

The Effect of Viral Marketing, Celebrity Endorsement, and Online Customer Review on Purchase Satisfaction of Glad2Glow Skincare Products

(Case Study on the Use of Glad2Glow Skincare Garu II Medan Amplas)

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Abstract: This study aims to determine the effect of Viral Marketing, Celebrity Endorsement, and Online Customer Reviews on Purchase Satisfaction of Glad2glow Skincare Products (Case Study on the Use of Glad2Glow Skincare Garu II Medan Amplas). In this study, the data collection technique used a random sampling method, the sample used was 93 respondents. All analyses in this study were assisted by the SPSS 25.0 program. Data analysis techniques were carried out through classical assumption tests, multiple linear regression analysis, and hypothesis testing. Based on the t-test that has been carried out, the results obtained are that the Sig. value of the Viral Marketing variable is obtained at $0.016 < 0.05$ and the calculated t value $(3.350) > t$ table (1.662) . So it can be concluded that the Viral Marketing variable has a positive and significant effect on the Purchase Satisfaction variable. Furthermore, the Sig. value of the Celebrity Endorsement variable is obtained at $0.037 < 0.05$ and the calculated t value $(4.817) > t$ table (1.662) . So it can be concluded that the Celebrity Endorsement variable has a significant effect on the Purchase Satisfaction variable. Furthermore, the Sig. value of the Online Customer Review variable obtained is $0.041 < 0.05$, which has a significant effect on the Purchase Satisfaction variable. From these data, the calculated t value is $(7.661) > t$ table (1.662) . So it can be stated that the Online Customer Review variable has a positive and significant effect on the Purchase Satisfaction variable.

Keywords: Celebrity Endorsement; Online Reviews; Purchase Satisfaction; Skincare Products; Viral Marketing

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1. Introduction

In today's increasingly advanced digital era, consumer behavior in making purchasing decisions has undergone significant changes. Developments in information and communication technology, particularly the internet and social media, have become a major factor shaping people's mindsets and habits when accessing information, including searching for and purchasing products. Digital marketing strategies have also evolved rapidly and become a key factor in reaching modern consumers who are more selective, discerning, and tech-savvy.

The skincare industry has become one of the fastest-growing sectors in recent years. The need for skincare products is not only seen from a functional perspective, but has also become part of the lifestyle of urban communities. One local brand that is currently gaining significant attention amidst this trend is Glad2Glow. This local skincare product is becoming increasingly well-known thanks to the use of social media as their main promotional tool. By maximizing the power of digital marketing, Glad2Glow has succeeded in building brand awareness and increasing the appeal of its products, especially among young people and active social media users. The strategy used by Glad2Glow focuses on a strong emotional and visual approach, where they present content that is not only informative but also interesting to share widely. Through this approach, they are able to create a viral effect that helps expand their marketing reach organically.

In addition to viral marketing, the use of celebrities or public figures in marketing strategies also significantly influences consumer perception of a product. Celebrity endorsements are a crucial element in building consumer trust. Glad2Glow leverages this approach by partnering with several beauty influencers and local celebrities with high credibility in the beauty and personal care industry. By showcasing their experiences using Glad2Glow products, the brand successfully creates a stronger and more convincing appeal to its target market.

However, consumer trust isn't solely built on celebrity popularity or viral content. Modern consumers tend to seek more honest, neutral, and relevant information before making a purchasing decision. In this regard, the role of online customer reviews is crucial. Reviews from other users are considered more honest and based on real personal experiences, making them an important reference for potential buyers. Through various platforms such as marketplaces, social media, and discussion forums, consumers can easily find comments and reviews about a product. Glad2Glow recognizes the importance of this trust, so they not only provide a review section on their sales platform but also actively respond to consumer feedback openly. Responsiveness to both criticism and praise makes the company appear more human and trustworthy to consumers.

High levels of brand-consumer interaction also contribute to higher levels of purchase satisfaction. When consumers feel their opinions are heard and considered by manufacturers, their satisfaction with the products they purchase increases. In this context, purchase satisfaction is based not only on the physical quality of the product but also on the emotional experience throughout the purchase process, from initial interactions via social media, through ease of transaction, to after-sales service. Glad2Glow appears to have successfully met these expectations by providing responsive, educational, and communicative customer service through various digital channels.

Glad2Glow's success in leveraging various digital marketing strategies demonstrates that the right approach to understanding consumer behavior can have a significant impact on a brand's growth, particularly in the competitive skincare sector. By combining the power of viral content, celebrity endorsements, and trust built through consumer reviews, the brand is able to increase customer satisfaction and create long-term loyalty. This phenomenon also reflects the changing consumption patterns of Indonesians, who are increasingly digital and tend to rely on the experiences of others as a guide in making choices.

2. Preliminaries or Related Work or Literature Review

Definition Marketing Initiative

According to Melydram in Sudaryono (2016), in the context of competitive strategy, marketing is a business process that focuses on efforts to align organizational resources — both physical, financial, and human — with customer needs and desires.

Definition Viral Marketing initiative

According to (Widjaja & Alexandra, 2019) Viral marketing is, "viral marketing is word of mouth marketing by which customers promote a product or service by telling others about it." Which means viral marketing is word of mouth marketing where customers promote a product or service by spreading information from one person to another.

Definitiation Celebrity Endorsement

According to (Bramantya and Jatra, 2016), celebrity endorsements are public figures such as celebrities, entertainers, or community leaders who are involved in advertising activities to promote company products with the aim of influencing consumer purchasing decisions.

Definitiation Online Customer Review

According to (Hendijani Fard & Marvi, 2020), trust in online reviews is increasing along with the growing trend of digitalization and easier access to information.

Definitiation Purchase Satisfaction

According to Kotler and (Armstrong., 2016), purchase satisfaction can be defined as the level of feeling experienced by a person after comparing the results received with the expectations they have for the product or service.

3. Materials and Method

This study uses an associative quantitative approach with the aim of analyzing the influence of independent variables, namely Viral Marketing (X1), Celebrity Endorsement (X2), and Online Customer Review (X3) on the dependent variable, namely Satisfaction of Glad2glow Skincare Products Purchase (Y) (Case Study on the Use of Glad2glow Skincare Garu II Medan Amplas). The research design used is a causal design, namely to explain the cause-and-effect relationship between the independent variables and the dependent variable. This approach was chosen because the study aims to determine how much influence each independent variable has partially or simultaneously on Satisfaction of Glad2glow Skincare Products Purchase. The population in this study were all glad2glow skincare users in Garu II Medan Amplas, totaling 93 people. The sampling technique used purposive sampling. Research data were collected through a questionnaire (questionnaire) with a Likert scale (1–5), which contained statements related to four research variables, namely: Viral Marketing, Celebrity Endorsement and Online Customer Review on Satisfaction of Glad2glow Skincare Products Purchase. In addition, data were also obtained through observation and documentation. Data analysis was performed using SPSS version 25.0 software, which included validity tests, reliability tests, multiple linear regression analysis, and hypothesis testing to determine the effect of each independent variable on the dependent variable. Furthermore, classical assumption tests such as normality, heteroscedasticity, and multicollinearity were also conducted to ensure the validity of the regression model used.

4. Results and Discussion

Results

Results of the Classical Assumption Test

a. Normality Test

The purpose of data normality testing is to determine whether the dependent and independent variables in the regression model are normally distributed or not. Data are considered normally distributed if the significance value is greater than 0.05 at the 0.05 significance level.

Table 1. Normality Test Results.

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		93
Normal Parameters ^{a,b}	Mean	.00
	Standard Deviation	1,561
Most Extreme Differences	Absolute	.072
	Positive	.058
	Negative	-.072
Test Statistics		.072
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data Processed by Researchers, 2025

b. Multicollinearity Test

Multicollinearity was conducted to determine the magnitude of the intercorrelation between the independent variables in this study, namely Viral Marketing (X1), Celebrity Endorsement (X2), and Online Customer Reviews (X3). If a correlation occurs, then it is said that there is a multicollinearity problem. To detect the presence or absence of multicollinearity, look at the tolerance and VIF values. If the tolerance value is above 0.1 and the VIF value is below 10, then multicollinearity does not occur.

Table 2. Multicollinearity Test.

		Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance VIF
1	(Constant)	20,051	2,560		,883	,495	
	<i>Viral Marketing</i> (X1)	,032	,092	,035	3,350	,016	,974 1,027
	<i>Celebrity Endorsement</i> (X2)	,096	,117	,081	4,817	,037	,883 1,018
	<i>Online Customer Review</i> (X3)	,262	,072	,366	7,661	,041	,991 1,009

Dependent Variable: Purchase Satisfaction

Source: Processed Data, 2025

Based on table 4.2 above, it can be understood that the three independent variables, namely Viral Marketing (X1), Celebrity Endorsement (X2), and Online Customer Review (X3), have Tolerance values of 0.974, 0.883, 0.991 and VIF values of 1.027, 1.018 and 1.009. All variables have tolerance values above 0.1 and VIF values below 10, so it can be concluded that the regression model in this study does not experience multicollinearity.

Multiple Linear Regression Analysis

This study uses multiple linear regression to determine the effect of independent variables on the dependent variable. The multiple linear regression equation used is as follows:

Table 3. Results of Multiple Linear Regression Analysis.

		Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance VIF
1	(Constant)	20,051	2,560		,883	,495	
	<i>Viral Marketing</i> (X1)	,032	,092	,035	3,350	,016	,974 1,027
	<i>Celebrity Endorsement</i> (X2)	,096	,117	,081	4,817	,037	,883 1,018
	<i>Online Customer Review</i> (X3)	,262	,072	,366	7,661	,041	,991 1,009

Dependent Variable: Purchase Satisfaction

Source: Processed Data, 2025

From table 4.3 above, by paying attention to the numbers in the Unstandardized Coefficients column, the multiple regression equation can be compiled as follows:

$$Y = 20.051 + 0.032 X1 + 0.096 X2 + 0.262 X3 + e$$

From the regression equation above, several things can be interpreted, including:

- The constant (a) of 9.227 shows that the existence of Viral Marketing (X1), Celebrity Endorsement (X2), and Online Customer Reviews (X3) has an influence. Purchase Satisfaction (Y). 20.051. This means that every change in the variables Viral Marketing (X1), Celebrity Endorsement (X2), and Online Customer Review (X3) will have a positive effect on Purchase Satisfaction (Y).
- Viral Marketing*(X1) of 0.032 shows that the Viral Marketing variable (X1) has a positive and significant effect on Purchase Satisfaction (Y), meaning that every time there is a change in the Viral Marketing variable (X1), it will have a positive effect on Purchase Satisfaction (Y).
- Celebrity Endorsement*(X2) of 0.096 shows that the Celebrity Endorsement variable (X2) has a positive and significant effect on Purchase Satisfaction (Y), meaning that every time there is an increase in Celebrity Endorsement (X2), it will have a positive effect on Purchase Satisfaction (Y).

- d. *Online Customer Review*(X3) of 0.262 shows that the Online Customer Review variable (X3) has a positive and significant effect on Purchase Satisfaction (Y), meaning that every time there is an increase in Online Customer Review (X3), it will have a positive effect on Purchase Satisfaction (Y).

T-Test (Partial)

To determine the extent to which the independent variable influences the dependent variable, a t-test is performed. If the sig is less than the 5% level, the independent variable has a significant influence on the dependent variable. This t-test is performed by comparing the significance of the calculated t with the following conditions.

Table 4. T-Test Results.

		Coefficients ^a			T	Sig.	Collinearity Statistics	
Model		Unstandardized Coefficients	Standardized Coefficients				Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	20,051	2,560		,883	,495		
	<i>Viral Marketing</i> (X1)	,032	,092	,035	3,350	,016	,974	1,027
	<i>Celebrity Endorsement</i> (X2)	,096	,117	,081	4,817	,037	,883	1,018
	<i>Online Customer Review</i> (X3)	,262	,072	,366	7,661	,041	,991	1,009

Dependent Variable: Purchase Satisfaction

Source: Processed Data, 2025

In table 4.4 above, it is known that the t-table value at degrees of freedom ($df = n - k - 1 = 93 - 3 - 1 = 89$) with a significance level of 5% (0.05) is 1.662. Thus, the partial analysis can be explained through the multiple regression equation as follows:

- The calculated t-value (3.350) is greater than the t-table (1.662) with a significance level of $0.016 < 0.05$, which shows that viral marketing has a positive and significant influence on purchase satisfaction.
- The calculated t-value (4.817) is greater than the t-table (1.662) with a significance level of $0.037 < 0.05$, so it can be concluded that celebrity endorsers also have a positive and significant influence on purchase satisfaction.
- The calculated t-value (7.661) is greater than the t-table (1.670) with a significance level of $0.041 < 0.05$, which means that online customer reviews have a positive and significant effect on purchase satisfaction.

F-Test (Simultaneous)

The F-test is used to test the hypothesis of the joint influence of independent variables on the dependent variable. If the F-test is smaller than the 5% significance level, then the independent variables have a significant joint influence. Conversely, if the F-test is greater than the 5% significance level, then the independent variables have no significant influence.

Table 5. Resultsf-test (Simultaneous).

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63,086	3	21,029	4,507	.002b
	Residual	415,237	89	4,666		
	Total	478,323	92			

a. Dependent Variable: Purchase Satisfaction

b. Predictors: (Constant), Viral Marketing, Celebrity Endorsement, Online Customer Reviews

Source: Processed Data, 2025

Based on the results of the F-test in the table above, it can be assessed that the F-count is 63,086 with a significance of 0.000 while the F-table value is 4,507. The F-count criterion is greater than the F-table, so it can be concluded that the independent variables Viral Marketing (X1), Celebrity Endorsement (X2), and Online Customer Review (X3) simultaneously have a significant influence on Purchase Satisfaction (Y).

Test of the Coefficient of Determination (R²)

The coefficient of determination is found in the Model Summary table and is written as R Square. For multiple linear regression, it is better to use the adjusted R Square or written as Adjusted R Square because it is adjusted to the number of variables used in the study. The R Square/Adjusted R Square value is said to be good if it is above 0.05 because the R Square value ranges from 0 to 1. The results of the determination coefficient analysis in this study are.

Table 6. Results of the Determination Coefficient Test (R²).

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.913a	.832	.824	2,160

a. Predictors: (Constant), Viral Marketing, Celebrity Endorsement, Online Customer Reviews

b. Dependent Variable: Purchase Satisfaction

Source: Data Processed by Researchers, 2025

Based on table 4.6, the adjusted coefficient of determination (R Square) is 0.832, which means that 83.2% of the dependent variable can be explained by the independent variable, while the remainder is explained by other variables outside the variables studied.

Discussion

The Influence of Viral Marketing on Purchase Satisfaction

The partial (t) test shows a calculated t value of 3.350 with a significance of $0.016 < 0.05$, thus H1 is accepted, meaning viral marketing has a positive and significant effect on purchase satisfaction. This means that the stronger the viral content produced, the greater the consumer satisfaction after making a purchase. Thus, it can be concluded that a viral marketing strategy through social media that is attractive, clear, and able to create positive conversations is one of the important factors that increase Glad2Glow consumer satisfaction.

The Influence of Celebrity Endorsements on Purchase Satisfaction

The t-test results showed a value of 4.817 with a significance level of $0.037 < 0.05$, thus H2 was accepted, meaning celebrity endorsement has a positive and significant effect on purchase satisfaction. This proves that celebrities who are trusted, attractive, and have expertise in the beauty field can increase consumer confidence in product quality. Thus, the right endorsement can create trust, increase positive experiences, and strengthen consumer purchase satisfaction with Glad2Glow.

The Influence of Online Customer Reviews on Purchase Satisfaction

The t-test results showed a value of 7.661 with a significance level of $0.041 < 0.05$, thus H3 was accepted, meaning online customer reviews have a significant positive effect on purchase satisfaction. This means that the more positive reviews deemed credible, the higher the level of consumer purchase satisfaction. In the context of Glad2Glow, positive reviews serve as social proof that significantly influences consumer perception, especially for those who are still hesitant to try new products.

The Influence of Viral Marketing, Celebrity Endorsements, and Online Customer Reviews on Purchase Satisfaction

Simultaneously, the F test results show a calculated F value of 4.507 which is greater than the F table of 2.706 with a significance of $0.002 < 0.05$. This means that the three independent variables (Viral Marketing, Celebrity Endorsement, and Online Customer Review) have a significant positive effect on the satisfaction of purchasing Glad2Glow skincare products. The Adjusted R Square value of 0.832 indicates that 83.2% of the variation in purchase satisfaction can be explained by these three variables, while the remaining 16.8% is influenced by other factors outside the study. This H4 is accepted.

5. Conclusion

Based on the results of the analysis and discussion of the Influence of Viral Marketing, Celebrity Endorsement, and Online Customer Reviews on Satisfaction in Purchasing Glad2Glow Skincare Products (Case Study on the Use of Glad2Glow Skincare Garu II Medan Amplas), the following conclusions can be drawn: 1) The t-test results show that Viral Marketing has a positive effect on Satisfaction in Purchasing Glad2Glow Skincare Products in Garu II Medan Amplas with a t-count value of $3.350 > t\text{-table } 1.662$ so it can be concluded that Viral Marketing has a positive effect on Satisfaction in Purchasing Glad2Glow Skincare Products in Garu II Medan Amplas. 2) The t-test results show that celebrity endorsement has a positive effect on satisfaction with purchasing Glad2Glow skincare products in Garu II Medan Amplas with a t-value of $4.817 > t\text{-table } 1.662$, so it can be concluded that celebrity endorsement has a positive effect on satisfaction with purchasing Glad2Glow skincare products in Garu II Medan Amplas. 3) The t-test results show that Online Customer Reviews have a positive effect on the purchasing decision of Glad2Glow Skincare Products in Garu II Medan Amplas with a t-value of $7.661 > t\text{-table } 1.662$ so it can be concluded that Online Customer Reviews have a positive effect on Purchase Satisfaction of Glad2Glow Skincare Products in Garu II Medan Amplas. 4) The F-test results show that Viral Marketing, Celebrity Endorsement and Online Customer Review simultaneously have an influence on the Satisfaction of Purchasing Glad2Glow Skincare Products in Garu II Medan Amplas. With a calculated F value of $4.507 > F\text{table } 2.706$ and significance, it can be concluded that there is a significant influence between Viral Marketing, Celebrity Endorsement and Online Customer Review simultaneously having an influence on the Satisfaction of Purchasing Glad2Glow Skincare Products in Garu II Medan Amplas.

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