

THE INFLUENCE OF PRODUCT VARIATIONS ON PURCHASING DECISIONS WITH CELEBRITY ENDORSER AS A MODERATING VARIABLE

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Abstract

This research is a quantitative study with an explanatory approach. The data used are primary data that researchers obtained from users of shopee, tiktok shop, and facebook marketplaces spread throughout Indonesia. The data was collected in the form of a questionnaire from 24 questions from 300 users of shopee, tiktokshop, and the Facebook marketplace mentioned above. The data were analyzed using the smart PLS 4.0 analysis tool. The result in this article show shows that the first and second hypotheses used in this article can be proven and accepted. This is because the P-Values are positive and below the significance level of 0.05, namely 0.021. This is because the more product variations make buyers more interested in making purchasing decisions, the less easily bored, and so on which make purchasing decisions even greater. In the next row, the results answer the second hypothesis where the Celebrity Endorser variable can strengthen the influence of the Product Variation variable on Purchasing Decisions. This is because the same thing is the P-Values that are positive and below the significance level of 0.05, which is 0.000, which is smaller than direct testing of 0.021. Thus it can be concluded that the first and second hypotheses in this article can be accepted and proven.

Keywords: *Fear of Missing Out, Price Perception, Social Media Promotions, Consumer Satisfaction and Purchase Decision*

1. INTRODUCTION

Accroding to (H. Malau 2017)define a product is something real that can be seen or tangible and can be designed to satisfy the desires or needs of consumers. On the other hand, for (Keller 2016)An item is a special unit in a brand or product line that can be distinguished based on dimensions, price, appearance or other attributes. Which is also commonly called stock keeping or product variety. (L. R. Malau 2021) Product Variation can also be defined as a production result that includes a total concept. In an integrated way, this concept includes objects, packaging, brands, labels, services and guarantees. Products can be distinguished based on 3 product positions: 1. Utility position is based on the existence of basic properties. 2. Role position is the position of the product based on its basic design. 3. Additional position is a product that functions to fulfill the main product.

For Kotler & Keller (Keller 2016)it is stated in detail that product alteration can be in the form of dimension, price, appearance, and composition alteration. The following are parts of product variation (Philip 2013): 1. Dimensions that can be defined as the form, model, or physical structure of a product that is visible and can be measured. The industry makes alterations to certain products from small to large dimensions. 2. Price is the

amount of money exchanged for a product or service and more broadly, price is the sum of all the values exchanged by consumers for several objects and have the benefit of obtaining a product or service. 3. Appearance is everything that is in the product, which is a direct attraction that is used to attract consumer buying attention. 4. Composition is all types of raw materials used to make a certain product, which then creates different types of products and product flavors according to the type of raw materials used.

Based on the explanation, researchers believe that Product Variation can have a positive relationship direction and significant influence on Purchasing Decisions. According to (P. Kotler 2008) defines purchasing decisions as follows "Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants". which means Purchasing decisions are part of consumer behavior consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and wants. Meanwhile, according to (P. T. Kotler 2017) states that consumer purchasing decisions are the selection of one action from two or more alternative choices (P. Kotler 2008).

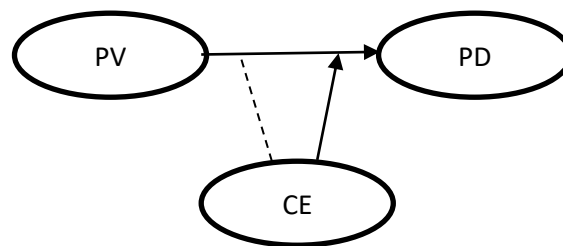
According to (Darmadji 2011) based on the level of involvement in the purchase process, the purchase process by end consumers can be grouped into three types, namely nominal (habitual) decision making, limited decision making, and extended decision making, namely (Fandy Tjiptono 2008): 1. Nominal (habitual) decision making is a very simple purchase decision process, namely consumers identify their problems, then consumers immediately make decisions to buy their favorite/favorite brands (without evaluating alternatives). 2. Limited decision making occurs when consumers identify their problems or needs, then evaluate several alternative products or brands based on their knowledge without looking for new information about the product or brand. 3. Extended decision making, is the most complete type of decision making, starting from identifying the problem, then consumers look for information about certain products or brands and evaluate how good each alternative product is, the evaluation of the product or service will lead to a purchase decision (F Tjiptono 2016).

Purchasing decision indicators according to (P. Kotler 2008) state that purchasing decisions have the following dimensions: 1. Product choice Consumers can make decisions to buy a product or use their money for other purposes. In this case, the company must focus its attention on people who are interested in buying a product and the alternatives they consider. 2. Brand choice Consumers must make decisions about the brand name to be purchased, each brand has its own differences. In this case, the company must know how consumers choose a brand. 3. Distributor choice Consumers must make decisions about which distributor to visit. Each consumer is different in determining the distributor, this can be due to factors such as close location, low prices, and inventory (Fandy Tjiptono 1997).

Several previous studies (Rahmawati 2023); (Saputra, Khaira, and Saputra 2023); (Fadhila 2022); (Kojongian, Tumbel, and Walangitan 2022); (AZIZAH 2023) & (Wahyuningsih 2019) show a positive relationship direction and significant influence on Purchasing Decisions. Unlike the studies above, this study adds the Celebrity Endorser variable as a moderating variable.

2. RESEARCH METHODS

Figure 1
Model



Noted:

PV: Product Various

PD: Purchase Decision

CE: Celebrity Endroser

Based on the image above, it can be concluded that the main objective of this study is to analyze the effect of Product Variation on Purchasing Decisions. This study is in line with a number of studies (Rahmawati 2023); (Saputra, Khaira, and Saputra 2023); (Fadhila 2022); (Kojongian, Tumbel, and Walangitan 2022); (AZIZAH 2023) & (Wahyuningsih 2019). In a number of studies above, it is argued that Product Variation can make potential consumers interested so that they decide to make a Purchase Decision (Jonathan Sarwono 2016). This research is a quantitative study with an explanatory approach (Abdurahman 2016). The data used are primary data that researchers obtained from users of shopee, tikthok shop, and facebook marketplaces spread throughout Indonesia. The data was collected in the form of a questionnaire from 24 questions from 300 users of shopee, tiktokshop, and the Facebook marketplace mentioned above (Manzilati 2017). The data were analyzed using the smart PLS 4.0 analysis tool with the following hypothesis.

Hypothesis:

H1: The Influence Product Various on Purchase Decision

H2: Celebrity Endroser Can Moderates

3. RESULT AND DISCUSSION

Background Analysis

Accroding to (H. Malau 2017)define a product is something real that can be seen or tangible and can be designed to satisfy the desires or needs of consumers. On the other hand, for (Keller 2016)An item is a special unit in a brand or product line that can be distinguished based on dimensions, price, appearance or other attributes. Which is also commonly called stock keeping or product variety. (L. R. Malau 2021) Product Variation can also be defined as a production result that includes a total concept. In an integrated way, this concept includes objects, packaging, brands, labels, services and guarantees. Products can be distinguished based on 3 product positions: 1. Utility position is based on the existence of basic properties. 2. Role position is the position of the product based on its basic design. 3. Additional position is a product that functions to fulfill the main product.

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Validity Test

From the first picture, this study has a basic objective, namely to analyze the influence of the Product Variation variable on Purchasing Decisions and the Celebrity Endorser variable can moderate the influence of the Product Variation variable on Purchasing Decisions. To achieve this, several stages are required, namely validity testing, reliability testing, and Path Efficiency. The following are the results of the Path Coefficient in this article (Ghozali 2016).

Table 1
Validity Test

Variable	Question Item	Loading Factor
Product Various (X1)	Product Variation can attract consumers to decide to purchase	0.845
	Product variation can make people more interested in the products offered	0.839
	Product variation can make products more widely known	0.833
	Product variation can increase consumer loyalty	0.832
	Product variation can increase the desire to buy the products offered	0.852
	Product variation can have a stronger influence if accompanied by celebrity endorsements	0.844
Purchase Decision (Y)	Purchasing decisions can be influenced by celebrity endorsements	0.895
	Purchasing decisions can be influenced by Product Variation	0.899
	Purchasing decisions can be influenced by consumer loyalty	0.882
	Purchasing decisions can be influenced by the range of products marketed	0.912
	Purchasing decisions can increase if the product is increasingly known to people	0.909
	Purchasing decisions can increase if the product has more variations/types	0.935
Celebrity Endroser (Z)	Celebrity Endorsers can strengthen the influence of Product Variation on Purchasing Decisions	0.987
	Celebrity Endorsers can expand the reach of product promotions	0.961
	Celebrity Endorsers can increase the quantity of orders	0.959

	Celebrity Endorsers can strengthen financial fundamentals	0.988
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Valid > 0.70

Reliability Test

The next stage that must be passed is the reliability test stage, this reliability test stage has a function to find out each variable used in this article, namely the Product Variation variable, the Purchase Decision variable, and the Celebrity Endorser variable. Here are the results of the reliability test in this article (Hair 2010):

Table 2
Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Product Various	0.896	0.855	Reliabe
Purchase Decision	0.942	0.901	Reliabe
Celebrity Endroser	0.986	0.945	Reliabe

Reliable > 0.70

Path Coefisien

The Path Coefficient Stage is the stage of proving each hypothesis used in this article, namely the Product Variation variable can have a positive relationship direction to the Purchase Decision and the Slebirti Endors variable can strengthen the influence of the Product Variation variable on the Purchase Decision. The following are the results of the Path Coefficient in this article(Sarstedt et al. 2014):

Table 4
Path Coefisien

Direct Influence	Validity	P-Values	Noted
	PV-> PD	0.021	Valid
Indirect Influence	CE* PV-> PD	0.000	Valid

Significant Level < 0.05

The fourth table of Path Coefficients in this article shows that the first and second hypotheses used in this article can be proven and accepted. This is because the P-Values are positive and below the significance level of 0.05, namely 0.021. These results are in line with research (Rahmawati 2023); (Saputra, Khaira, and Saputra 2023); (Fadhila 2022); (Kojongian, Tumbel, and Walangitan 2022); (AZIZAH 2023) & (Wahyuningsih 2019). This is because the more product variations make buyers more interested in making purchasing decisions, the less easily bored, and so on which make purchasing decisions even greater. In the next row, the results answer the second hypothesis where the Celebrity Endorser variable can strengthen the influence of the Product Variation variable on Purchasing Decisions. This is because the same thing is the P-Values that are positive and below the significance level of 0.05, which is 0.000, which is smaller than direct testing of 0.021. Thus it can be concluded that the first and second hypotheses in this article can be accepted and proven.

4. CONCLUSION

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