

Sustainable Marketing Governance to Drive Purchasing Decisions in Online Business

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Abstract— The online business was founded when @ preloved1402 initially sold children's clothes that are no longer used but are still new because @ preloved1402 used to have a hobby of shopping for baby clothes. When @ preloved1402 sells best-selling children's baby clothes, @ preloved1402 starts an order for 6 pcs of baby clothes at the convection to sell after that it increases to 12 pcs. Then @ preloved1402 started looking for convection and ordered 50 pcs of clothes. @ Preloved1402 established an online business and started selling from 2017 on May 5 and until December 2019 Instagram @ preloved1402 with 44 thousand followers and every day, the order package @ preloved1402 packs at least 20 packages and at most 50 packages per day. The purpose of this research is to study the effect of sustainable marketing governance on purchasing decisions by consumers in online businesses. Proxies of marketing governance used are celebrity endorsement and advertising. This study used a quantitative method. His research place is Instagram @ preloved1402. The population in this study were Instagram customers @ preloved1402 in the Jabodetabek area. Average purchase data for 6 months with a total number of buyers 156. The research data is primary data. To determine the number of samples used from the entire population, researchers used the Slovin formula. Based on the Slovin formula, the sample size is 113 samples. The sample selection was done purposively. Collecting data using online questionnaires, with a Likert scale of 1 to 4. The sample is transactions in 2020. The results show that celebrity endorsement has a positive effect on purchasing decisions with a sig value of $0.000 \leq (0.05)$, but the advertising variable has no effect on purchasing decisions with a sig value of $0.351 (> 0.05)$.

I. INTRODUCTION

Internet users in Indonesia recorded an increase in 2018. Based on the results of a study in Indonesian Polling related to the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia grew 10.12%. This article was published on Kompas.com with the title "APJII: Number of Internet Users in Indonesia Reaches 171 Million People"

(<https://tekno.kompas.com/read/2019/05/16/03260037/apjii-jumlah-pengguna-internet-di-indonesia-tembus-171-juta-jiwa>).

Business people use social media creatively and innovatively. Social media is a part of the internet which has one function as the media used to support products. One form of social media is Instagram, which is starting to become a trend in the era of globalization. Instagram is used as a promotional tool because it has a direct response to its users. Another reason is that the use of Instagram as a means of selling and digital advertising is known to be fast and easy to reach potential consumers every month. (www.liputan6.com).

In the world, Indonesia is the fourth country with the highest number of Instagram ad audiences with 59 million, up 5 percent on a quarterly basis in 2019. Instagram is the second largest in Indonesia.

(<https://tekno.kompas.com/read/2019/02/05/11080097/face-book-jadi-medsos-paling-digemari-di-indonesia?page=all>)

E-commerce in Indonesia has also increased sharply: Tokopedia, Bukalapak, Shoppe and Lazada. Data Scientists released a study on the position and growth of e-commerce consumption in Indonesia during the first and second quarters. 2018 itself is by far the best period to shop online.

E-commerce in Indonesia is increasing, but the retail business is decreasing due to online shopping. Changes in public spending patterns are felt for clothing products and other products such as electronics. That is why some shopping centers are reportedly empty of visitors. The country's modern

retail industry is facing challenges in terms of sales. The shift in public spending patterns has an impact on the decline in sales of modern retail outlets. Until now, there have been several retail business actors that have closed their business outlets due to revenue that is not according to the company's target, including 7-Eleven and PT Matahari Department Store. (<https://ekonomi.kompas.com/read/2017/11/22/073000326/matahari-tutup-gerai-lagi-apa-penyebab-ritel-modern-berguguran-?page=all>)

The online baby clothes business on Instagram is also a business opportunity in Indonesia because the birth rate of babies is the fifth largest in the world, Indonesia is recorded as the fifth largest country that accounts for the number of births. Based on UNICEF data reported by ANTARA, in the new year 2018, 386,000 babies were born, 90 percent of the babies born were described as coming from developing countries. Meanwhile, of this large number, Indonesia globally contributed 13,370 births to babies. This figure places Indonesia in the fifth largest rank in the world. Judging from the age group, 0-4 years old ranks 3rd with the highest number, namely 23,729,000.

Research by Putri Ani Desi, Dewi SintaWulandari Lubis and Edi Winata shows that promotion and price influence the decision to purchase dairy products and Superwiratni's research shows that *Celebrity Endorsement* has an influence on the decision to stay at Daarul Jannah's *Cottage*.

Inspiration for an online baby clothes business on Instagram is a great opportunity. The online baby clothes business opportunity at Instagram fulfills the needs of parents for their children. Based on the descriptions above, the authors are interested in submitting a research entitled "The Effect of Celebrity Endorsement and Advertising on Purchasing Decisions in Online Business on Instagram".

Based on the background above, the research problem is whether *celebrity endorsement* affects purchasing decisions in

online businesses on Instagram and whether advertising affects purchasing decisions in online businesses on Instagram.

II. LITERATURE REVIEW

Agency Theory

Agency theory regulates the relationship between company owners or organizational entities and institutional management. Agency theory regulates the relationship between company owners and company management. Agency theory applies to organizational entities where there are elements of management who are not the owners of the company.

Marketing Governance

Governance is a commitment, rules of the game, and the practice of conducting business in a healthy and ethical manner. Marketing governance regulates the relationship between owners and managers in the field of marketing management. The owner wants the highest possible profit from the company's business to increase the value of the company. On the other hand, managers want the highest possible income for their interests.

Marketing Management

According to Abdullah (2014: 2) management is all activities related to carrying out organizational work through planning, organizing, directing and monitoring functions to achieve organizational goals that have been set with the help of organizational resources (*man, money, material, technology and methods*) efficiently and effectively.

Marketing according to Staton (Sunyoto 2013: 16) is an overall system of business activities that is shown to plan, determine prices, promote and distribute goods and services that can satisfy the needs of buyers or consumers.

According to Kotler and Armstrong (2014: 27), marketing is a process by which companies create value for customers and build strong relationships with customers with the aim of capturing value from customers in return.

Buying Decision

According to Kotler & Keller (2016: 177) defines purchasing decisions as part of consumer behavior, consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires.

Machfoedz (2013: 44) suggests that purchasing decisions is a process of appraising and selecting from various alternatives according to certain interests by determining an option that is considered the most profitable.

According to Kotler & Keller (2016), purchasing decisions have the following dimensions:

1. Choice of products

Consumers can make decisions to buy a product or use the money for other purposes. In this case the company must focus its attention on the people who are interested in buying a product and the alternatives they are considering.

2. Choice of brands

Consumers have to make decisions about which brand to buy and each brand has its own differences. In this case the company must know how consumers choose a brand.

3. Choice of dealer

Consumers have to make decisions about which retailers to visit. Each consumer is different in terms of determining the supplier, bias due to factors of close location, low prices, complete inventory, convenience in shopping, the breadth of places and others.

4. Time of purchase

Consumer decisions in choosing the timing of purchase can vary, for example, there are those who buy every day, once a week, once every two weeks and so on..

5. Purchase amount

Consumers can make decisions about how much product to spend at any given time. There may be more than one purchase made. In this case the company must prepare a number of products according to different desires.

6. Method of payment

Consumers can make decisions about the payment methods that will be made in making decisions about using products or services. Currently, purchasing decisions are influenced not only by environmental and family aspects, purchasing decisions are also influenced by the technology used in the purchase transaction.

Purchasing decisions according to Kotler and Keller (2016: 153) are influenced by main psychological factors, including perception, belief, stance, cultural, social and personal factors.

1. Cultural Factors

Cultural, sub-cultural and social classes greatly influence consumer behavior. Culture (culture) is a basic determinant of a person's desires and behavior.

2. Social Factor

Apart from cultural factors, social factors such as reference groups, family, and the social role of status influence purchasing behavior.

3. Personal factors

The buyer's decision is also influenced by personal characteristics. Personal factors include age and stage in the buyer's life cycle; employment and economic conditions; personality and self-concept; and lifestyle and values.

Celebrity Endorsement

Celebrity endorsement according to Shimp (2014: 335) is a television or film star, a famous athlete and sometimes a celebrity who has died which is widely used in magazine advertisements, radio, television commercials that support a product.

Kertamukti (2015) suggests that *celebrity endorsers* are individuals who are famous by the public for their achievements apart from the products they support. Celebrities who are used to promote products can serve to provide testimony (testimonial), provide encouragement and reinforcement (*endorsement*).

1. Acting as an actor in an advertisement.

2. Acting as a company spokesman.

Sertoglu, et al. (2014), argued that there are three attributes possessed by endorsers, trust (*Trustworthiness*), expertise (*Expertise*) and attractiveness (*attractiveness*).

1. *Trustworthiness*

Trust refers to the honesty and trustworthiness of a source and being able to convince others to take the purchase intention of a product.

2. *Expertise*

Expertise is the knowledge, expertise, skills and experience that the endorser possesses related to the topic of his advertisement.

3. *Attractive*

Attractiveness is an important factor in creating effective messages in order to attract consumers' attention. Attraction includes a number of characteristics that the audience can see in the supporters.

There are three dimensions of celebrity endorsement according to Shimp and Andrews (2013), namely:

1. *Credibility*

In its most basic sense, credibility refers to the tendency to trust or trust an endorser. There are two important factors in credible attributes namely:

a. *expertise*

Expertise refers to the knowledge, experience or skills the endorser possesses related to the topic of the advertisement.

b. *trustworthiness*

Trust consists of perceived honesty, integrity and a trustworthy source or endorser.

1. *Attractiveness*

Attractiveness (attractiveness) lies not only in physical attractiveness, although attractiveness can be a very important attribute, but attractiveness includes a number of characteristics that become endorser's advantages, such as intellectual skills, personality traits, lifestyle, athletic posture and so. The general concept of attractiveness consists of three factors, namely equality (similarity), familiarity (familiarity) and liking (liking).

2. *Power*

Power is the charisma emitted by the source (endorser) which is able to influence the attitudes, thoughts and behavior of consumers because of the endorser's message or statement when presenting the product image. The factors of power are the nature, charisma and character of the endorser.

Advertisement

Rangkuti (2009) defines advertising as non-individual communication with a number of costs, through various media carried out by companies, non-profit organizations and individuals. Advertising can be presented in various forms and media as follows:

a. Print media; Newspapers, Brochures, Leaflets, Direct Mail

b. Electronic Media; Electronic media is the most effective media and is widely used by companies because this media can reach all levels of society. Electronic media consists of

audio and audio visual media.

c. Outdoor Media; Billboards, Signboards, Pennants and Stickers

Kotler and Keller (2012) say advertising can be an effective way to spread messages, either to build brand preferences or to educate people. The purpose of advertising is to communicate specifically what needs to be done with the target customer over a period of time.

Research Hypothesis

The hypothesis is a temporary answer to a research question. According to Kotler and Keller (2016: 166) consumer purchasing behavior is influenced by cultural, social and personal factors.

Purchasing decisions are also influenced by celebrity endorsement. According to research by Febrianty and Wahyuati (2016), celebrity endorsement has a significant and positive effect on purchasing decisions. The purchase decision is influenced by other factors, namely advertising (Kotler and Keller, 2012). The hypotheses that can be proposed are as follows:

Ha1: There is a significant influence the celebrity endorsement on purchasing decisions.

Ha2: There is a significant effect of advertising on purchasing decisions.

III. RESEARCH METHODS

This study uses a quantitative method with a probabilistic character. The method used to analyze the data is multiple linear regression with a series of instrument tests and classical assumption tests. According to Sugiyono (2011:7), quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples.

This research was conducted on Instagram @preloved1402. When the research was carried out in 2020 to test the research instrument as well as to distribute questionnaires, analyze data and compile research reports.

TABLE 1. Purchase Decision Dimensions and Indicators

Variable	Dimensions	Indicator
Decision Purchase (Y)	Product Options	<ul style="list-style-type: none"> Product Quality Product Requirements Product Variants
	Choice of Brands	<ul style="list-style-type: none"> Trust Brand Popularity
	Reseller Choice	<ul style="list-style-type: none"> Close Location Cheap Price Complete Inventory
	Purchase Time	<ul style="list-style-type: none"> Shopping once a month Shopping every three months Six months shopping once Shopping once a year
	Purchase amount	<ul style="list-style-type: none"> Buyer's wish The need for a product
	Payment method	<ul style="list-style-type: none"> Funding applications Transfer

Consumers can make decisions about the payment methods that will be made in making decisions about using products or services. Currently, purchasing decisions are influenced not only by environmental and family aspects, purchasing decisions are also influenced by the technology used in the purchase transaction.

Celebrity Endorsement

Sertoglu (2014) states that there are three attributes possessed by endorsers, namely Trust, Expertise, and Attraction. There are three dimensions of celebrity endorsement according to Shimp and Andrews (2013), namely credibility, attractiveness, strength. The general concept of attractiveness consists of three factors, namely equality (similarity), familiarity (familiarity), and liking (liking). Indicators of the credibility dimension are Endorser Transfers, Endorser's Knowledge, Endorser's Experience, and Trustworthy Endorsers.

Advertisement

Advertising is any form of non-personal presentation and promotion of ideas, goods, or services by certain sponsors that must be paid (Kotler and Keller, 2007). Interesting dimension indicator is attractive ad so that consumers remember. The message dimension indicator is that consumers understand the message content in the advertisement. The information dimension indicator is that consumers understand the message content in advertisements.

The population in this study is the Instagram customer @preloved1402 in the Jabodetabek area. Average purchase data for 6 months with a total number of buyers of 156.

Samples to determine the number of samples used from the entire population, researchers used the Slovin formula. Here is a breakdown of the Slovin formula :

$$n = \frac{N}{1 + N(e)^2}$$

Information :

N = Number of Samples

N = Total Population.

e = Error Tolerance Limits

The number of samples in this study were:

$$n = \frac{156}{1 + (156(0,05))^2}$$

$$n = \frac{156}{1 + 0,39}$$

n = 112,230 rounded to 113.

Sample. The technique uses a purposive sampling approach.

Sources of data used in this study are primary and secondary data. Primary data obtained from the results of the questionnaire that has been filled in by the respondents, namely customer @preloved1402. Secondary data obtained were documents and articles related to this research. To collect data, researchers used a questionnaire or questionnaire method. The questionnaire was distributed to customer @preloved1402. The research instrument used in this study was

a questionnaire with alternative questions and answers to be answered by respondents. The measurement scale used in this study is a Likert scale of 1 to 4 to be able to show the respondent's attitude towards a statement.

The research model is:

$$KP = a + b_1CE + b_2IK + \mu$$

Information

KP = Buying Decision

α = Constant

b1,b2= Independent variable regression coefficient

CE= Celebrity Endorsement

IK = ADVERTISEMENT

μ = Error.

The tests to be carried out include normality test, heteroscedasticity test, multicollinearity test, serial correlation test, goodness of fit, F test, and t test.

IV. RESEARCH RESULTS AND DISCUSSION

Research Result

The online business was established when @preloved1402 initially sold children's clothes that were no longer used but were still new because @preloved1402 used to shop for baby clothes. When @preloved1402 sells best-selling children's baby clothes, @preloved1402 starts an order for 6 pcs of baby clothes at the convection to sell after that it increases to 12 pcs. Then @preloved1402 started looking for convection and ordered 50 pcs of clothes. @Preloved1402 established online and started selling from 2017 on May 5 and until December 2019 Instagram @preloved1402 with 44 thousand followers and every day, the order package @preloved1402 packs at least 20 packages and at most 50 packages per day. The price of clothes that @preloved1402 sells is for the middle to lower, middle and upper middle class people. Products that @preloved1402 sell are only baby clothes aged nb -5 years (because @preloved1402 has not sold clothes over 5 years old). @Preloved1402 sells / marketplaces on shoppe, Instagram only and in 2019 sales at @preloved1402 reached approximately 5,400 pcs each year. Every month @preloved1402 is able to generate a net profit of 7 million-10 million and for the future @preloved1402 will continue to grow in the marketplace, for example in shoppe, Lazada, tokopedia etc.

Reliability and Validity Test Results

The questionnaire used was tested for reliability and validity test. Reliability test results with Cronbach's Alpha 0.788 (> 0.7). This means that all questionnaires used are reliable. The results of the validity test show that the Pearson correlation is significant. This means that all questions used in the questionnaire support the main purpose of the questionnaire.

Descriptive Statistics

Descriptive statistics of research data can be seen in table 2 below.

TABLE 2. Descriptive statistics

	KP	C	CE	IK
Mean	29.63717	1.000000	24.84956	17.23894
Median	30.00000	1.000000	25.00000	17.00000
Maximum	35.00000	1.000000	30.00000	20.00000
Minimum	20.00000	1.000000	17.00000	12.00000
Std. Dev.	3.064957	0.000000	3.074147	2.342444
Skewness	-0.325307	NA	-0.166980	-0.570109
Kurtosis	3.266005	NA	2.539771	2.593199
Jarque-Bera	2.326185	NA	1.522392	6.900461
Probability	0.312518	NA	0.467107	0.031738
Sum	3349.000	113.0000	2808.000	1948.000
Sum Sq. Dev.	1052.124	0.000000	1058.442	614.5487
Observations	113	113	113	113

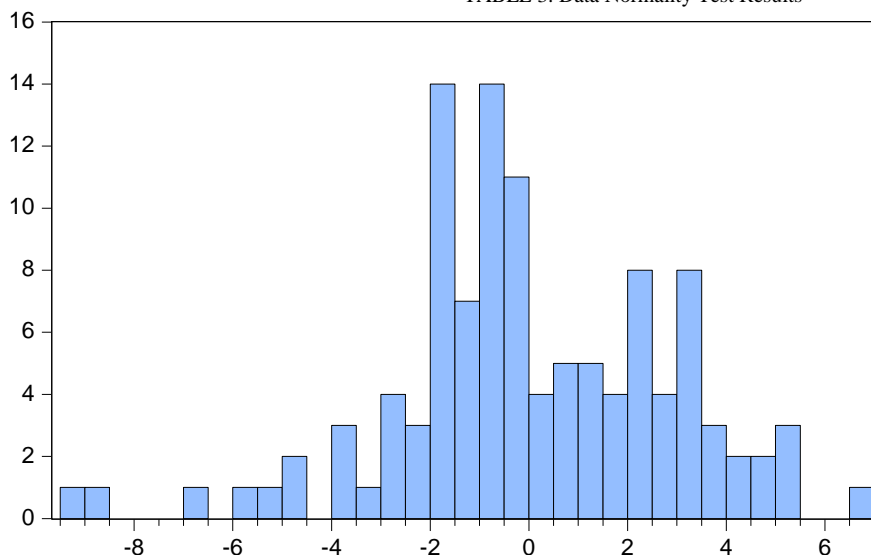
Data Normality Test

The data normality test shows the results as in table 3 below.

From table 3 below it can be seen that the skewness is 0.375. Smaller than 3.

Normal. Meaning of slope of normal data distribution. Kurtosis 3,7. Equal to 3. Means that the data distribution is not too sharp. The conclusion of the data normality test is that the research data is normally distributed.

TABLE 3. Data Normality Test Results



Series: Residuals	
Sample 1 113	
Observations 113	
Mean	3.40e-15
Median	-0.348674
Maximum	6.835040
Minimum	-9.202291
Std. Dev.	2.852617
Skewness	-0.375784
Kurtosis	3.747085
Jarque-Bera	5.287415
Probability	0.071097

(Source: Processed Data)

Heteroscedasticity Test

The heteroscedasticity test shows the results as in table 4 below.

TABLE 4. Heteroscedasticity Test Results

Heteroskedasticity Test: Breusch-Pagan-Godfrey			
F-statistic	0.004205	Prob. F(2,110)	0.9958
Obs*R-squared	0.008640	Prob. Chi-Square(2)	0.9957
Scaled explained SS	0.011245	Prob. Chi-Square(2)	0.9944

Test Equation:
Dependent Variable: RESID^2
Method: Least Squares
Date: 01/21/21 Time: 14:52
Sample: 1 113
Included observations: 113

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	6.782991	14.22753	0.476751	0.6345
CE	0.024047	0.416570	0.057727	0.9541
IK	0.039727	0.546693	0.072668	0.9422
R-squared	0.000076	Mean dependent var		8.065411
Adjusted R-squared	-0.018104	S.D. dependent var		13.42743
S.E. of regression	13.54843	Akaike info criterion		8.076608
Sum squared resid	20191.58	Schwarz criterion		8.149016
Log likelihood	-453.3283	Hannan-Quinn criter.		8.105990
F-statistic	0.004205	Durbin-Watson stat		1.579808
Prob(F-statistic)	0.995804			

In table 4 above, it can be seen that the prob chi square of obs * R-square is 0.99 (> 0.05). Not significant. This means that there is no heteroscedasticity in the research model.

Multicollinearity Test

The multicollinearity test results are presented in table 5 below.

TABLE 5. Multicollinearity Test Results

Variance Inflation Factors
Date: 01/21/21 Time: 14:53
Sample: 1 115
Included observations: 113

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
C	9.136786	124.6119	NA
CE	0.007833	66.96568	1.000612
IK	0.013490	55.67811	1.000612

(Source: Processed Data).

In table 5 above, it can be seen that the Centered VIF variable Celebrity Endorsement and advertisements are

smaller than 10. This means that there is no multicollinearity in the research model.

Serial Correlation

Serial correlation test results are presented in table 6 below.

TABLE 6. Serial Correlation Test Results
Breusch-Godfrey Serial Correlation LM Test:

F-statistic	1.819501	Prob. F(2,108)	0.1670
Obs*R-squared	3.683365	Prob. Chi-Square(2)	0.1586

Test Equation:
Dependent Variable: RESID
Method: Least Squares
Date: 01/21/21 Time: 14:54
Sample: 1 113
Included observations: 113
Presample missing value lagged residuals set to zero.

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-0.727910	3.033649	-0.239945	0.8108
CE	0.018186	0.089135	0.204030	0.8387
IK	0.015886	0.115638	0.137374	0.8910
RESID(-1)	0.166374	0.096212	1.729247	0.0866
RESID(-2)	-0.103887	0.097369	-1.066933	0.2884

R-squared	0.032596	Mean dependent var	3.40E-15
Adjusted R-squared	-0.003234	S.D. dependent var	2.852617
S.E. of regression	2.857225	Akaike info criterion	4.980818
Sum squared resid	881.6836	Schwarz criterion	5.101499
Log likelihood	-276.4162	Hannan-Quinn criter.	5.029789
F-statistic	0.909750	Durbin-Watson stat	1.980361
Prob(F-statistic)	0.461064		

(Source: Processed Data).

From table above it can be seen that prob. The chi-square of obs * R-squared is 0.1586 (> 0.05). Not significant. This means that there is no serial correlation in the research model.

Regression Test

The results of the regression test can be seen in table 7 below.

TABLE 7. Regression test

Dependent Variable: KP
Method: Least Squares
Date: 01/21/21 Time: 14:48
Sample (adjusted): 1 113
Included observations: 113 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	18.88550	3.022712	6.247867	0.0000
CE	0.357131	0.088502	4.035270	0.0001
IK	0.108888	0.116148	0.937495	0.3506

R-squared	0.133760	Mean dependent var	29.63717
Adjusted R-squared	0.118010	S.D. dependent var	3.064957
S.E. of regression	2.878433	Akaike info criterion	4.978559
Sum squared resid	911.3915	Schwarz criterion	5.050968
Log likelihood	-278.2886	Hannan-Quinn criter.	5.007942
F-statistic	8.492819	Durbin-Watson stat	1.699838
Prob(F-statistic)	0.000372		

F Test

From table 7 above it can be seen that the prob (F statistic) is 0.000372. This means that the amount of influence of variable X on variable Y is significant.

Individual test t

In table 7 above, it can be seen that the advertising variable coefficient is positive, but the prob is 0.3506.

Discussion

The Effect of Celebrity Endorsement on Purchasing Decisions

Based on the results of the questionnaire, the respondent's highest response is on celebrity endorsement, namely at XI.1 with the statement that celebrity endorsers have expertise in promoting clothes at @preloved1402 of 478 respondents. Meanwhile, the results of the questionnaire respondents' low responses are found in indicator X1.4 with the statement that celebrity endorsers have in common tastes with consumers of 448 respondents.

Effect of Advertising on Purchasing Decisions

The second hypothesis testing produces a regression coefficient (b2) of 0.109 with the regression equation $Y = 18.886 + 0.109 (X2)$. The significance value is $0.351 > 0.05$. Based on the research results, it can be concluded that advertising has no significant and positive and significant effect on purchasing decisions on Instagram @preloved1402.

Following are the respondents' responses to the advertising variable:

TABLE 8. Results of the advertising questionnaire

Dimension	Indicator	Total score of Respondents' Responses
Interesting	X2.1	487
	X2.2	481
Message	X2.3	485
	X2.4	495

Source: Primary data processed in 2020

Based on the results of the questionnaire, the highest respondent responded to the advertising variable, namely the indicator X2.4 with a statement of information in the advertisement according to product quality. While the lowest results of the questionnaire are found on the X2.2 indicator with my statement considering the ad for clothes @preloved1402.

This is shown by the R square value of 13.4% with the regression equation $Y = 18.886 + 0.357X1 + 0.109 X2$. Significance value $0.00 < 0.05$. Based on the research results, it can be concluded that celebrity endorsement and advertising simultaneously have a positive and significant effect on

purchasing decisions on Instagram @ preloved1402. Following are the responses of respondents to variable Y:

TABLE 9. Purchase Decision Questionnaire Results

Dimension	Indicator	Respondent response table
Product Options	Y.1	487
Choice of brands	Y2	494
Reseller choice	Y.3	486
	Y.4	485
Time of purchase	Y.5	455
purchase amount	Y.6	478
Payment method	Y.7	464

Based on the results of the questionnaire, the respondent's highest response was from the purchasing decision variable, namely the Y.2 indicator with the statement I bought the product @ preloved1402 because I believed in the quality of the clothes for 494 respondents. While the results of the questionnaire responses of the lowest respondents are found on the Y.5 indicator with my statement shopping for clothes at @ preloved1402 at least every 6 months.

V. CONCLUSIONS AND SUGGESTIONS

Conclusion

The online business was established when @ preloved1402 initially sold children's clothes that were no longer used but were still new because @ preloved1402 used to shop for baby clothes. When @ preloved1402 sells best-selling children's baby clothes, @ preloved1402 starts an order for 6 pcs of baby clothes at the convection to sell after that it increases to 12 pcs. Then @ preloved1402 started looking for convection and ordered 50 pcs of clothes. @ Preloved1402 established an online business and started selling from 2017 on May 5 and until December 2019 Instagram @ preloved1402 with 44 thousand followers and every day, the order package @ preloved1402 packs at least 20 packages and at most 50 packages per day.

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The results showed that the celebrity endorsement had a positive effect on purchasing decisions with a sig value of $0.000 \leq (0.05)$, but the advertising variable had no effect on purchasing decisions with a sig value of $0.351 (> 0.05)$.

Suggestion

Based on the conclusions of the research results above, the following suggestions are given:

1. In the future, @ preloved1402 should pay more attention to consumer tastes and advertise best-selling clothing products.
2. In the future @ preloved1402 in order to create an ad whose message is easier to remember.
3. In the future @ preloved1402 in order to keep abreast of the times in terms of service,
4. In the future, payment will make it easier for customers when shopping for clothes at @ preloved1402 so that customers @ preloved1402 shop for clothes less than every 6 months.

Further researchers are expected to add other variables that influence purchasing decisions that are not present in this study, such as cultural factors, social factors, other marketing mixes, and other factors that are not included in this study, so that a more comprehensive research result is obtained on user decisions.

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