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## Factors that influence interest in purchasing Scarlett Whitening products among Solo Raya women

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### ABSTRACT

This research was conducted on women who lived in Solo Raya and was useful for looking separately at the influence of the variable factors: celebrity endorser, product quality, and brand image on interest in purchasing Scarlett Whitening products using a quantitative approach method. Data sources used literature studies and the distribution of questionnaires that had been processed to provide valid results. The population in this research was Solo Raya women who knew the Scarlett Whitening product. The sample used the Roscoe formula and obtained a total of 147 respondents by setting special criteria (purposive sampling). The results of the partial explanation in testing multiple linear regression analysis and the t-test in this research showed that the variables celebrity endorser, product quality, and brand image had positive and significant influence values, so they could have a good impact on interest in purchasing Scarlett Whitening products. With the findings from the help of celebrity endorsers to review products, product quality, and the good brand image of Scarlett Whitening, it could make women more interested, and the variable factors that had been focused on in this research could increase buying interest in Scarlett Whitening products.

**Keywords:** Purchase interest, celebrity endorser, quality product, brand image

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### INTRODUCTION

The phenomenon of internet globalization is expected to further increase internet users (Senejko et al., 2015). According to a survey by the Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), the number of internet users in Indonesia was around 210 million in 2022, with an increase of 215 million in 2023 (APJII, 2023). The level of internet access among the Indonesian population is particularly high, with social media being the most popular platform (87%). YouTube takes the top position with 94% of the population using it, followed by Instagram with 93%, TikTok with 63%, Facebook with 59%, and Twitter with 54% (CNBC Indonesia.com, 2022). Active engagement on social media platforms encourages users to share and consume experiences, leading residents to pursue their interests, such as using beauty and skincare products (Chrisniyanti and Fah, 2022).

According to data from the Badan Pusat Statistik (BPS) in 2022, the population in Solo Raya, particularly among women, outnumbered men (BPS Jawa Tengah, 2022). A survey conducted as part of the ZAP Beauty Index research reveals that over 50% of women in the area are interested in beauty and skincare-related activities

(Antaranews.com, 2022). Local beauty companies in Indonesia offer a fast and convenient solution for women to fulfill their beauty interests (Chen and Dermawan, 2020). One such product is Scarlett Whitening by Felicya Angelista, a beauty line developed since 2017, offering products for the face, hair, and body, produced by PT. Motto Beringin Abadi in Bogor, West Java. According to data from Joan (2022), sales of Scarlett Whitening products reached 15.5 billion, making it one of the best-selling and popular brands in 2021.

The nominal sales of Scarlett Whitening products in the market have surpassed those of other skincare artists (Puspita & Imronudin, 2022). In January, sales reached 14.4 billion, followed by 13.5 billion in February. Madame Gie ranks second in terms of profits, with sales of 7.3 billion in January and 6.8 billion in February. Marshwillow occupies the third position with sales amounting to 463.5 million in January and 386.7 million in February. Nama Beauty holds the last position, earning 282.4 million in January and 263.5 million in February 2023. Several surveys have indicated a high level of interest among residents in Scarlett Whitening products, with over 5.6 million followers on Instagram, 3.9 thousand on TikTok, and 4.9 million on Shopee. The brand has sold more than 10 thousand products through various e-commerce platforms and maintains an impressive rating of 4.9 out of 5.0 stars, almost perfect. Despite experiencing a decline in sales from January to February 2023, Scarlett Whitening remains in the top position due to its effective marketing strategy. This strategy includes offering high-quality products available both offline and online, and prioritizing customer experience, often collaborating with Korean artists (Lemon & Verhoef, 2016).

Scarlett Whitening has adopted the strategy of using celebrity endorsers, both international and locally famous, as a key component of their promotional efforts (Ruslim & Setyaningsih, 2023). One notable selection is the endorsement of Korean artist Song Jong Ki, who has become an ambassador for the Scarlett Whitening brand (Kompas.co.id, 2023). Additionally, local artists have been involved in positively reviewing the product, further boosting interest in purchasing both online and offline (Kompas.co.id, 2023). This approach is supported by a study conducted by Desfitriady and Septian (2023), which indicates that celebrity endorsers have a significant impact on consumer purchasing decisions. The more suitable the public figure chosen for endorsement, the greater the influence on consumer interest in the product (Min et al., 2019). Factors contributing to consumer interest in making a purchase include the perceived quality of the product, as demonstrated in research conducted by Ariyanto and Rahmawan (2021).

Scarlett Whitening prioritizes the selection of high-quality ingredients, ensuring they are halal certified and registered with BPOM (Indonesia's Food and Drug Administration) (Sa'diyah and Rafikasari, 2022). This commitment to quality excellence allows Scarlett Whitening products to stand out in the market. Research by Ariyanto and Rahmawan (2021) supports the notion that the quality of a product significantly influences consumer interest in purchasing it. Therefore, highlighting the superior quality of Scarlett Whitening products enhances consumer interest (Wijaya & Erdiansyah, 2022).

Creating high-quality products also contributes to building a positive impression among consumers (Lone & Bhat, 2023). Scarlett Whitening has established a brand image synonymous with renowned skincare expertise and quality, satisfying the beauty and skincare needs of its consumers (Hermawan et al., 2024). This strong brand image has enabled Scarlett Whitening to effectively promote its products and dominate the skincare market, garnering a large fan base (Puspita et al., 2023).

Research conducted by Terrasista and Sidharta (2021) suggests that a brand's image influences consumer interest in purchasing its products. However, findings from Geraldine and Susanti (2021) present a different perspective, stating that a brand's image has little to no impact on consumer interest. These varying results indicate that factors such as celebrity endorsement, product quality, and brand image may influence consumer interest differently, highlighting the complexity of consumer behavior in the skincare market (Frimpong et al., 2019).

## LITERATURE REVIEWS

### Definition of Purchase Interest ( $y$ )

Interest refers to an individual's inclination upon encountering a product, encompassing a desire to experiment with, acquire, and possess the item (Kotler & Keller, 2009). Purchase interest denotes consumer behavior aimed at acquiring, disposing of, and utilizing a product or service (Anwar, 2014 in Wardani et al., 2020). Ariyanto and Rahmawan (2021) assert that the desire to purchase a product stems from an individual's attitude and inclination towards it, leading to an interest in making a purchase. Khan et al. (2022) further elaborate that consumer attitudes can drive trends in purchasing behavior. Kinnear and Taylor (2011), as cited by Desfitriady & Septian (2023), define interest in buying as the culmination of product choice, wherein one's desires and attitudes influence the decision-making process, culminating in the purchase and consumption of the product. Desfitriady and Septian (2023) propose four dimensions for measuring the variable of interest in buying: preferential interest (interest in seeking explanations), exploratory interest (interest in the product itself), transactional interest (interest in purchasing), and reference interest (interest in recommendations).

### **Connection Celebrity Endorser ( $x_1$ ) to Purchase Interest ( $y$ )**

Celebrity endorsement is an activity aimed at achieving success through advertising promotions involving individuals who are widely recognized (Maudya & Hamzah, 2022; Nzuva, 2021). Feny and Sutedjo (2022) define celebrity endorsement as the dissemination of product information by highly popular individuals to attract buyer attention. Desfitriady and Septian (2023) identified four dimensions for measuring the effectiveness of celebrity endorsement: strength, tensile power, credibility, and popularity.

Research by Desfitriady and Septian (2023) suggests a significant influence of celebrity endorsement on consumer interest in purchasing. This finding is supported by studies such as those by Ahmad et al. (2019) and Feny and Sutedjo (2022), which demonstrate the positive and significant impact of celebrity endorsement on consumer purchasing behavior. These insights provide a basis for researchers to develop hypotheses and further explore the relationship between celebrity endorsement and consumer interest as follows:

H1 (hypothesis or alleged): suspected Celebrity Endorser (X1) on Purchase Interest (Y) for Scarlett Whitening products among women in Solo Raya influence positive significant.

### **Connection Quality Product ( $x_2$ ) to Purchase Interest ( $y$ )**

According to Kotler & Keller (2016), a quality product is one that satisfies consumers' needs and results in their satisfaction. A quality product as one that possesses unique characteristics capable of meeting consumer needs (Julia & Kamilah, 2023; Rachman, 2018). The quality of a product is often viewed as a positive attribute by buyers before making a purchase decision (Geraldine & Susanti, 2021).

Kotler & Keller (2016) outline five tools for measuring the quality of a product, including reliability, durability, performance (which encompasses different characteristics), conformance to specifications, and serviceability, as elucidated by Wulandari and Wijaksana (2021).

Research indicates a significant positive relationship between the quality of a product and consumer interest in purchasing (Julia & Kamilah, 2023; Khan et al., 2022). Findings from studies such as those by Ariyanto and Rahmawan (2021) and Wulandari & Wijaksana (2021) also support the influential role of product quality in shaping consumer interest. Consequently, the importance of product quality in influencing consumer purchasing decisions cannot be understated. The selected conjecture (hypothesis) from the description above on variables free is:

H2 (hypothesis or alleged): suspected Quality Product (X2) against Purchase Interest (Y) for Scarlett Whitening products among women in Solo Raya influence positive significant.

### **Connection Brand Image ( $x_3$ ) and Purchase Interest ( $y$ )**

Brand image, as described by Terrasista and Sidharta (2021), refers to products released by a company and remembered by consumers. As reported by Soltani and Navimipour (2016), the scope of brand image includes ideas, images, consumer perceptions, and other characteristics associated with the product. Similarly, according to Geraldine & Susanti (2021), a brand image consists of positive attributes that make the brand memorable to consumers. Therefore, four indicators sourced from Soltani and Navimipour (2016) are used to measure brand image: the brand's product scope, its reputation, product introductions such as logos, and the positive impressions consumers have of the product (Terrasista & Sidharta, 2021).

The influence of brand image has been found to have positive and significant effects on consumer interest in purchasing products. Brand image can impact consumer interest positively, as explained by Terrasista and Sidharta (2021), Feny and Sutedjo (2022), and Khan et al. (2022). This explanation makes it easier for researchers to develop the following hypothesis as the following:

H3 (hypothesis or alleged): alleged Brand Image (X3) on Purchase Interest (Y) of Scarlett Whitening products among women Solo Raya can influence positive significant.

## Conceptual Framework

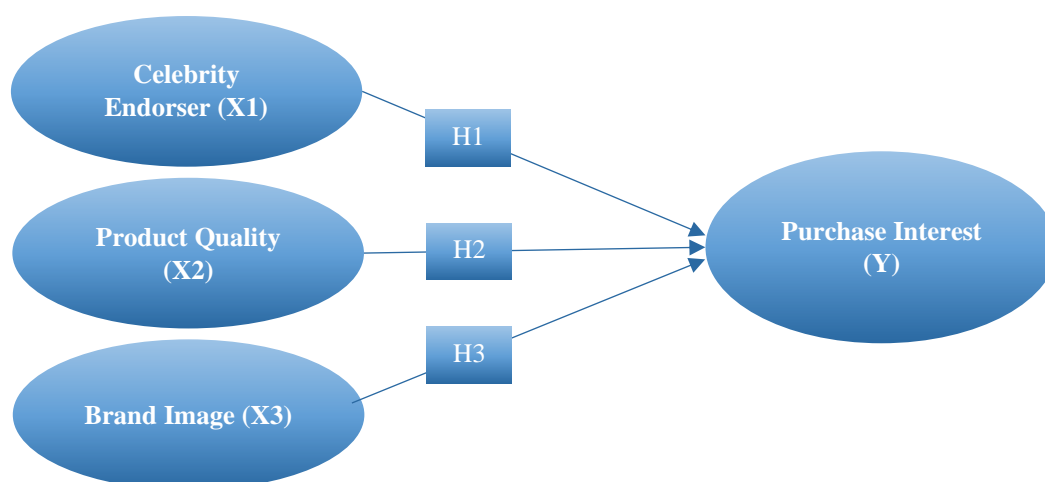


FIGURE 1. Conceptual Framework

## METHODS

The selection of a quantitative approach is deemed precise and meticulous as it yields results that are based on numerical data obtained from processed questionnaire items. The data collection process involves accessing primary sources, wherein the researcher must distribute questionnaires and obtain information from articles, accurate websites, and relevant research material. This study targets a specific demographic: women residing in Solo Raya who are familiar with Scarlett Whitening products. Given the unknown exact size of this population, a calculation method, such as the Roscoe formula (1975), is employed. This formula suggests a sample size ranging from 30 to 500 respondents.

In this research, 147 respondents were selected using non-probability sampling, specifically the purposive sampling technique (judgmental). This method involves selecting respondents based on predetermined criteria, including having purchased and used Scarlett Whitening products and being at least 13 years old. These criteria are reinforced by Kotler and Keller (2016), who emphasize the importance of attitudes and interests in driving purchasing behavior. Additionally, setting the minimum age requirement at 13 is justified by the onset of puberty and common skin issues experienced at this age, as highlighted by Makarim in Halodoc.com (2021).

## RESULTS AND DISCUSSION

### Results

#### Description Category Respondent

This research has a total of 147 respondents (people) who have processed researcher based on the category in accordance age and domicile with do spread link questionnaire, so obtained results as follows: category 13-17 years totaling 6 people (4.1%), aged 18-22 years a total of 106 (72.1%), coverage 23-27 years on 28 (19%), aged 28-32 years amounting to 6 people (4.1%), category age > 32 years has 1 respondent (0.7%), then most respondents range aged 18-22 years. Based on category Surakarta domicile has respondents 63 (42.9%), Sukoharjo with respondents 46 (31.3%), Boyolali amounted to 6 (4.1%), Sragen a total of 4 people (2.7%), Karanganyar as many as 12 respondents (8.2%), Klaten a number of 11 (7.5%), whereas Wonogiri amounting to 5 respondents (3.4%), so most respondents fill in questionnaire domiciled from Surakarta.

#### Testing Validity

Testing validity aims to measure the accuracy of a statement on questionnaire data. Condition criteria declared valid if  $r_{\text{count}} > r_{\text{table}}$  and results data processing show test limit number significance (Sig.) smaller than from 0.050.

**TABLE 1. Variable Results Testing Validity**

Variable Model	Indicator	Items Question	r-count	r-table	Remark
Purchase Interest (Y)	• Interest looking for an explanation (preferential)	1. Before purchasing I moreover formerly looked for an explanation about Scarlett Whitening products.	0.601	0.162	Valid
		2. Me interested use products released by Scarlett Whitening.	0.787	0.162	Valid
	• Interest in the product (exploratory)	3. Me once bought Scarlett Whitening products.	0.707	0.162	Valid
		4. Me give references about Scarlett Whitening products to other people.	0.785	0.162	Valid
• Interest buying (transactional)					
• Interest in referring (reference).					
Celebrity Endorser (X1)	• Dimensions strength	1. Celebrity endorser Scarlett Whitening has the strength to persuade consumers to buy products.	0.662	0.162	Valid
		2. Celebrity endorser Scarlett Whitening has the power to pull what you can alluring consumers.	0.697	0.162	Valid
	• Dimensions Power pull	3. Celebrity endorser Scarlett Whitening and consumers have similarities about problem skin.	0.640	0.162	Valid
		4. Scarlett Whitening's expert celebrity endorser in advertising products.	0.792	0.162	Valid
	• Dimensions credibility	5. Scarlett Whitening is a celebrity endorser with a level of trust and good self.	0.766	0.162	Valid
		6. Celebrity endorsers can be trustworthy because they are honest and give information explanations in a way convincing about Scarlett Whitening products.	0.753	0.162	Valid
	• Dimensions popularity	7. Celebrity endorser Scarlett Whitening has lots of fans and followers on social media.	0.734	0.162	Valid
		8. Scarlett Whitening is a celebrity endorser who is active on social media.	0.765	0.162	Valid
		9. Name a celebrity endorser from Scarlett Whitening easy for consumers to remember	0.718	0.162	Valid
Quality Product (X2)	• Reliability of something product	1. When purchasing and receiving Scarlett Whitening products in good condition (no damage).	0.603	0.162	Valid
		2. Scarlett Whitening products are capable of giving good quality.	0.747	0.162	Valid
	• Durability of something product	3. Scarlett Whitening products have a longer-lasting fragrance.	0.773	0.162	Valid
		4. Scarlett Whitening products can be stored for a long time.	0.750	0.162	Valid
	• Performance includes characteristics (different characteristics)	5. Scarlett Whitening products have a different fragrance from other competing products.	0.810	0.162	Valid
		6. Scarlett Whitening own excess in the manufacturing process is good and safe for various types of skin consumers.	0.714	0.162	Valid
• Specifications appropriate products			0.802	0.162	Valid

	<ul style="list-style-type: none"> <li>Serviceability (the ability to serve)</li> </ul>	7. Scarlett Whitening products that are marketed are as stated sellers. 8. Scarlett Whitening products can be obtained through online stores and offline stores.	0.559	0.162	Valid
Brand Image (X3)	<ul style="list-style-type: none"> <li>Brand's scope product.</li> </ul>	1. Scarlett Whitening makes product maintenance for beauty.	0.775	0.162	Valid
	<ul style="list-style-type: none"> <li>Reputation of brand</li> </ul>	2. Scarlett Whitening products have a good reputation because they can give a modern level, improve confidence in yourself when used, and are suitable products for your needs.	0.838	0.162	Valid
	<ul style="list-style-type: none"> <li>Introduction like a logo product</li> </ul>	3. The logo from Scarlett Whitening is easy to remember and easily recognized by consumers.	0.778	0.162	Valid
	<ul style="list-style-type: none"> <li>Interest consumers give the impression good product</li> </ul>	4. Consumers are interested and still give a good impression of Scarlett Whitening products.	0.822	0.162	Valid

The results presented in Table 1 indicate that each variable, including purchase interest (Y), celebrity endorser (X1), quality product (X2), and brand image (X3), has an R-count score greater than the R-table value of 145, and the significance score (sig) is less than 0.050. Therefore, these statements are considered valid as they meet the criteria for statistical significance, indicating a strong relationship between the variables.

### Testing Reliability

Cronbach's Alpha scores for each variable exceed the statistical threshold of 0.60. This suggests that the data for each variable demonstrate sufficient internal consistency and reliability, which is essential for ensuring the credibility and accuracy of the research findings.

**TABLE 2. Reliability Test Results**

Variable Model	Limit	Cronbach's Alpha Score	Information
Purchase Interest (Y)	0.60	0.691	Reliable
Celebrity Endorser (X1)	0.60	0.879	Reliable
Quality Products (X2)	0.60	0.872	Reliable
Brand Image (X3)	0.60	0.815	Reliable

The results from Table 2 show that the Cronbach's Alpha scores for each variable—purchase interest (Y), celebrity endorser (X1), quality product (X2), and brand image (X3)—are all greater than the threshold of 0.60. This indicates that the data processing has yielded reliable results, as each variable demonstrates sufficient internal consistency.

### Normality Test

The Kolmogorov-Smirnov test was employed to assess whether the data follows a normal distribution. The criteria for determining normality are met when the Asymp. Sig. (2-tailed) value is greater than the statistical test limit of 0.050. If this condition is satisfied for each variable, it can be inferred that the data is normally distributed.

**TABLE 3. Normality Test Results**

(One Sample Kolmogorov-Smirnov Test)	
	Score
N (Number Whole Respondent)	147
Asymp Score. Sig. (2-tailed)	0.200

Based on the primary processing presented in Table 3, the Asymp. Sig. (2-tailed) score is 0.200. This result conforms to the criteria, as it is greater than the test limit of 0.050. Therefore, it can be concluded that the data for this variable exhibits normal distribution.

### Multicollinearity Test

Regarding the testing of multicollinearity, the objective is to identify the possibility of high correlation between independent variables in a regression model. To ensure that multicollinearity is not present, certain conditions and

criteria must be met. These include a tolerance score greater than the statistical test limit of 0.10 and a VIF (Variance Inflation Factor) score less than 10.0.

**TABLE 4. Multicollinearity Test Results**

Variable Model	Tolerance Score	VIF Score	Information
Celebrity Endorser (X1)	0.410	2,436	No symptoms Multicollinearity
Quality Products (X2)	0.362	2,762	No symptoms Multicollinearity
Brand Image (X3)	0.352	2,840	No symptoms Multicollinearity

Based on the data presented in Table 4, the multicollinearity test results indicate that each variable—celebrity endorser (X1), quality product (X2), and brand image (X3)—does not exhibit symptoms of multicollinearity. For celebrity endorser (X1), the tolerance score of 0.410 is greater than the threshold of 0.10, and the VIF score of 2.436 is well below the normal limit of 10. Similarly, for quality product (X2), the tolerance score of 0.362 exceeds the threshold of 0.10, and the VIF score of 2.762 is below the normal limit of 10. Additionally, for brand image (X3), the tolerance score of 0.352 is above the threshold of 0.10, and the VIF score of 2.840 is below the normal limit of 10. Therefore, it can be concluded that there is no evidence of multicollinearity among the variables in the regression model.

### Heteroscedasticity Test

The testing of heteroscedasticity, this analysis is useful for identifying whether there is similarity or dissimilarity between the variance of variables in the data. To assess heteroscedasticity, the significance (Sig.) value from the test results should be greater than the statistical test limit of 0.050.

**TABLE 5. Heteroscedasticity Test Results (Glacier Test)**

Variable Model	Score (Sig.)	Information
(Constant)	0,000	
Celebrity Endorser (X1)	0.653	No symptoms Heteroscedasticity
Quality Products (X2)	0.292	No symptoms Heteroscedasticity
Brand Image (X3)	0.462	No symptoms Heteroscedasticity

Based on the results presented in Table 6, the testing for heteroscedasticity indicates that none of the variables—celebrity endorser (X1), quality product (X2), and brand image (X3)—exhibit symptoms of heteroscedasticity. For celebrity endorser (X1), the significance value (Sig.) of 0.653 is greater than the statistical test limit of 0.050. Similarly, for quality product (X2), the significance value of 0.292 exceeds the threshold of 0.050. Additionally, for brand image (X3), the significance value of 0.462 is also above the 0.050 threshold.

### Multiple Linear Regression Results

In multiple linear regression analysis, the equation that represents the relationship between the dependent variable (Y) and independent variables (X1, X2, X3) is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 \quad Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

In this equation:

- Y is the dependent variable (purchase interest in this context).
- a is the intercept, representing the value of Y when all independent variables are zero.
- $b_1$ ,  $b_2$ ,  $b_3$  are the coefficients or slopes, representing the change in Y for a one-unit change in each independent variable, holding other variables constant.
- $X_1$ ,  $X_2$ ,  $X_3$  are the independent variables (celebrity endorser, quality product, and brand image, respectively).

These coefficients can be found in the "B (Beta)" column in the table of unstandardized coefficients. Each coefficient indicates the strength and direction of the relationship between the corresponding independent and dependent variables. By analyzing these coefficients, one can understand how each independent variable contributes to the variation in the dependent variable and evaluate the significance of their effects in the regression model.

**TABLE 6. Multiple Linear Regression Results**

Variable Model	Coefficients <sup>a</sup>			Information
	B	Score t-count	Score Sig.	
(Constant)	0.861	3,281	0.001	
Celebrity Endorser (X1)	0.280	3,037	0.003	H <sub>1</sub> ACCEPTED
Quality Products (X2)	0.337	3,537	0.001	H <sub>2</sub> ACCEPTED
Brand Image (X3)	0.176	2,033	0.044	H <sub>3</sub> ACCEPTED

The processed results of the multiple linear regression analysis in Table 6 present a conceptual model of equality, namely:  $Y = 0.861 + 0.280 X1 + 0.337 X2 + 0.176 X3$ , which can be interpreted as follows:

- The constant term (0.861) represents the intercept of the regression model. It indicates that when all independent variables (X1, X2, X3) are zero, the predicted value of the dependent variable (Y) is 0.861. In other words, if there are no celebrity endorsers, no quality products, and no brand image, the predicted purchase interest is 0.861.
- The coefficient (B) for the variable celebrity endorser (X1) is 0.280. This positive coefficient suggests that for a one-unit increase in the celebrity endorser variable, the purchase interest (Y) is expected to increase by 0.280 units. Therefore, the presence of a celebrity endorser positively influences purchase interest by 0.280 units.
- The coefficient (B) for the variable quality product (X2) is 0.337. A positive coefficient indicates that for a one-unit increase in the quality product variable, the purchase interest (Y) is expected to increase by 0.337 units. Thus, the quality of the product positively affects purchase interest by 0.337 units.
- The coefficient (B) for the variable brand image (X3) is 0.176. Similarly, a positive coefficient implies that for a one-unit increase in the brand image variable, the purchase interest (Y) is expected to increase by 0.176 units. Therefore, a positive brand image influences purchase interest by 0.176 units.

#### t-Test

The chosen and conducted testing aims to understand the magnitude of influence between the variables of celebrity endorser (X1), quality product (X2), and brand image (X3) on purchase interest (Y). The testing was carried out separately for each variable to assess its impact on the dependent variable.

The criteria for interpreting the t-test results are based on the significance level, which should be less than 0.050, and the t-count value should be sufficiently large compared to the t-table value, indicating significance and influence. Based on the processed data in Table 6, the partial testing results are as follows:

- The t-count score in the coefficient table for the variable celebrity endorser (X1) is 3.037, which is greater than the t-table value (1.976). Additionally, the significance level (Sig.) is 0.003, which is less than 0.050. This indicates that celebrity endorser (X1) has a significant influence on purchase interest (Y) with an appropriate level of significance.
- The t-count score for the coefficient of the variable quality product (X2) is 3.537, surpassing the t-table value (1.976). Furthermore, the significance level (Sig.) is 0.001, which is less than 0.050. Thus, it can be interpreted that quality product (X2) significantly influences purchase interest (Y) with an appropriate level of significance.
- The t-count score for the coefficient of the variable brand image (X3) is 2.033, exceeding the t-table value (1.976). The significance level (Sig.) is 0.044, which is less than 0.050. Therefore, it can be concluded that brand image (X3) has a significant influence on purchase interest (Y) with an appropriate level of significance.

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

The measurement using the R2 test was conducted to determine the percentage of influence that the chosen independent variables, selected by the researcher, have on the dependent variable. The results from the Adjusted R Square column were selected because they provide more concrete results.

**TABLE 7. R<sup>2</sup> Test Results (Adjusted R Square Column)**

Variable Model	Model Summary <sup>b</sup>	
	R Square	Adjusted R Square
1	0.533	0.523

Based on the processed data in Table 7, it is evident that the Adjusted R Square column shows a score of 0.523, which is significant and equivalent to 52.3%. The interpretation of these results indicates that 52.3% of the



variability in purchase interest (Y) for Scarlett Whitening products can be attributed to the selected variables, including celebrity endorser (X1), quality product (X2), and brand image (X3). The remaining 47.7% of the variability is influenced by other variables that were not included or researched in this study.

## Discussion

### **Influence of Celebrity Endorser (X1) to Purchase Interest (Y)**

Based on the data processing conducted on a number of tests, it can be concluded that partial celebrity endorser (X1) has a positive and significant influence on purchase interest (Y) in Scarlett Whitening products. The estimation results also support Hypothesis 1 (H1), indicating that the chosen promotional strategy of using celebrity endorsers by Scarlett Whitening has been effective. In this research, women in the Solo Raya region believe that increasing the use of celebrity endorsers in Scarlett Whitening's promotional strategy will lead to an increase in purchase interest, thus confirming the importance of celebrity endorsers in influencing and impacting women's purchasing decisions. The suitability of the results indicates that the variable of celebrity endorser has a positive and significant impact on purchase interest. Therefore, the findings of this research align with previous studies by Yuliawan and Mardiah (2021) and Feny and Sutedjo (2022), which also concluded that celebrity endorsers play a crucial role in influencing consumers' purchasing behavior.

### **Influence of Quality Product (X2) to Purchase Interest (Y)**

After undergoing multiple linear regression testing and t-tests, the data indicates that quality product (X2) positively and significantly influences purchase interest (Y) in Scarlett Whitening products. The estimation results also support Hypothesis 2 (H2), suggesting that as the quality of Scarlett Whitening products improves, there is a corresponding increase in purchase interest. Quality is deemed crucial by women in the Solo Raya region as it influences their purchasing decisions. Respondents from the questionnaire also emphasized the importance of product quality, mentioning that they chose Scarlett Whitening products because of their superior quality compared to others. The selection of the right materials in Scarlett Whitening products ensures long-lasting, suitable fragrance for all skin types, fulfilling the beauty and care needs of consumers. The research findings suggest that product quality significantly influences purchase interest, a conclusion that is consistent with the results of studies by Mahali (2023) and Julia and Kamilah (2023).

### **Influence of Brand Image (X3) on Purchase Interest (Y)**

Based on the processed questionnaire data, which underwent several tests, it can be concluded that brand image (X3) has a positive and significant influence on purchase interest (Y) in Scarlett Whitening products. Hypothesis 3 (H3) is accepted, indicating that brand image plays a significant role in influencing purchase interest. The interpretation of the results suggests that when the brand image of Scarlett Whitening products is positive and creates a favorable impression among the population, it leads to an increase in purchase interest. Therefore, the brand image is considered crucial and capable of impacting and influencing purchase decisions positively. The suitability of the findings indicates that the influence of brand image has a positive and significant effect on purchase interest. This conclusion is supported by previous studies conducted by Terrasista and Sidharta (2022), Feny and Sutedjo (2022), Yuliawan and Mardiah (2021), and Mahali (2023).

## CONCLUSIONS AND SUGGESTION

The research findings demonstrate that the variables of celebrity endorser, quality product, and brand image positively influence purchase interest in Scarlett Whitening products among women in the Solo Raya region. The analysis conducted through multiple linear regression and t-tests both confirm the significant and positive impact of these variables on purchase interest.

Recommendations for Scarlett Whitening include paying closer attention to the selection of celebrity endorsers, ensuring the quality of their products, and enhancing their brand image. Specifically, it is suggested that careful consideration be given to selecting celebrity endorsers who not only match the brand but also provide honest reviews based on their usage experience. This approach aims to build trust with consumers rather than solely relying on persuasive tactics to drive purchases.

Moreover, the research suggests that future studies should consider additional variables such as price, consumer reviews, product diversity, and other factors that may influence purchase decisions. By expanding the scope of research, a more comprehensive understanding of consumer behavior and preferences can be achieved, leading to more effective marketing strategies for Scarlett Whitening products.

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