

## The Influence of Viral Marketing, Celebrity Endorsers and Lifestyle on Skincare Purchase Decisions Glad2glow Through Social Media Tiktok

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### ABSTRACT

This study aims to determine the Influence of Viral Marketing, Celebrity Endorser and Lifestyle on Glad2Glow Skincare Purchase Decisions Through Tiktok Social Media. The population used in this study is Tiktok Shop Marketplace users in Indonesia, the number of which is not known for sure. The sample extraction technique used was calculated using the Wibisono formula. Due to the number of populations, which is not known for sure. The results showed that the Influence of Viral Marketing (X1), Celebrity Endorser (X2), Lifestyle (X3) had a simultaneous effect on Purchase Decision (Y) due to Ftabul's Fcal  $> (28.655 > 2.70)$  with a significant  $0.000 < 0.05$ . Meanwhile, partially Viral Marketing (X1) is 2.247 with a ttable value of 1.98580 so that it is known that the ttable value of  $> ttable$  is 2.247  $> 1.98580$  with a sig t value for the Viral Marketing (X1) variable of 0.027 which is smaller than  $\alpha$  0.05 which is 0.027  $< 0.05$ , Celebrity Endorser (X2) 2.129 with a ttable value of 1.98580 so that it is known that the t-value of  $> ttable$  is 2.129  $> 1.98580$  with a sig t value for the Celebrity Endorser (X2) variable of 0.032 which is smaller than  $\alpha$  0.05 which is 0.032  $< 0.05$  and partially Lifestyle (X3) 3.051 with a ttable value of 1.98580 so that it is known that the ttable value of  $>$  calculation is 3.051  $> 1.98580$  with a sig t value for the Lifestyle variable (X3) 0.003 is smaller than  $\alpha$  0.05 which is 0.003  $< 0.05$ . With an Adjusted R Square coefficient value of 0.466 or 46.6%. This shows that Purchase Decision (Y) can be explained by the variables Viral Marketing (X1), Celebrity Endorser (X2), Lifestyle (X3) of 46.6% and the remaining 53.4% are explained by other factors that are not studied in detail. research.

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## 1. INTRODUCTION

The rapid development of digital technology and internet penetration in Indonesia has significantly transformed consumer behavior. The current digital era is characterized by the dominance of social media as a primary tool for communication, entertainment, and business transactions. According to a report by We Are Social and Hootsuite (2023), the number of internet users in Indonesia has reached 212.9 million, with an internet penetration rate of 77% of the total population. One of the sectors significantly impacted by this development is the marketing industry, where social media plays a crucial role in promotional strategies (Maria & Widayati, 2020). One way to facilitate sales is by integrating information technology into the sales process. With technological advancements, commercial transactions have become increasingly sophisticated (Suriono et al., 2024).

Among various social media platforms, TikTok has recorded an exceptionally rapid user growth, making it a strategic platform for product marketing, especially among the younger generation. TikTok has become one of the most popular social media platforms in Indonesia, particularly among youth. Data from We Are Social and Hootsuite (2023) indicates that TikTok users in Indonesia account for 70.8% of the population—more than 113 million users—making it the second-largest TikTok user base in the world after the United States. TikTok's strength lies in its algorithm, which allows content to go viral quickly, including product promotions such as skincare. This has spurred the growth of Indonesia's creative industry, which is thriving across various regions (Wahyuni, 2024).

This phenomenon has encouraged many industries to adapt, including the skincare industry, which has seen a surge in demand in recent years. According to the Ministry of Industry, the skincare industry in Indonesia grew by 9.61% in 2023, driven by increased public awareness of skin care as part of a healthy lifestyle and the trend of maintaining attractive appearances on social media. This trend is further supported by surveys showing that skincare products are among the most sought-after categories on e-commerce and social media platforms.

Among the various digital marketing strategies, viral marketing through TikTok has become a prominent phenomenon. Viral marketing refers to a strategy that utilizes engaging, interactive, and easily shareable content to spread quickly on social media (Ravichandran et al., 2020). It enables products to become widely known in a short time through creative, entertaining, and shareable content. Viral TikTok content—such as product reviews, skincare tutorials, and challenges—has a significant influence on consumers' purchasing decisions. This strategy has become key to the success of many local skincare brands in competing in an increasingly competitive market.

In addition, the use of celebrity endorsers is a crucial factor in shaping consumer perceptions of skincare products. Celebrity endorsers—such as artists, influencers, and popular content creators—are believed to enhance brand credibility and attract consumer interest through their personal influence (Ramlawati & Lusyana, 2020). Choosing the right celebrity endorser has the potential to build trust and consumer loyalty, especially in the beauty industry, which heavily relies on recommendations from influential figures (Nggilu et al., 2019). However, this trend also raises new issues, as not all celebrity endorsers align with the values or quality of the products they promote. As a result, consumers may hesitate to make a purchase despite the product going viral.

Aside from viral marketing and celebrity endorsers, lifestyle factors also play an important role in skincare purchasing decisions. Changes in modern lifestyles—such as exposure to pollution, excessive gadget use, and the pressure to look appealing on social media—have increased the need for skincare products (Permana & Hayuningtias, 2021). Skincare is no longer considered a secondary need but rather a part of a lifestyle that reflects social status and concern for skin health. However, amid this trend, many consumers face a wide array of product options, leading to confusion in choosing products that meet their specific needs.

Glad2Glow, as a local skincare brand, capitalizes on the potential of TikTok as its primary marketing platform. With products claimed to be safe and affordable, combined with a creative marketing approach, Glad2Glow has gained attention through viral TikTok content and collaborations with popular influencers. Nevertheless, several phenomena remain worthy of study: not all viral products on TikTok successfully lead to consumer purchases. Many consumers are merely entertained

by viral content without completing a transaction (the “add to cart but never checkout” phenomenon). Furthermore, consumer trust in celebrity endorsers varies; some consumers place more trust in user reviews from micro-influencers than public figures or celebrities. Additionally, the increasingly diverse lifestyles of Indonesian consumers lead to differences in product preferences based on needs, budget, and emerging trends.

Previous studies have revealed various factors influencing skincare purchasing decisions. Jessica Tanuwijaya and Rachman Mulyandi (2021) highlighted the significant impact of viral marketing and turbo marketing. Amirudin M. Amin and Rafiqah Fitri Yanti (2021) found that lifestyle and motivation significantly affect purchasing decisions, while brand ambassadors, electronic word-of-mouth (e-WOM), and country of origin do not. Rifa Amalia and Sylvia Rozza (2022) emphasized the importance of halal awareness, lifestyle, and viral marketing, while religiosity was found to have no significant effect. This current study differs by combining the independent variables of viral marketing, celebrity endorsers, and lifestyle, and by focusing specifically on the influence of these variables on purchasing decisions for Glad2Glow skincare products via TikTok.

Based on the background outlined above, the researcher is interested in conducting a study titled: “The Influence of Viral Marketing, Celebrity Endorsers, and Lifestyle on Purchasing Decisions of Glad2Glow Skincare through TikTok Social Media.”

## 2. METHODS

This research uses a quantitative approach with a descriptive nature, which aims to describe in a systematic and structured manner the social phenomena that occur. The research was carried out on TikTok social media with the object of research on Glad2Glow skincare products, lasting from December 2024 to April 2025. The study population is TikTok users in Indonesia, and since the number is not known for sure, purposive sampling techniques are used based on certain criteria. The number of samples was determined through a statistical calculation formula and resulted in 96 respondents who met the criteria, such as having bought Glad2Glow products on TikTok and being over 18 years old.

The type of data used consists of primary and secondary data. Primary data was collected through the distribution of online questionnaires using Google Forms, as well as in-person or in-person interviews. The questionnaire used a Likert scale of 1–5 in closed form to measure respondents' opinions, while interviews and documentation studies were conducted to complement the data obtained. Secondary data is obtained from sources such as journals, books, online news, thesis, and official websites such as Katadata, which presents statistics on TikTok users.

The variables in the study consisted of independent variables, namely Viral Marketing (X1), Celebrity Endorser (X2), and Lifestyle (X3), as well as a bound variable, namely Purchase Decision (Y). Operational definitions are used to provide constraints on each variable based on the theory and research objectives. Variable measurements are carried out on a Likert scale to obtain quantitative data. Data validity was tested using SPSS 25 with  $>$  rtable calculation criteria, while reliability was determined based on Cronbach's Alpha value  $> 0.60$  to ensure data consistency.

Data analysis used multiple linear regression (OLS) with the help of SPSS 25 to determine the simultaneous and partial influence between free and bound variables. Before the analysis, classical assumption tests were carried out including normality tests (with histograms and Kolmogorov-Smirnov), multicollinearity tests (using Tolerance and VIF values), and heteroscedasticity tests. Hypothesis tests were carried out through the F-test to see the simultaneous influence and the t-test for partial effect, with a significance level of 5%. Finally, the coefficient of determination ( $R^2$ ) is used to measure how much variation of bound variables can be explained by independent variables in regression models.

### 3. FINDINGS AND DISCUSSION

#### Research Results

##### *Tiktok Shop Overview*

*TikTok Shop* is an *e-commerce platform* that is directly integrated into the TikTok application, allowing users to find, browse, and make product purchases directly without having to move to another application. As part of the *social commerce phenomenon*, *TikTok Shop* combines elements of entertainment, social interaction, and commercial transactions in one digital ecosystem. This makes it one of the innovations in the world of digital marketing that is growing rapidly, especially among the younger generation who actively use social media as a source of information and product references.

One of the superior features of *TikTok Shop* is its ability to utilize short video-based content and *live streaming* as an interactive marketing medium. Through this feature, sellers or brand owners can communicate directly with potential buyers, explain product details, offer promotions, and answer consumer questions in *real-time*. Thus, the marketing process becomes more engaging, persuasive, and encourages faster purchasing decisions compared to conventional marketing methods. In addition, *TikTok Shop* is powered by an artificial intelligence-based algorithm system that is able to adjust product recommendations to user preferences.

This algorithm works by analyzing user activity, such as videos watched, liked, or commented on, so that the products displayed are more relevant to their interests. This mechanism increases marketing effectiveness and allows *brands* or sellers to reach a more targeted audience. The development of *TikTok Shop* is also driven by *Viral Marketing trends* and the strategy of using *Celebrity Endorsers* or *influencers* who have a great influence in shaping consumer opinions and behavior. With the support of popular content creators, products promoted on *TikTok Shop* have a greater chance of gaining broad exposure and attracting consumer interest. This makes *TikTok Shop* one of the strategic sales platforms for the beauty industry, including *skincare* products, which rely heavily on user recommendations and testimonials to increase the trust of potential buyers.

Overall, *TikTok Shop* has transformed the *e-commerce* landscape by integrating social interaction and entertainment in the digital shopping experience. The combination of creative content, attractive promotions, and ease of transactions makes this *platform* one of the main choices in modern digital marketing strategies, especially for products that target the younger generation who are active on social media.

##### *Key Features of Tiktok Shop*

*TikTok Shop* has various excellent features that make it an innovative and effective *social commerce platform* in supporting product marketing and sales. One of the main features is *Live Shopping*, which allows sellers or *influencers* to go live to promote products interactively, where buyers can shop directly while interacting with the seller. In addition, there is *Shoppable Video*, where users can buy products directly from the videos they watch without having to leave the app, thus increasing the ease of impulse shopping.

*TikTok Shop* also provides a *Product Showcase*, a digital storefront that displays a complete list of products with prices and customer reviews, helping shoppers make decisions. Furthermore, the *Personalized Recommendation* feature powered by artificial intelligence ensures that each user gets product recommendations that match their preferences based on in-app activity. *TikTok Shop* also offers an *Affiliate Program*, which allows *brands* to work with content creators to market their products through a commission system, increasing market reach organically.

Additionally, the *platform* provides *Seamless Checkout*, which allows payments to be made quickly and securely through various methods, such as digital wallets, credit cards, or bank transfers. With these features, *TikTok Shop* not only functions as a place to shop, but also as an interactive and user experience-oriented digital marketing ecosystem.

### **Advantages for sellers**

TikTok Shop offers a variety of strategic advantages for sellers in increasing sales, expanding market reach, and building stronger engagement with consumers. The platform allows sellers to reach a wide audience, especially young people in Indonesia which is one of the largest markets, with a tendency to buy products based on viral trends and influencer recommendations. Through the integration of short video content and live streaming, TikTok Shop presents an interactive and attractive marketing format, making it more effective than conventional methods. Features such as shoppable videos and live shopping allow users to purchase products directly from the content they view, significantly increasing sales conversions. In addition, advanced algorithms based on artificial intelligence help to display products to users with relevant preferences, without the need for large advertising costs. Sellers can also take advantage of affiliate programs and collaborations with influencers to expand reach and build trust. TikTok Shop provides a user-friendly store management system, ranging from product uploads, stock management, to a secure and fast payment system. Promotions such as flash sales, discounts, and free shipping add to the appeal for buyers, while live interaction through live broadcasts or comments strengthens customer loyalty. Interestingly, the cost of advertising on TikTok Shop is relatively flexible, and many sellers are successful with only organic content and viral marketing strategies. Overall, TikTok Shop is a promising e-commerce platform, especially for businesses in the beauty, fashion, and lifestyle sectors, with an effective and efficient modern marketing approach.

### **Advantages for Buyers**

TikTok Shop provides a variety of benefits for shoppers, especially in terms of ease of access, product variety, and an interactive and fun shopping experience. This platform allows users to browse and buy products directly from the TikTok application without the need to move to another platform, making the shopping process more practical and efficient. The diversity of products offered, ranging from fashion, beauty, electronics to daily necessities, provides high flexibility for buyers to choose goods according to their needs. With the support of artificial intelligence-based algorithms, TikTok Shop is also able to provide personalized product recommendations based on user interests, making searches faster and more targeted. In addition, buyers are spoiled with various attractive promotions such as *flash sales*, exclusive discounts, vouchers, and free shipping promos that make prices more competitive. The *live shopping* feature allows shoppers to interact directly with sellers or influencers, providing an opportunity to ask questions about products before buying. The availability of reviews and testimonials from other users also helps in making wise decisions. TikTok Shop supports a variety of easy and secure payment methods, ensuring smooth and secure transactions. Not only that, but the shopping experience is made more enjoyable because it is presented in an entertainment video format that combines informative and entertaining content. The platform also makes it easier for shoppers to get viral products and keep up with the latest trends that are crowded among TikTok users. The presence of an official store and the *verified seller* feature guarantees the authenticity and quality of the products offered. Overall, TikTok Shop delivers a modern, secure, and engaging shopping experience, making it one of the top choices for today's digital consumers.

### **Logo and Meaning of Tiktok Shop Logo**



**Figure 1** TikTok Shop Logo

The TikTok Shop logo is designed by considering the alignment of visual identity and e-commerce functions that it carries. Overall, the logo adopts design elements from TikTok's main logo, such as a mix of black, blue, and pink, reflecting the spirit of creativity, energy, and modernity. The addition of a shopping cart icon in the TikTok Shop logo is a visual marker that confirms its new role as an online shopping feature integrated into the TikTok application. The dynamic neon effect on the logo also reinforces the modern and energetic feel, in line with the characteristics of the platform that combines entertainment and a content-based shopping experience. TikTok Shop also retains the characteristics of its parent social media ecosystem, where the logo not only represents self-expression and entertainment, but also represents interactivity in shopping activities through features such as *Live Shopping* and *Shoppable Videos*. This integration between entertainment and transaction elements makes TikTok Shop an innovative and attractive platform for users. The design alignment between TikTok and TikTok Shop also strengthens brand identity, builds user trust, and creates convenience in browsing and making purchases digitally.

## Descriptive Analysis

### Characteristics of Respondents by Gender

The characteristics of respondents by gender can be seen in the following table:

**Tabel 1**

#### Frekuensi Responden berdasarkan Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	21	21.9	21.9	21.9
Perempuan	75	78.1	78.1	100.0
Total	96	100.0	100.0	

Source: Data processed by researchers (2025)

Based on the table above, it shows that the respondent data by gender, it is known that the respondents in this study consist of 21 male respondents (21.9%) and 75 female respondents (78.1%).

### Characteristics of Respondents by Age

The characteristics of respondents by age range can be seen in the following table:

**Tabel 2**

#### Frekuensi Responden berdasarkan Rentang Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 - 23 Tahun	25	26.0	26.0	26.0
23 - 28 Tahun	49	51.0	51.0	77.1
Diatas 28 Tahun	22	22.9	22.9	100.0
Total	96	100.0	100.0	

Source: Data processed by researchers (2025)

Based on the table above, it shows that respondent data is based on age, it is known that the respondents in this study consist of respondents aged 18-23 years 25 respondents (26.0%), 23-28 years old 49 respondents (51.0%), age over 28 years 22 respondents (22.9%).

### Characteristics of Respondents Based on Occupation

The characteristics of respondents by Occupation can be seen in the following table:

**Tabel 3**

#### Frekuensi Responden berdasarkan Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/Mahasiswa	25	26.0	26.0	26.0
Pegawai Swasta	52	54.2	54.2	80.2
Wiraswata	15	15.6	15.6	95.8
Pegawai Negeri	4	4.2	4.2	100.0
Total	96	100.0	100.0	

Source: Data processed by researchers (2025)

Based on the table above, it shows that the respondent data is based on work, it is known that the respondents in this study consist of respondents working as Students/Students 25 respondents (26.0%), Private Employees 52 respondents (54.2%), Entrepreneurs 15 respondents (15.6%) and Civil Servants 4 respondents (4.2%).

### Distribution of Respondents' Answers

#### *Distribution of Respondents' Answers to Viral Marketing (X1)*

**Tabel 4**

	Frekuensi Pernyataan Variabel <i>Viral Marketing</i> (X1)							
	P1		P2		P3		P4	
	F	%	F	%	F	%	F	%
Sangat Tidak Setuju	7	7.3	4	4.2	5	5.2	9	9.4
Tidak Setuju	10	10.4	3	3.1	5	5.2	10	10.4
Kurang Setuju	20	20.8	22	22.9	22	22.9	17	17.7
Setuju	42	43.8	45	46.9	39	40.6	37	38.5
Sangat Setuju	17	17.7	22	22.9	25	26.0	23	24.0
Total	96	100.0	96	100.0	96	100.0	96	100.0

Source: Data processed by researchers (2025)

Based on the first statement above, it was stated that the average respondent who gave an answer to the *Viral Marketing* variable (X1), respondents who said they strongly disagree as many as 7 respondents (7.3%), 10 respondents (10.4%), 20 respondents (20.8%), 42 respondents said they disagreed.respondents (43.8%) and those who strongly agreed with 17 respondents (17.7%). It can be concluded that the average respondent for the first statement on the *Viral Marketing* variable (X1) agreed.

Based on the second statement above, it was stated that the average respondent who gave an answer to the *Viral Marketing* variable (X1), respondents who said they strongly disagree as many as 4 respondents (4.2%), stated that 3 respondents (3.1%) disagreed, 22 respondents (22.9%), stated that 45 respondents (46.9%) and those who strongly agreed with 22 respondents (22.9%). It can be concluded that the average respondent for the first statement on the *Viral Marketing* variable (X1) agreed.

Based on the third statement above, it is stated that the average respondent who gave an answer to the *Viral Marketing* variable (X1), respondents who said they strongly disagree as many as 5 respondents (5.2%), 5 respondents (5.2%), stated disagree 22 respondents (22.9%), stated agreed 39 respondents (40.6%) and those who said they strongly agreed with 25 respondents (26.0%). It can be concluded that the average respondent for the first statement on the *Viral Marketing* variable (X1) agreed.

Based on the fourth statement above, it is stated that the average respondent who gave an answer to the *Viral Marketing* variable (X1), respondents who said they strongly disagree as many as 9 respondents (9.4%), 10 respondents (10.4%), 17 respondents (17.7%), 37 respondents said they disagree respondents (38.5%) and those who strongly agreed with 23 respondents (24.0%). It can be concluded that the average respondent for the first statement on the *Viral Marketing* variable (X1) agreed.

#### *Distribution of Respondents' Answers to Celebrity Endorser Variables (X2)*

**Tabel 5**

	Frekuensi Pernyataan Variabel <i>Celebrity Endorser</i> (X2)							
	P1		P2		P3		P4	
	F	%	F	%	F	%	F	%
Sangat Tidak Setuju	1	1.0	1	1.0	4	4.2	2	2.1
Tidak Setuju	6	6.3	4	4.2	3	3.1	3	3.1
Kurang Setuju	14	14.6	17	17.7	22	22.9	8	8.3
Setuju	46	47.9	48	50.0	45	46.9	55	57.3
Sangat Setuju	29	30.2	26	27.1	22	22.9	28	29.2
Total	96	100.0	96	100.0	96	100.0	96	100.0

Source: Data processed by researchers (2025)

Based on the first statement above, it was stated that the average respondent who gave an answer to the *Celebrity Endorser* variable (X2), respondents who said they strongly disagree as many as 1 respondent (2.1%), 6 respondents (6.3%), 14 respondents (14.6%), 46 respondents said they disagreed. respondents (47.9%) and those who strongly agreed with 29 respondents (30.2%). It can be concluded that the average respondent for the first statement on the *Celebrity Endorser* variable (X2) agreed.

Based on the second statement above, it is stated that the average respondent who gave an answer to the *Celebrity Endorser* variable (X2), respondents who said they strongly disagree as many as 1 respondent (1.0%), stated that 4 respondents (4.2%) disagreed, 17 respondents (17.7%), stated that 48 respondents (50.0%) and those who strongly agreed with 26 respondents (27.1%). It can be concluded that the average respondent for the first statement on the *Celebrity Endorser* variable (X2) stated that they disagreed.

Based on the third statement above, it was stated that the average respondent who gave an answer to the *Celebrity Endorser* variable (X2), respondents who said they strongly disagree as many as 4 respondents (4.2%), 3 respondents (3.1%), stated disagree with 22 respondents (22.9%), stated agreed 45 respondents (46.9%) and those who strongly agreed with 22 respondents (22.9%). It can be concluded that the average respondent for the first statement on the *Celebrity Endorser* variable (X2) stated that they disagreed.

Based on the fourth statement above, it was stated that the average respondent who gave an answer to the *Celebrity Endorser* variable (X2), respondents who said they strongly disagree as many as 2 respondents (2.1%), 3 respondents (3.1%), 8 respondents (8.3%), said they agreed 55 respondents (57.3%) and those who strongly agreed with 28 respondents (29.2%). It can be concluded that the average respondent for the first statement on the *Celebrity Endorser* variable (X2) stated that they disagreed.

#### *Distribution of Respondents' Answers on Lifestyle Variables (X3)*

**Tabel 6**

	Frekuensi Pernyataan Variabel Gaya Hidup (X3)					
	P1		P2		P3	
	F	%	F	%	F	%
Sangat Tidak Setuju	2	2.1	1	1.0	2	2.1
Tidak Setuju	3	3.1	4	4.2	4	4.2
Kurang Setuju	10	10.4	12	12.5	18	18.8
Setuju	35	36.5	40	41.7	47	49.0
Sangat Setuju	46	47.9	39	40.6	25	26.0
Total	96	100.0	96	100.0	96	100.0

Source: Data processed by researchers (2025)

Based on the first statement above, it was stated that the average respondent who gave an answer to the *Lifestyle* variable (X3), respondents who said they strongly disagree as many as 2 respondents (2.1%), 3 respondents (3.1%), 10 respondents (10.4%) said they disagreed, 35 respondents agreed (35.5%) and 46 respondents (47.9%) strongly agreed. It can be concluded that the average respondent for the first statement on the *Lifestyle* variable (X3) stated strongly agreed.

Based on the second statement above, it was stated that the average respondent who gave an answer to the *Lifestyle* variable (X3), respondents who said they strongly disagreed as many as 1 respondent (1.0%), stated that 4 respondents (4.2%) disagreed, 12 respondents (12.5%) said they disagreed, 40 respondents (41.7%) and those who strongly agreed with 39 respondents (40.6%). It can be concluded that the average respondent for the first statement on the *Lifestyle* variable (X3) agreed.

Based on the third statement above, it was stated that the average respondent who gave an answer to the *Lifestyle* variable (X3), respondents who said they strongly disagree as many as 2 respondents (2.1%), stated that 4 respondents (4.2%) disagreed, 18 respondents (18.8%) said they disagreed, 47 respondents (49.0%) and 25 respondents (26.0%) strongly agreed. It can be concluded that the average respondent for the first statement on the *Lifestyle* variable (X3) agreed.

### Distribution of Respondents' Answers to Purchase Decision Variables (Y)

Tabel 7

Frekuensi Pernyataan Variabel Keputusan Pembelian (Y)	P1		P2		P3		P4	
	F	%	F	%	F	%	F	%
Sangat Tidak Setuju	5	5.2	4	4.2	4	4.2	3	3.1
Tidak Setuju	12	12.5	14	14.6	6	6.3	4	4.2
Kurang Setuju	17	17.7	18	18.8	27	28.1	11	11.5
Setuju	38	39.6	38	39.6	35	36.5	47	49.0
Sangat Setuju	24	25.0	22	22.9	24	25.0	31	32.3
Total	96	100.0	96	100.0	96	100.0	96	100.0

Source: Data processed by researchers (2025)

Based on the first statement above, it was stated that the average respondent who gave an answer to the purchase decision variable (Y), respondents who said they strongly disagree as many as 5 respondents (5.2%), 12 respondents (12.5%), 17 respondents (17.7%), stated that they disagree 38 respondents (39.6%) and those who strongly agreed with 24 respondents (25.0%). It can be concluded that the average respondent for the first statement on the purchase decision variable (Y) agreed.

Based on the second statement above, it was stated that the average respondent who gave an answer to the purchase decision variable (Y), respondents who said they strongly disagree as many as 4 respondents (4.2%), 14 respondents (14.6%), 18 respondents (18.8%) said they disagreed. respondents (39.6%) and those who strongly agreed with 22 respondents (22.9%). It can be concluded that the average respondent for the first statement on the quality variable of the purchase decision (Y) stated that they agreed.

Based on the third statement above, it is stated that the average respondent who gave an answer to the purchase decision variable (Y), respondents who said they strongly disagree as many as 4 respondents (4.2%), 6 respondents (6.3%), 27 respondents (28.1%), 27 respondents (28.1%), 35 respondents (37.5%) and those who strongly agreed with 24 respondents (25.0%). It can be concluded that the average respondent for the first statement on the quality variable of the purchase decision (Y) stated that they agreed.

Based on the fourth statement above, it is stated that the average respondent who gave an answer to the purchase decision variable (Y), respondents who said they strongly disagree as many as 3 respondents (3.1%), stated that 4 respondents (4.2%) disagreed, 11 respondents (11.5%) said they disagreed, 47 respondents (49.0%) and those who strongly agreed with 31 respondents (32.3%). It can be concluded that the average respondent for the first statement on the quality variable of the purchase decision (Y) stated that they agreed.

### Validity and Reliability Tests

#### Validity Test

##### Viral Marketing Variable Validity Test (X1)

The results of the validity test of the *Viral Marketing* variable (X1) can be seen in the following table:

Tabel 8

Viral Marketing	Correlations				Viral Marketing
	X1.1	X1.2	X1.3	X1.4	
	Pearson Correlation	.818**	.768**	.770**	.799**
	Sig. (2-tailed)	.000	.000	.000	.000
N	96	96	96	96	96

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by researchers (2025)

Based on the distribution table, the validity test questionnaire was carried out on 96 research samples by comparing the Pearson correlation value (calculation)  $> 0.2006$  (table). It means that the empirical data from the research variables are valid, thus it can be concluded that the statement instrument from *Viral Marketing* (X1) is declared valid and can be used in the research.

### Celebrity Endorser Variable Validity Test (X2)

The results of the validity test of the *Celebrity Endorser* variable (X2) can be seen in the following table:

**Tabel 9**

Correlations

Celebrity Endorser	Pearson Correlation	X2.1	X2.2	X2.3	X2.4	Celebrity Endorser
		.768**	.638**	.556**	.808**	1
		Sig. (2-tailed)	.000	.000	.000	.000
		N	96	96	96	96

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by researchers (2025)

Based on the distribution table, the validity test questionnaire was carried out on 96 research samples by comparing the *Pearson correlation* value (calculation)  $> 0.2006$  (table). It means that the empirical data of the research variable is valid, thus it can be concluded that the statement instrument of the *Celebrity Endorser* variable (X2) is declared valid and can be used in the research.

### Lifestyle Variable Validity Test (X3)

The results of the validity test of the Lifestyle variable (X3) can be seen in the following table:

**Tabel 10**

Correlations

Gaya Hidup	Pearson Correlation	X3.1	X3.2	X3.3	Gaya Hidup
		.755**	.720**	.704**	1
		Sig. (2-tailed)	.000	.000	.000
		N	96	96	96

\*\*. Correlation is significant at the 0.01 level (2-tailed).

\*. Correlation is significant at the 0.05 level (2-tailed).

Source: Data processed by researchers (2025)

Based on the distribution table, the validity test questionnaire was carried out on 96 research samples by comparing the *Pearson correlation* value (calculation)  $> 0.2006$  (table). It means that the empirical data of the research variables are valid, thus it can be concluded that the statement instrument of Lifestyle (X3) is declared valid and can be used in the research.

### Validity Test of Purchase Decision Variables (Y)

**Tabel 11**

Correlations

Keputusan Pembelian	Pearson Correlation	Y.1	Y.2	Y.3	Y.4	Keputusan Pembelian
		.794**	.793**	.801**	.638**	1
		Sig. (2-tailed)	.000	.000	.000	.000
		N	96	96	96	96

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed by researchers (2025)

Based on the distribution table, the validity test questionnaire was carried out on 96 research samples by comparing the *Pearson correlation* value (calculation)  $> 0.2006$  (table). It means that the empirical data of the research variable is valid, thus it can be concluded that the statement instrument of the Purchase Decision variable (Y) is declared valid and can be used in the research.

### Reliability Test

A questionnaire is said to be reliable if one's answers to statements are consistent or stable over time. The test is carried out by trying the instrument only once, then the data obtained is analyzed with certain techniques, in this case the technique used is *Cronbach Alpha*  $> 0.60$ .

The results of the variable reliability test can be seen in the table below as follows:

**Tabel 12**  
**Reliability Statistics**

Part	Cronbach's Alpha	N of Items
<i>Viral Marketing</i>	.795	4
<i>Celebrity Endorser</i>	.755	4
<i>Gaya Hidup</i>	.652	3
<i>Keputusan Pembelian</i>	.754	4

a. Dependent Variable: Keputusan Pembelian

Source: Data processed by researchers (2025)

In a statement item with a significance level of 5%, *Cronbach's alpha* is greater than 0.60 so it can be concluded that the reliability coefficient of the variables studied  $> 0.60$  is good while the other variables are acceptable. Thus, the variables used in the instrument are *reliable* to be used in research.

### Descriptive Analysis of Research Variables

Descriptive analysis of research variables is statistics used as a basis to describe the tendency of respondents' responses from each variable consisting of *Viral Marketing* (X1), *Celebrity Endorser* (X2), *Lifestyle* (X3), and *Purchase Decision* (Y). Descriptive analysis includes minimum, maximum, mean and standard deviation values. Below is presented a descriptive analysis of the research variables as follows:

**Tabel 13**

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
<i>Viral Marketing</i>	96	4	20	14.70	3.458
<i>Celebrity Endorser</i>	96	4	20	15.82	2.741
<i>Gaya Hidup</i>	96	3	15	12.34	1.957
<i>Keputusan Pembelian</i>	96	4	20	15.04	3.228

Source: Data processed by researchers (2025)

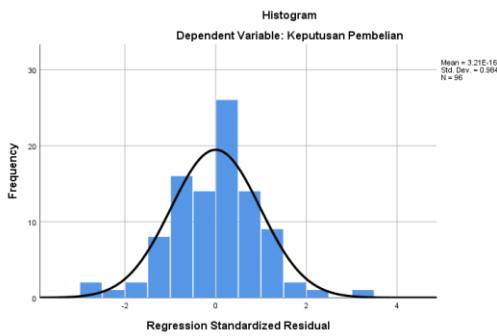
Based on the results of descriptive analysis of the research variables, the following statistical picture was obtained. The **Viral Marketing variable (X1)** had the lowest score of 4 and the highest score of 20, with a mean score of 14.70 and a standard deviation of 3.458, which shows a moderate variation in respondents' perception of the viral marketing aspect. Furthermore, the **Celebrity Endorser variable (X2)** showed the lowest score of 4 and the highest score of 20, with a mean value of 15.86 and a standard deviation of 2.741, indicating that most respondents tend to give a high rating to the role of celebrity endorser. In the **Lifestyle variable (X3)**, the score ranged from 3 to 15 with a mean of 12.34 and a standard deviation of 1.957, indicating a relatively high but low variation on lifestyle influences. Finally, the **Purchase Decision variable (Y)** has a minimum score of 4 and a maximum of 20, with an average of 15.04 and a standard deviation of 3.228, indicating that the purchase decision is generally at a high level with a moderate rate of data spread. These findings reflect the tendency of respondents to be quite positive towards all variables studied.

### Classic Assumption Test

#### Normality Test

The normality test shows that the data produced by all variables are free from data normality problems consisting of *Viral Marketing* (X1), *Celebrity Endorser* (X2), *Lifestyle* (X3), and *Purchase Decision* (Y) to determine the data condition that occurs through symptoms in a research object.

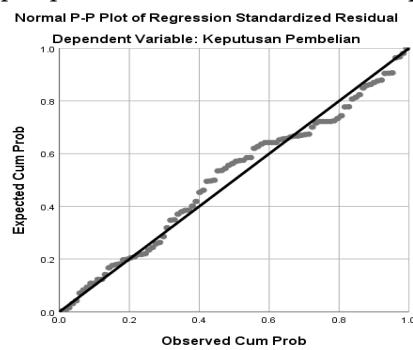
## Test Graph



**Figure 2 Histogram**

Source: SPSS data processed by researchers (2025)

Based on the display of the image. The histogram shows that the dependent curve and *the residual standardized regression* form a bell-like image and do not tilt to the left or to the right. Therefore, it can be concluded that histogram graphs provide a normal distribution pattern.



**Figure 3 P-P Plot**

Source: SPSS data processed by researchers (2025)

Based on the picture. The normal P-P plot of *Standardized Regression Residual* shows that the residual distribution of the data around the diagonal line and the spread follows the direction of the diagonal line of the graph, then the data is said to be normal. So it can be concluded that the data of this study is distributed normally.

## Statistical Test

**Tabel 14**  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.32084039
Most Extreme Differences	Absolute	.087
	Positive	.065
	Negative	-.087
Test Statistic		.087
Asymp. Sig. (2-tailed)		.068 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data processed by researchers (2025)

Based on the table above, it can be seen that the *Kolmogorov-Smirnov* statistical test has an *Asymp value. Sig (2-tailed)*  $0.068 > 0.05$ , this means that the variables in this study are normally distributed.

## Multicollinearity Test

**Tabel 15**  
Coefficients<sup>a</sup>

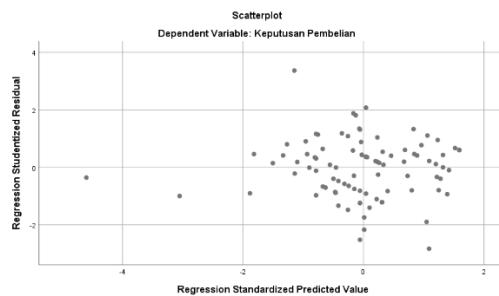
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
<i>Viral Marketing</i>	.482	2.076
<i>Celebrity Endorser</i>	.448	2.230
<i>Gaya Hidup</i>	.381	2.628

a. Dependent Variable: Keputusan Pembelian

Source: Data processed by researchers (2025)

In the table, you can see all the *values of Tolerance*  $> 0.1$  and *VIF*  $< 10$ . It can be concluded that all independent variables do not experience multicollinearity problems.

#### Heteroscedasticity Test



**Figure 4 Heteroscedasticity Test**

Source: SPSS data processed by researchers (2025)

In the picture, it can be seen that the results of the heteroscedasticity test show that the regression model does not experience heteroscedasticity disorders. This can be seen where the dots are evenly distributed without forming a particular pattern and are scattered either above or below the number 0 on the Y-axis.

#### Multiple Linear Regression Analysis

**Tabel 16**

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	1.252	1.592	
<i>Viral Marketing</i>	.225	.100	.241
<i>Celebrity Endorser</i>	.158	.140	.134
<i>Gaya Hidup</i>	.647	.212	.392

a. Dependent Variable: Keputusan Pembelian

Source: Data processed by researchers (2025)

Based on the table in the *Unstandardized Coefficients* column in part B, the values of multiple linear regression equations are obtained as follows:

$$Y = 1.252 + 0.225X_1 + 0.158X_2 + 0.647X_3 + e$$

Based on the results of the analysis of multiple linear regression equations, it can be concluded that the constant of 1.252 indicates that if the independent variables, namely Viral Marketing (X1), Celebrity Endorser (X2), and Lifestyle (X3), are at zero, then the Purchase Decision variable (Y) remains valued at 1.252. The regression coefficient of the Viral Marketing variable (X1) of 0.225 indicates that every one unit increase in this variable will increase the Purchase Decision (Y) by 0.225 units, and vice versa if it decreases. Meanwhile, the regression coefficient of the Celebrity Endorser variable (X2) of 0.158 shows that an increase of one unit in this variable actually decreases the Purchase Decision (Y) by 0.158 units, and vice versa if the Celebrity Endorser decreases, the Purchase Decision will increase. The regression coefficient of the Lifestyle variable (X3) of 0.647 means that every one unit increase in

Lifestyle will increase the Purchase Decision by 0.647 units, and vice versa if it decreases, the Purchase Decision will also decrease by that value. These findings confirm that Lifestyle has the greatest influence on Purchase Decisions compared to the other two independent variables.

### Uji Hipotesis

#### Simultaneous Test (F Test)

**Tabel 17**  
**Simultaneous Tests (Uji F)**

Model	ANOVA <sup>a</sup>				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	478.135	3	159.378	28.655	.000 <sup>b</sup>
Residual	511.699	92	5.562		
Total	989.833	95			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Gaya Hidup, *Viral Marketing*, *Celebrity Endorser*

Source: Data processed by researchers (2025)

The F test (Simultaneous test) was conducted to jointly see the positive and significant influence of independent variables, namely *Viral Marketing* (X1), *Celebrity Endorser* (X2), Lifestyle (X3) on the dependent variables of Purchase Decision (Y). The research criteria are significantly  $< 0.05$ , if  $F_{cal} > F_{tabel}$  then  $H_0$  is accepted  $H_1$  is rejected, while if the significant value is  $< 0.05$  then  $H_0$  is rejected  $H_1$  is accepted. Guided by the formula:

$$df = (n - k) - 1$$

information:

n = Number of samples  
 k = Number of independent variables  
 1 = Number of bound variables  
 df =  $(n - k) - 1$   
 =  $(96 - 3) - 1$   
 = 93 - 1  
 = 92 (2,70)

Based on the Anova results table,  $F_{cal}$  was obtained at 28,655. With a significant value of 0.000. While the  $F_{tabel}$  is 2.70 with  $\alpha 0.05$ . Based on these results, it can be concluded that simultaneously the variables *Viral Marketing* (X1), *Celebrity Endorser* (X2), Lifestyle (X3) have an effect on the Purchase Decision (Y) due to the  $F_{cal} > F_{tabel}$  ( $28.655 > 2.70$ ) with a significant  $0.000 < 0.05$ . This shows that the results of the study  $H_1$  were accepted and  $H_0$  was rejected.

#### Partial Test (t-test)

**Tabel 18**  
**Partial Test (Uji t)**

Model	t	Sig.	Correlations		
			Zero-order	Partial	Part
1 (Constant)	.787	.434			
<i>Viral Marketing</i>	2.247	.027	.600	.228	.168
<i>Celebrity Endorser</i>	2.129	.032	.586	.117	.085
<i>Gaya Hidup</i>	3.051	.003	.663	.303	.229

a. Dependent Variable: Keputusan Pembelian

Source: Data processed by researchers (2025)

The t-test was used to determine the partial influence of independent variables, namely *Viral Marketing* (X1), *Celebrity Endorser* (X2), Lifestyle (X3) on the dependent variables of Purchase Decision (Y). The research criterion with a significant level of  $< 0.05$  if  $sig t > 0.05$ , meaning that there is no significant influence between independent variables and dependent variables, then  $H_0$  is accepted  $H_2$  is rejected. Meanwhile, if  $sig t < 0.05$ , it means that there is a significant influence between independent variables on dependent variables, then  $H_0$  is rejected  $H_2$  is accepted. With the formula:

$$df = (n - k)$$

information:

$$\begin{aligned}
 n &= \text{Number of samples} \\
 k &= \text{Number of independent variables} \\
 df &= (n - k) \\
 &= (96 - 3) \\
 &= 93 \\
 &= 93 (1,98580)
 \end{aligned}$$

Based on the results of the partial test (t-test), it is known that all independent variables in this study have a positive and significant effect on the Purchase Decision (Y) variable. The Viral Marketing variable (X1) has a tcount value of 2.247, larger than the ttable of 1.98580, with a significance of 0.027 which is smaller than  $\alpha$  0.05. This shows that Viral Marketing has a significant effect on Purchase Decisions, so H2 is accepted and H0 is rejected. Furthermore, the Celebrity Endorser variable (X2) showed a tcal value of 2.129 and a significance of 0.032 which was also smaller than  $\alpha$  0.05, so it can be concluded that Celebrity Endorsers have a positive and significant influence on the Purchase Decision. Similarly, the Lifestyle variable (X3) had a tcal value of 3.051 with a significance of 0.003 which was much smaller than  $\alpha$  0.05, suggesting that Lifestyle significantly influenced the Purchase Decision. Thus, the three free variables have a significant contribution to increasing the purchase decision of Glad2Glow Skincare products through the TikTok platform.

### Coefficient of Determination (R<sup>2</sup>)

This test aims to find out the extent of the ability of independent variables to explain dependent variables. The coefficient of determination in the SPSS output is located in the *Model Summary table* and it is written *Adjusted R Square* ranging from zero to one.

The decision-making criteria based on the results of the determination coefficient (R<sup>2</sup>) test can be explained as follows: if the R<sup>2</sup> value is more than 0.5, then the model is said to be good or accurate in explaining the dependent variable; if R<sup>2</sup> is equal to 0.5 then the model is considered sufficient or moderate; while if R<sup>2</sup> is less than 0.5, the model is categorized as poor in explaining the influence of the free variable on the bound variable.

**Tabel 19**  
**Koefisien Determinasi (R<sup>2</sup>)**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.695 <sup>a</sup>	.483	.466	2.358

a. Predictors: (Constant), Gaya Hidup, Viral Marketing, Celebrity Endorser

b. Dependent Variable: Keputusan Pembelian

Source: Data processed by researchers (2025)

The table shows that the value of the *Adjusted R Square* coefficient is 0.466 or 46.6%. This shows that the Purchase Decision (Y) can be explained by the variables *Viral Marketing* (X1), *Celebrity Endorser* (X2), *Lifestyle* (X3) by 46.6% and the remaining 53.4% are explained by other factors that were not studied in this study.

### Discussion

#### *The Influence of Viral Marketing (X1), Celebrity Endorser (X2), Lifestyle (X3) Variables on Purchase Decisions (Y)*

Based on the simultaneous test (F Test), the variables *Viral Marketing* (X1), *Celebrity Endorser* (X2), *Lifestyle* (X3) were obtained to affect the Purchase Decision (Y) because the Fcal > Ftable (28.655 >

2.70) was significantly  $0.000 < 0.05$ . This shows that the results of H1's research were accepted and H0 was rejected.

#### ***The Influence of Viral Marketing (X1) on Purchase Decisions (Y)***

Based on the results of data processing, it is known that partially the value of  $t_{cal}$  for the *Viral Marketing* variable (X1) is 2.247 with a  $t_{table}$  value of 1.98580 so that it is known that the  $t$ -value of the table  $> t_{table}$  is  $2.247 > 1.98580$  with a  $sig\ t$  value for the *Viral Marketing* (X1) variable of 0.027 which is smaller than  $\alpha\ 0.05$  which is  $0.027 < 0.05$ , this shows that the *Viral Marketing* variable (X1) has a positive and significant effect on the Purchase Decision (Y). based on the results obtained, H2 is accepted and H0 is rejected

(2021) *Viral Marketing* dan *Turbo Marketing* Terhadap Keputusan Pembelian *Skincare Somethinc*"

#### ***The Influence of Celebrity Endorser (X2) on Purchase Decisions (Y)***

(2021) *Celebrity Endorser* (X2) 2,129 dengan nilai  $t_{table}$  1,98580 sehingga diketahui nilai  $t_{thitung} > t_{table}$  yaitu  $2,129 > 1,98580$  dengan nilai  $sig\ t$  untuk variabel *Celebrity Endorser* (X2) 0,032 lebih kecil dari  $\alpha\ 0.05$  yaitu  $0,032 < 0.05$ , hal ini menunjukkan bahwa variabel *Celebrity Endorser* (X2) berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y). berdasarkan hasil yang di peroleh maka H2 diterima dan H0 ditolak. Hasil penelitian ini sejalan dengan penelitian sebelumnya yang dilakukan oleh Hilda Maulidia Rahma dan Afi Rachmat Slamet dengan judul "Pengaruh(2021)*Online Customer Review, Celebrity Endorser, dan Brand Image* Terhadap Keputusan Pembelian *Skincare Ms Glow* (Studi Kasus Pada Pelanggan *Ms Glow Aesthetic Clinic* Malang)".

#### ***Influence of Lifestyle (X3) on Purchase Decision (Y)***

Based on the results of data processing, it is known that partially the  $t_{cal}$  value of the *Lifestyle* variable (X3) is 3.051 with a  $t_{table}$  value of 1.98580 so that it is known that the  $t_{cal}$  value of the  $> t_{table}$  is  $3.051 > 1.98580$  with a  $sig\ t$  value for the *Lifestyle* variable (X3) 0.003 is smaller than  $\alpha\ 0.05$  which is  $0.003 < 0.05$ , this shows that the *Lifestyle* variable (X3) has a positive and significant effect on the Purchase Decision (Y). based on the results obtained, H2 is accepted and H0 is rejected.

(2022) *Halal Awareness, Religiusitas, Gaya Hidup, dan Viral Marketing* Terhadap Keputusan Pembelian Produk *Skincare* dan Kosmetik Halal (Studi pada Generasi Z di DKI Jakarta)".

## **4. CONCLUSION**

Based on the simultaneous test (F Test) the variables *Viral Marketing* (X1), *Celebrity Endorser* (X2), *Lifestyle* (X3) had an effect on the Purchase Decision (Y) due to the  $F_{cal} > F_{table}$  ( $28.655 > 2.70$ ) with a significance of  $0.000 < 0.05$ . This shows that the results of H1's research were accepted and H0 was rejected.

Based on the results of the calculation in the partial test, the  $t_{cal}$  value of the *Viral Marketing* variable (X1) is 2.247 with a  $t_{table}$  value of 1.98580 so that it is known that the  $t_{table}$  value of  $> t_{table}$  is  $2.247 > 1.98580$  with a  $sig\ t$  value for the *Viral Marketing* (X1) variable of 0.027 which is smaller than  $\alpha\ 0.05$  which is  $0.027 < 0.05$ , this shows that the *Viral Marketing* (X1) variable has a positive and significant effect on the Purchase Decision (Y). based on the results obtained, H2 is accepted and H0 is rejected.

Based on the results of the calculation in the partial test, the  $t$ -value of the *Celebrity Endorser* variable (X2) is 2.129 with a  $t_{table}$  value of 1.98580, so it is known that the  $t_{table}$  value of  $> t_{table}$  is  $2.129 > 1.98580$  with a  $sig\ t$  value for the *Celebrity Endorser* (X2) variable of 0.032 which is smaller than  $\alpha\ 0.05$ , which is  $0.032 < 0.05$ , this shows that the *Celebrity Endorser* variable (X2) has a positive and significant effect on the Purchase Decision (Y). based on the results obtained, H2 is accepted and H0 is rejected

Based on the results of the calculation in the partial test, the  $t$ -value of the *Lifestyle* variable (X3) was 3.051 with a  $t_{table}$  value of 1.98580 so that it was known that the  $t$ -count value of the  $t_{table} >$  was  $3.051 > 1.98580$  with a  $sig\ t$  value for the *Lifestyle* variable (X3) 0.003 which was smaller than  $\alpha\ 0.05$ ,

which was  $0.003 < 0.05$ , this shows that the Lifestyle variable (X3) has a positive and significant effect on the Purchase Decision (Y). based on the results obtained, H2 is accepted and H0 is rejected.

The value of the Adjusted R Square coefficient value is 0.466 or 46.6%. This shows that Purchase Decision (Y) can be explained by the variables Viral Marketing (X1), Celebrity Endorser (X2), Lifestyle (X3) of 46.6% and the remaining 53.4% are explained by other factors that are not studied in detail. research.

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