not very effective in promoting Ms glow products in Makassar. In addition, with Ms Glow having many resellers who also use Ms Glow's products in Makassar it has not been able to increase the eatability of consumer decisions in buying Ms Glow's products in Makassar, because the dissemination of this information is mostly from Ms Glow's employees and resellers in Makassar, which is the main goal. how to increase sales of Ms Glow products in Makassar.

Cosmetics is one product that is very popular, especially among women to add to the beauty of the face. The relationship between women and cosmetics has been created for thousands of years, in ancient Egypt there was the use of beeswax and olive oil as cosmetics. Along with the increasingly advanced times, the conversation about beauty is also increasingly massive. This is also directly proportional where in this era beauty seems to be a necessity that must be owned by every woman. The current use of technology is also one of the triggers, because everyone exposes themselves on social media, of course, with maximum appearance. This tendency causes conversations about beauty to always be an ingredient in the interactions of everyday life. Thus Word Of Mouth is often carried out in social interaction either directly or indirectly through social media. This research is relevant to a studi conducted by Puriwat and Tripopsakul (2022) wich found the structural model results indicate that online WOMhas no effect on PI. This research is not relevant to a study conducted by Porto et al. (2022) which found that the results show the positive direct and moderating effects of e-WOM on the relationship between brand strength and purchase decision. Irnanta (2021) which found that word of mouth has a significant effect on consumer interest. However, this research is in line with research by Prastyo et al. (2018) who found that word of mouth negatively affected purchase intention.

The results of regression testing for hypothesis 2 in this study were conducted to determine whether endorsement had a positive and significant effect on consumer buying interest. The results of data processing can be seen in table 2. The results of these calculations illustrate that the Endorsement partially has a positive and significant effect on consumer buying interest in Ms Glow products in Makassar. Thus H2 in this study is accepted. Assael (2001) suggests that buying interest is the level of possibility of consumers to purchase a brand or the tendency of consumers to take actions related to purchases. The implication in marketing is the opportunity for (prospective) consumers to be interested in buying products or brands offered by marketing or not based on the stimuli provided by using celebrity endorsers. Celebrity support for a brand is able to position the product in the minds of consumers which is an important stage in the decision-making process (Martey & Frempong, 2014; Jain, 2011). The attractiveness and credibility (expertise) of a celebrity can influence the behavior of a consumer before choosing and deciding on a product/brand for consumption (Eisend & Langner, 2010). Consumer choice of a brand/product can be caused by the consumer's preference and trust in the messenger (celebrity) (Fleck et al., 2012).

In Makassar City, Ms Glow's products experienced a significant increase in buying interest after endorsements with well-known celebrities. This endorsement made Ms Glow's products better known and trusted by consumers. In addition, consumers also feel more confident about trying these products because they are introduced by idolized celebrities. Research shows that endorsements can increase consumer confidence in products and increase purchase intention. The results of this study indicate that endorsement is an important factor in increasing consumer buying interest in Ms Glow products in Makassar City. This research is relevant to research from Hapsari (2022) which found that endorsement beauty vloggers have a positive and significant effect on purchase intention. However, this research is not in line with research from Teguh (2022) which found that celebrity endorsements have no significant effect on purchasing decisions.

The results of regression testing for hypothesis 3 in this study were conducted to determine whether Brand Awareness has a positive and significant effect on consumer buying interest. The results of data processing can be seen in table 2. The results of these calculations illustrate that Brand Awareness partially has a positive and significant effect on consumer buying interest in Ms Glow products in Makassar. Thus H3 in this study is accepted. In Makassar City, Ms Glow's products experienced a significant increase in buying interest after increasing brand awareness. Brand awareness is the level of consumer awareness about the

existence of a brand or product. The higher the brand awareness of a product, the more likely consumers are to buy it. Research shows that brand awareness can increase consumer confidence in products and increase purchase intention. The results of this study indicate that brand awareness is an important factor in increasing consumer buying interest in Ms Glow products in Makassar City.

Sutisna and Pawitra (2011) argue that buying interest is something related to consumer plans to buy certain products and how many units of the product are needed in a certain period. From this explanation, it can be concluded that buying interest also contains a determination of the type of product to be purchased. Another thing that can be considered by consumers in buying a product is brand awareness in each person. This research is relevant to research from Santoso et al. (2018) who found that brand awareness has a significant influence on the intention to buy Innisfree beauty products. However, this research is not in line with research from Anggraeni (2020), who found that brand awareness has no effect on repurchase intention.

The results of regression testing for hypothesis 4 in this study were conducted to determine whether eWOM, endorsement and brand awareness simultaneously influence consumer buying interest. The results of these calculations illustrate that eWOM, Endorsement and Brand Awareness simultaneously influence consumer buying interest in Ms Glow products in Makassar. Thus H4 in this study is accepted. Electronic word of mouth is marketing through the internet to create word of mouth impact that supports marketing goals and efforts. Keller and Kotler (2016) argue that if an e-WOM actor has a good experience with a product, he will not hesitate to inform others and will certainly attract the interest of potential customers. Sutisna (2002) suggests that the use of opinion leaders is usually quite effective in marketing to consumers. Humans tend to imitate what is done by someone who is considered more than himself. The use of the right endorser as a supporter of an advertisement is able to influence and get consumers' attention for the message conveyed in the advertisement.

The role of brand awareness can be understood by examining how brand awareness creates value. The higher the level of awareness about the brand, it means that the product is in the minds of consumers before other brands. Furthermore, brand awareness is not just a memory, but a learning process for consumers about a brand. Building brand awareness is usually done for a long time because memorization can be successful with repetition and reinforcement. In Makassar City, Ms Glow's products experienced a significant increase in buying interest after the combined influence of eWOM, endorsements and brand awareness. eWOM (electronic word of mouth) is information shared by consumers through electronic

media such as the internet and social media. eWOM can influence consumer purchase intention through the positive influence of positive opinions from other consumers. Meanwhile, endorsement is product promotion carried out by celebrities or well-known figures who are trusted by consumers. Endorsement can increase consumer confidence in products and increase purchase intention. Brand awareness is the level of consumer awareness about the existence of a brand or product. The higher the brand awareness of a product, the more likely consumers are to buy it. The results of the study show that together eWOM, endorsement, and brand awareness are important factors in increasing consumer buying interest in Ms Glow products in Makassar City.

## CONCLUSION

Based on the research results and discussion of the effect of eWOM, endorsement and brand awareness on consumer buying interest in Ms Glow products in Makassar City, it can be concluded that (1) eWOM has no effect on Consumer Purchase Interest in Ms Glow Products in Makassar City; (2) Endorsements have an impact on Consumer Purchase Interest in Ms Glow Products in Makassar City; (3) Brand awareness has an influence on Consumer Purchase Interest in Ms Glow Products in Makassar City; and (4) eWOM, endorsement and brand awareness have a simultaneous effect on consumer buying interest in Ms Glow products in Makassar City. Ms Glow in Makassar City needs to pay close attention to the eWOM factor, because it is a factor that has no effect on product purchase intention. Can be a reference for researchers who will conduct research on the effect of eWOM, endorsement and brand awareness on purchase intention.

## REFERENCES

- Aaker, D. (2014). *Building strong brands*. Terjemahan: A. Baderi. Jakarta: Bumi Aksara.
- Andrews, J. C., & Shimp, T. A. (2017). *Advertising, promotion, and other aspects of integrated marketing communications*. Cengage Learning.
- Anggraeni, A. M. (2020). *Pengaruh brand awareness dan brand image terhadap minat beli ulang produk kosmetik emina dengan kepuasan konsumen sebagai variabel mediasi*. Skripsi. Yogyakarta: Universitas Sanata Dharma.
- Anwar, R., & Adidarma, W. (2016). Pengaruh kepercayaan dan risiko pada minat beli belanja online. *Jurnal Manajemen Dan Bisnis Sriwijaya*, 14(2), 155-168. <https://doi.org/10.29259/jmbs.v14i2.3995>

- Assael, H. (2001). *Consumers behavior and marketing action* (3rd Ed.). Boston Massachusset, AS: Ken Publishing Company.
- Bataineh, A. Q. (2015). The impact of perceived e-WOM on purchase intention: The mediating role of corporate image. *International Journal of Marketing Studies*, 7(1), 126-137. <https://doi.org/10.5539/ijms.v7n1p126>
- Belch, G. E & Belch, M. A. (2004), *Advertising and Promotion* (6th Ed.). New York: Mc Graw Hill.
- Durianto, D., & Sugiarto, S. Tony.(2017). *Strategi menaklukan pasar melalui riset ekuitas dan perilaku merek*. Jakarta: PT Gramedia Pustaka Utama.
- Eisend, M., & Langner, T. (2010). Immediate and delayed advertising effects of celebrity endorsers' attractiveness and expertise. *International Journal of Advertising*, 29(4), 527-546. <https://doi.org/10.2501/S0265048710201336>
- Faradila, R. S. N., & Soesanto, H. (2016). Analisis pengaruh persepsi kemudahan penggunaan dan persepsi manfaat terhadap minat beli dengan kepercayaan sebagai variabel intervening (Studi pada pengunjung toko online berrybenka. com di Kalangan Mahasiswa Universitas Diponegoro). *Diponegoro Journal Of Management*, 5(3), 239-250. <https://ejournal3.undip.ac.id/index.php/djom/article/view/14193>
- Fleck, N., Korchia, M., & Le Roy, I. (2012). Celebrities in advertising: looking for congruence or likability?. *Psychology & Marketing*, 29(9), 651-662. <https://doi.org/10.1002/mar.20551>
- Ghorban, Z. S., & Tahernejad, H. (2012). A study on effect of brand credibility on word of mouth: With reference to internet service providers in Malaysia. *International Journal of Marketing Studies*, 4(1), 26-37. <https://doi.org/10.5539/ijms.v4n1p26>
- Hapsari, D. P. (2022). *Pengaruh strategi komunikasi pemasaran terhadap minat beli produk fashion dikalangan followers instagram@ Fadiljaidi*. Disertasi. Universitas Sumatera Utara.
- Hardiman, I. (2006). *Seri pintar public relations: 400 istilah pr media & periklanan*. Jakarta: Penerbit Gagas Ulung.
- Hennayake, H. M. G. Y. J. (2017). Effectiveness of celebrity endorsement: A review on related concepts and empirical applications. *International Journal of Scientific & Engineering Research*, 8(7), 2296-2302. <https://www.ijser.org/onlineResearchPaperViewer.aspx?Effectiveness-of-Celebrity-Endorsement-A-Review-on-Related-Concepts-and-Empirical-Applications.pdf>
- Husnawati, N., Handajani, L., & Irwan, M. (2017). Accounting fraud: Determinant, moderation of internal control system and the implication to financial accountability. *E-Proceeding STIE Mandala*, 311-335. <http://jurnal.stie-mandala.ac.id/index.php/eproceeding/article/view/139/0>
- Irnanta, H. (2021). Pengaruh harga, testimonial dan word of mouth (wom) terhadap ketertarikan konsumen pada produk ms glow di Kabupaten Lumajang. *Jurnal Kewirausahaan Bukit Pengharapan*, 1(1), 1-8.

- Jain, V. (2011). Celebrity endorsement and its impact on sales: A research analysis carried out in India. *Global journal of management and business research*, 11(4), 70-84. [https://globaljournals.org/GJMBR\\_Volume11/8-Celebrity-Endorsement-And-Its-Impact.pdf](https://globaljournals.org/GJMBR_Volume11/8-Celebrity-Endorsement-And-Its-Impact.pdf)
- Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *marketing intelligence & planning*, 30(4), 460-476. <https://doi.org/10.1108/02634501211231946>
- Keller, K. L., & Kotler, P. (2016). *Manajemen pemasaran edisi 12 Jilid 1*. Terjemahan: B. Molan. Jakarta: PT. INDEKS.
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism management*, 29(3), 458-468. <https://doi.org/10.1016/j.tourman.2007.05.011>
- Martey, E. M., & Frempong, J. (2014). The impact of celebrities' endorsement on brand positioning on mobile telecommunication users in the Eastern Region of Ghana. *International Journal of Education and Research*, 2(7), 397-412. <https://www.ijern.com/journal/July-2014/33.pdf>
- Moiescu, O. I., & Gica, O. A. (2013). Servqual versus servperf: Modeling customer satisfaction and loyalty as a function of service quality in travel agencies. *Studia Universitatis Babeş-Bolyai*, 58(3), 3-19. [https://www.researchgate.net/publication/259968877\\_SERVQUAL\\_versus\\_SERVPERF\\_Modeling\\_Customer\\_Satisfaction\\_and\\_Loyalty\\_as\\_a\\_Function\\_of\\_Service\\_Quality\\_in\\_Travel\\_Agencies](https://www.researchgate.net/publication/259968877_SERVQUAL_versus_SERVPERF_Modeling_Customer_Satisfaction_and_Loyalty_as_a_Function_of_Service_Quality_in_Travel_Agencies)
- Muzaqqi, A., Fauzi, A., & Suyadi, I. (2016). *Pengaruh kesadaran merek, kesan kualitas, asosiasi merek dan loyalitas merek terhadap ekuitas merek (Survei pada konsumen pembeli dan pengguna produk sari apel siiplah di perumahan saxophone Kecamatan Lowokwaru Kota Malang)*. Disertasi. Universitas Brawijaya.
- Porto, R. B., Watanabe, E. A. de M., Barrozo, M. M. A., & Souza Júnior, E. X. de. (2022). Electronic word-of-mouth advertising versus brand strength: Effects on consumers' purchasing decision. *International Journal of Professional Business Review*, 7(1), 1-28 <https://doi.org/10.26668/businessreview/2022.v7i1.250>
- Prastyo, N. A., Suharto, A., & Tyas, W. M. (2018). *Pengaruh e-Wom (Electronic Word Of Mouth) dan harga terhadap minat beli pada online shop*. Artikel. Fakultas Ekonomi Universitas Muhammadiyah Jember.
- Pride, W. M., & Ferrell, O. C. (2015). *Marketing 2016*. Cengage Learning.
- Puriwat, W. ., & Tripopsakul, S. . (2021). Understanding digital social responsibility in the social media context: Evidence from Thailand . *International Journal of Professional Business Review*, 7(1), 1-14. <https://doi.org/10.26668/businessreview/2022.v7i1.257>
- Rangkuti, F. (2002). *Measuring customer satisfaction*. Jakarta: PT. Gramedia Pustaka Utama.
- Rangkuti, F. (2009). *Strategi promosi yang kreatif & analisis kasus integrated marketing communication*. Jakarta: Gramedia Pustaka Utama.



- Santoso, D. A., Erdiansyah, R., & Pribadi, M. A. (2018). Pengaruh brand awareness dan brand image terhadap minat beli produk kecantikan Innisfree. *Prologia*, 2(2), 286-290. <https://doi.org/10.24912/pr.v2i2.3589>
- Shimp, T. A. (2010). *Integrated marketing communication in advertising and promotion/por terence a shimp*.
- Shimp, T. A. (2014). *Komunikasi pemasaran terpadu dalam periklanan dan promosi*. Jakarta: Salemba Empat.
- Sonwalkar, J., Kapse, M., & Pathak, A. (2011). Celebrity impact-a model of celebrity endorsement. *Journal of Marketing & Communication*, 7(1), 34-40. [https://docuri.com/download/a-model-of-celebrity-endorsement\\_59c1dcc7f581710b2868d2cf\\_pdf](https://docuri.com/download/a-model-of-celebrity-endorsement_59c1dcc7f581710b2868d2cf_pdf)
- Sugiyono, S. (2010). *Metode penelitian kuantitatif dan kualitatif dan R&D*. Bandung: Alfabeta.
- Suryadi, K., & Setyanta, H. (2006). *Equipment criticality classification model based on AHP*. 1-17. [http://www.isahp.org/uploads/suryadi\\_setyanta\\_equipment\\_criticality\\_classification\\_rev\\_fin.pdf](http://www.isahp.org/uploads/suryadi_setyanta_equipment_criticality_classification_rev_fin.pdf)
- Sutisna. (2002). *Perilaku konsumen dan komunikasi pemasaran cetakan kedua*. Bandung: PT. Remaja Rosdakarya.
- Sutiana., & Pawitra. (2011). *Perilaku konsumen dan komunikasi pemasaran*. Bandung: PT. Remaja Rosdakarya.
- Teguh, K. R. (2022). Pengaruh celebrity endorsement dan promosi terhadap keputusan pembelian produk minyak goreng kedelai misoya di pt. sari sarana kimiatama melalui minat beli sebagai variabel intervening pada masa pandemi covid-19. *Jurnal Ekonomi Manajemen dan Bisnis*, 3(1), 92-111. <https://doi.org/10.32815/jubis.v3i1.1090>
- Tjiptono, F. (2011). *Pemasaran jasa*. Malang: Bayumedia Publishing.
- Wirtz, B. W., Schilke, O., & Ullrich, S. (2010). Strategic development of business models: implications of the Web 2.0 for creating value on the internet. *Long range planning*, 43(2-3), 272-290. <https://doi.org/10.1016/j.lrp.2010.01.005>