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The influence of selebgram as celebrity endorsement and product quality on purchase decisions moderated with brand image

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ABSTRACT

The purpose of this study is to determine the impact of Celebgram as celebrity endorsement and product quality on purchasing decisions mediated by brand image. The population and sample in this observation are Yogyakarta residents participating in Ella Skin Care. This observation was sampled using a non-probabilistic sampling technique. The analytical methods used in this study are instrumental tests consisting of validity and reliability tests, descriptive statistics tests, normality tests, multicollinearity tests, heterocystism tests and classical autocorrelation tests using SPPS. Hypothesis testing consisting of conservative hypothesis testing, multiple linear regression analysis, relaxed regression analysis, statistical t-tests, F-tests, and coefficient determinations. The output of SPSS is that the results of this study suggest that celebrity endorsement and product quality partially influence purchase decisions, and that brand image may moderate the relationship between celebrity endorsements and purchase decisions. , and that brand image may not moderate the relationship between product quality and product quality. purchase decision. At the same time, through celebrity endorsements and product quality, they jointly or jointly influence purchasing decisions.

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INTRODUCTION

The marketing program is a developing method then implement company policies to comply corporate goals in accordance with plans and goals company (Kotler et al., 2014). There is a part of the marketing mix in the strategy marketing, the marketing mix is the technique used To meet marketing objectives, promotion is one part of the marketing mix that can attract new customers and maintain market share. one of a kind marketing communication is promotion. What do you mean with marketing communications? It is an activity involves using a variety of media and channels to communicate information or verbal messages to buyers and prospective buyers along with the goal of achieving three stages change, namely change in knowledge, deeper promote their

products because of changes in selling attitudes and the desired change in action.Competition and increasing skincare in the industry. Skin care is a challenge as well as a threat for these business people to win the competition, seize the market and conquer the existing market. Company the wise seek to fully learn consumer buying decision making process,product learning, selection, use, and even experience getting rid of a product.The development of information technology as well communication shows progress so rapidly and progressive. There are many types of social media such as Facebook, Telegram, Twitter, Line, WhatsApp and Instagram. Instagram is social media that first appeared in 2010 with image and video sharing capabilities for users (Zis et al., 2021).

Each year, the Instagram application has changed its characteristics what's in it. Previously, Instagram was only available.Upload photos and videos with editing capabilities to crop photos and add filters to pictures and videos. Instagram now has many characteristics like Instagrammstory which can be saved to IG TV,Boomerang, Super Zoom, face filters, hashtags, stickers, messages live, live video, highlights and more. (Shimony et al., 2012), defines celebrity endorsement as a form of using individuals or groups known by many people to advertise a particular product. Advertising methods with celebrity endorsements can attract consumer interest because consumers are basically very easily influenced by advertisements starring celebrities and will be obsessed with using these products (Purnami & Rohayati, 2016). The use of celebrity endorsement advertising methods must also consider the characteristics of the product and the level of popularity of the individual or group, so that messages addressed to consumers will be conveyed appropriately by the presence of a celebrity endorsement (Indrasari, 2019).

According to (Tjiptono, 2014), Instagram is a social media platform common and loved by the people of Indonesia today. Since 10 the country that uses the Instagram application, Indonesia occupies the third row of Instagram users because a total of around 55 million user. Instagram has created a celebrity named Celebrity Instagram. Instagram celebrities actually approaching some kind of big screen celebrity and tv. The difference here is in the media, when it comes to celebrities is a celebrity known for her social media account Instagram.Celebrities tend to have close relationships with followers and can communicate directly with each other reply to comments using the features available on Instagram. Endorsement is a direct impact in products or services by using the services of celebrities or popular people in the community with take advantage of the charm and talent of a celebrity attract consumer purchases. Another factor that is thought to influence consumer repurchase intentions for a product is product design (Sari et al., 2019). According to Kotler & Keller (2016) product design is a feature that influences the function and appearance of a product based on consumer needs. Products with attractive designs that meet the needs and desires of consumers as a whole are able to attract consumer intentions to make purchases (Sudana & Yesy Anggreni, 2021). Currently, using Celebrity Endorsers on social media Instagram are in the spotlight. This matter because it makes it easy for Celebrity Endorsers to recommend or promote their products with how to upload product photos and videos to your account personal celebrity as well as what is usually referred to as celebgram.Ella Skin Care is a beauty clinic strive to provide beauty essentials consumer (Prasetio et al., 2021).

Ella Skin Care emerged from the will to provide assistance in the field of beauty maintenance. compared with the prices of competitors such as, Price what Ella Skin Care offers is quite affordable compared to competitors, such as: Larrisa Aesthetic center, Natasha Skin Care, London Beauty Clinic (LBC) or Erha Clinic. Affordability is one of the factors attract customers Ella Skin Care compares places others (Swastha, 2014). In the city of Semarang, there are businesses that own products similar to this business, but based on According to the observations of researchers, Ella Skin Care products are in great demand by consumers. Even though there are many other Skin Care businesses, therefore Ella Skin Care is getting better and better has many branches in several cities in 1 year final. Previous research has proven that consumers purchase products repeatedly, one of which is influenced by the product design itself (Angipora, 2014).

RESEARCH METHOD

The type of study used in this study is a quantitative method, i.e., a study using a specific amount of injection and sample. (Sugiyono, 2022) otes that quantitative methods are used to examine specific populations and gather information using research tools that are perfectly useful for testing established theories. It states that it is a test strategy based on an empirical way of thinking. Independent variable (independent variable) A variable that influences or causes the occurrence of an exchange rate or dependent variable (bind). Mini watches have his two independent variables: celebrity endorsement (X1) and product quality (X2). The dependent variable (dependent variable) influences the variable or is the result of the independent variable. For this observation, the dependent variable i. H. Purchase decision (Y). A moderator variable is a variable that can strengthen or weaken the relationship of the independent variable to the dependent variable. Adjustment factors are factors that affect the nature or direction of the relationship between two variables. It is also called the random variable because the relationship between the independent and dependent variables can make n positive or negative depending on the moderator variable. The variable that adjusts this observation, the brand image (Z). The population in this observation is the Yogyakarta urban community who visited Ella Skincare Yogyakarta. Sample Used This observation shows that residents of Yogyakarta City are visiting Ella Skin Care - Yogyakarta. This study uses a sampling technique called non-probabilistic sampling (Middia Martanti et al., 2021).

Object of Research

Explains the questionnaire, namely data collection method that is done with give some questions to the respondent so that he answered.Researchers use google from media to make a questionnaire online and then share it online with the respondents who according to the criteria determined by the researcher. (Sugiyono, 2019), Research Dik the respondents' responses or answers were assessed using Likert scale with a range of values 1-5. The population is a combination of subjects, variables, concepts, and phenomena that can be studied to determine the nature of the population concerned (Syafirah et al., 2017).

Methods of Analysis

The method of analysis is an activity after collect information from all respondents. Analysis data is collecting information or data based on variables and types of respondents, displaying data for each investigated variables, make calculations to use answer the case statement, and test the hypothesis run (Margono, 2014).

Instrument Test

Validity Test

Validity Test is a level instrument certainty to detect something that is becoming the main purpose of the measurement performed by the instrument the. If the number r count ≥ r table then the item gets declared valid (Azwar, 2012).

Reliability Test

Explained that the reliability test useful for measuring the level of accuracy and consistency items when measurements are repeated. when the question is Have Croanbach's Alpha budget if item deleted is more greater than Croanbach's Alpha hence the statement unreliable. If a Croanbach's Alpha > 0.05 then the statement is reliable. Classical Assumptions Test (Ghozali, 2016).

Normality testz

Functional normality test investigate whether a regression model has an idistribution normal in both the dependent variable and the independent variable. A good regression model has

normal data distribution to see whether there is a normal distribution or not in the regression model, the nuji is used Kolmogorov-Smirnov to test its normality with using the determination of significancejvalue > 0.05 then data residuals are normally distributed (Ghozali, 2018).

Multicollinearity Test

Test multicollinearity functions test whether the regression model is known to have correlation between independent variable, in order to find whether there is multicolinearity in the regression model can be identified from the value of the torque and the value of the Variance Inflation Factor (VIF) decision making on the use of tolerance and VIF values(Ghozali, 2016). (Ghozali, 2018), namely: a) If budget > 0.10 or VIFi value < 10 then there is no multicollinearity between variables independent. b) If budget ≤ 0.10 or VIFi value ≥ 10 then there is multicollinearity among the variables independent.

Heteroscedasticity Test

Heteroscedasticity test uses the usual graphic method used, but they make a difference, because of the researcher and other research may cause differences in responses. As a basic understanding, regression is a method of analysis statistics to confirm the effect between the two variables or more. And adsoluti is the difference between absolute values. Base decision making on the Heteroscedasticity Test, namely: a.) If the significant budget is greater than 0.05, the result is that there is no heteroscedasticity. b.) If the significant budget is less than 0.05, The result is heteroscedasticity.

Multiple Linear Regression Analysis (Multiple Regression analysis)

This observation uses multiple-purpose regression analysis find out whether the independent variable is celebrity endorsement and product quality affect the variables dependent purchasing decisions. The regression model will be tested:

$$Y = \alpha + \beta 1X1 + \beta 2X2 + e \quad (1)$$

(Y is the expected dependent variable, αi is constants β1, β2 are regression coefficients X1, X2i are variables independent and ei is the error term is the error rate estimators in observation.

Moderated Regression Analysis (MRA)

Moderate regression analysis is understanding whether the moderated variable strengthens or weakens the relationship between the independent variable and the dependent variable. This observation uses a Moderated Regression test Analysis (MRA), if the price moderating variable has an effect large effect on purchasing decisions, hence the moderation hypothesis accepted coefficienta must be 0.05 and significant.

Hypothesis Testing

R test

(Coefficient of Determination)

The coefficient of determination is basically an estimate the distance where the expertise of the model shows the variation of the variable bound. The coefficient of determination is between zero and one.The small value of R^2 means the power of the independent variable indicates the variation of the dependent variable is very limited. Fundamental weakness from the use of the coefficient of determination can be used for the number of independent variables contained in the model.For each additional independent variable, R^2 is mandatory increases, regardless of which variable it has significant effect on the dependent variable. as a result many researchers recommend leveraging value Adjusted R^2 when assessing which regression model the aoptimal. Unlike R^2, the value of R2 adjusted can increase or decrease when independent variables added to the model.

Simultaneous Significance Test (F Test)

The F test is used to test the impact of independent variables on dependent variable together. In mini-observation,to test the results of multiple regression using the F-test together to try the impact of the independent variables to the dependent variable. This observation was madeusing multiple linear regression examination method as follows:

1. Determine the null hypothesis (H0) and the alternative hypothesis (Ha) H0 = celebrity endorsement and product quality in general together no significant effect on buying decision. Ha = Celebrity Endorsement and product quality together have a significant effect on the decision purchase.
2. Determine the significance level as 0.05 if significance is greater than 0.05 then accept H0 and refuse Ha, make a decision and when significance less than 0.05 then H0 is rejected and Ha accept
3. Determine F arithmetic and F table. By quoting the decision:
   a) F value < F table so H0 is accepted and Ha is rejected
   b) F value > F table, so H0 is rejected and Ha is accepted
   c)

T test (Partial Test) e

Statistical tests were carried out to prove how much affect the independent variables individually to dependent variable variations. Decisions are based on:

1. Ifit-count <t-table, in this case, variable independent does not affect individually dependent variable (hypothesis rejected).
2. If it-count > t-table, in this case, the variable independent affect individually against independent variable (hypothesis accepted).

Testi Significance Individual Parameters (T test)

Statistical tests were carried out to prove how much affect the independent variables individually to dependent variable. Decisions are based on:

1. If t-count <t-table, in this case it is a variable independent does not affect individually independent variable (hypothesis rejected).
2. If t-count > t-table, in this case it is a variable independently affect individually against independent variable (hypothesis accepted).

The t test can be done using SPSS with difference in significance level of 0.05 (α = 5%) and consider the significance budget of each t variables in the output of the regression results. If budget the difference in significance is greater, then the hypothesis is rejected (regression coefficient is not significant). a Variable means independent has no significant effect on variables dependent. If the significance budget is less than (significance regression coefficient) that the hypothesis is accepted. This means that the independent variable influences the individual significant to the dependent variable.

RESULTS AND DISCUSSIONS

Results

Testing the validity of each item is done by calculating the Pearson's Product Moment correlation between the item score and the total score. An item/question is said to be valid if the significance is <0.05. The complete validity test results are:

Df = n-2, Df = 98 – 2Df = 96 (0.1986) seen in table r

Table 1, of Validity Test Results

Variable	Item	R-count	R-Table Criteria	Information
Celebrity Endorsement (X1)	X1.1	0,863	> 0,1986	Valid
	X1.2	0,821	> 0,1986	Valid
	X1.3	0,894	> 0,1986	Valid
	X1.4	0,799	> 0,1986	Valid
Product Quality (X2)	X2.1	0,913	> 0,1986	Valid
	X2.2	0,787	>i0,1986	Valid
	X2.3	0,829	> 0,1986	Valid
	X2.4	0,731	> 0,1986	Valid
	X2.5	0,919	> 0,1986	Valid
	X2.6	0,834	> 0,1986	Valid
	X2.7	0,710	> 0,1986	Valid
Brand Image (Z)	Z.1	0,857	> 0,1986	Valid
	Z.2	0,758	> 0,1986	Valid
	Z.3	0,906	> 0,1986	Valid
Purchase Decision (Y)	Y.1	0,579	> 0,1986	Valid
	Y.2	0,889	> 0,1986	Valid
	Y.3	0,950	> 0,1986	Valid
	Y.4	0,945	> 0,1986	Valid

Source: Primary data processed, 2022

Based on the table it can be seen that for all indicators of each variable the ricount value is greater than r table of > 0.1986, it can be concluded that all indicators of the four variables, namely Celebrity Endorsement, Product Quality, Brand Image and Purchase Decision are Valid.

Reliability Test

Reliability is an analysis that measures the stability and accuracy of a measuring instrument and means that the resulting scale is the correct scale to measure. The reliability test in this study uses the Cronbach Alpha value of 0.70, where a measuring instrument is declared reliable if the results of the alpha calculation are more than > 0.70 (Ghozali, 2016)

Table 2, Reliability Test Results

Variable	N of Items	Cronbach's Alpha	Information
Celebrity Endorsement	4 Item	0,866	Reliabel
Product Quality	7 Item	0,917	Reliabel
Brand Image	3 Item	0,792	Reliabel
Purchase Decision	4 Item	0,862	Reliabel

Source: Primary data processed, 2022

Based on the table above, it is known that the instrument used as a research measurement tool is valid. The results of the reliability test showed that the αi value of each variable was greater than > 0.70, so it could be concluded that the variables Celebrity Endorsement, Product Quality, Brand Image and Purchasing Decisions, proved to be reliable or reliable as a tool for collecting research data.

Normality test

The normality test aims to determine whether the sample data in this study are normally distributed. This study uses Kolmogorov-Smirnov statistical analysis on the residual equation with the testing criteria being if the significance is > 0.05 then the data is normally distributed and if the significance is < 0.05 then the data is not normally distributed.

Table 3. of Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		UnstandardizedResidual
N		98
Normal Parameters[a,b]	Mean	.0000000
	Std.Deviation	1.80287350
Most Extreme Differences	Absolute	.057
	Positive	.057
	Negative	-.054
Test Statistic		.057
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Primary data processed, 2022

Based on the table above, it can be seen that the Kolmogorov-Smirnov Significant value above shows a value of 0.200, which means it is greater than 0.05, so the data is normally distributed.

Multicollinearity Test

Multicollinearity testing was carried out to test whether the regression model found a correlation between the independent (independent) variables.

Table 4. of Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Celebrity Endorsement (X1)	0.884	1.132	There is no multicollinearity
Product Quality (X2)	0.884	1.132	There is no multicollinearity

Source: Primary data processed, 2022

The test results in this study indicate that there is no multicollinearity, because all the VIF numbers generated have a value below 10 and a tolerance value above 0.10. The largest VIF value is 1.132 and is still less than 10. While the smallest tolerance value is 0.884 which means greater than 0.10. From these figures it can be concluded that there is no multicollinearity, so the equation is feasible to use.

The heteroscedasticity test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual one observation to another (Ghozali, 2016). Heteroscedasticity testing was carried out using the Glejser test. If the significance value is ≥ 0.05, there is no heteroscedasticity.

Table 5. Heteroscedasticity Test Results

Variable	Sig	Information
Celebrity Endorsement	0.487	Homoskedastisitas
Product Quality	0.256	Homoskedastisitas

Source: Primary data processed, 2022

Based on the table above, it can be seen that the results of these calculations show that the significance value of the Celebrity Endorsement variable is 0.487, and Product Quality is 0.256, there is no heteroscedasticity disorder, where there is no significance value (sig.) which is smaller than 0.05 (< 0 , 05). So, it can be concluded that there is no heteroscedasticity problem.

Multiple Linear Regression Analysis

This analysis is used to determine how much influence Celebrity Endorsement (X1) and Product Quality (X2) have on Purchase Decisions (Y).

1. The regression coefficient (β1) shows a positive number of 0.186, this means that Celebrity Endorsement (X1) has a positive influence on Purchase Decisions (Y), or in other words when Celebrity Endorsement increases, it can increase Purchasing Decisions

2. The regression coefficient (β2) shows a positive number of 0.359, this means that product quality (X2) has a positive influence on purchasing decisions (Y), or in other words when product quality increases, it can increase purchasing decisions.

Moderated Regression Analysis (MRA)

Moderation regression analysis is understanding whether the variable being moderated strengthens or weakens the relationship between the independent variable and the dependent variable. This observation uses the Moderated Regression Analysis (MRA) test, if the moderating variable can moderate the effect of the independent variables on purchasing decisions, then the moderation hypothesis is accepted that the coefficient must be > 0.05 and is significant.From the equation can be explained:

1. The regression coefficient (β3) shows a positive number of 0.085, this means that Brand Image (Z) can moderate the influence of Celebrity Endorsement (X1) on Purchase Decisions (Y), or in other words when Brand Image (Z) can moderate the influence of Celebrity Endorsements, then it can improve Purchasing Decisions

2. The regression coefficient (β4) shows a negative number of -0.039, this means that Brand Image (Z) cannot moderate the effect of Product Quality (X2) on Purchase Decisions (Y), or in other words when Brand Image (Z) does not moderate the effect of Product Quality, then the Purchase Decision will decrease.

Partial Hypothesis Testing (T Test)

This test is used to determine the influence analysis of Celebrity Endorsement (X1) and Product Quality (X2) and moderated Brand Image (Z) on Purchase Decision (Y) which can be seen from the amount of t-count against t-table with a 2-sided test. In the equation model of the two studies, it is known that at a significant level of 5 percent, the table value (df = 98; α = 0.05) is 1.984. Based on Table 4.20, the first equation model shows the results:

1. The variable X1 (Celebrity Endorsement) and moderated Z (Brand Image) shows a t-count value of 2.138 greater than the t-table value of 1.984 and a significant value of 0.035 <0.05, so it can be proven that H3 is accepted. This means that the Celebrity Endorsement variable can be moderated by Brand Image on Purchasing Decisions.

2. The variable X2 (product quality) shows a t-count value of -1.786 which is smaller than the t-table value of 1.984 and a significant value of 0.077 > 0.05, so it can be proven that H4 is rejected. This means that the Product Quality variable is not moderated by Brand Image on Purchasing Decisions.

Simultaneous Hypothesis Testing (Test F)

The statistical test shows whether all the independent variables included in the model have a joint effect on the dependent variable.

Coefficient of Determination (R2)

The coefficient of determination essentially measures how far the model's ability to explain the variation in the dependent variable. The coefficient of determination in this study uses the Adjusted R Square value

Discussion

The Influence of Celebrity Endorsement on Purchasing Decisions

The results in the study show that variable Celebrity Endorsement has a regression coefficient positive sign of 0.186. The significance level is 0.024 <0.05 which means that celebrity endorsements have a positive effect on purchasing decisions. This means that the H1 statement is accepted.It can be concluded that Celebrity Endorsement has a positive and significant influence on Purchase Decision. This indicates that the better Celebrity Endorsement is implemented, the Purchase Decision will increase.

Effect of Product Quality on Purchasing Decisions

The results in the study showed that the Product Quality variable had a positive sign of the regression coefficient of 0.359. The significance level is 0.000 <0.05 which means product quality has a positive effect on purchasing decisions. This means that the H2 statement is accepted.It can be concluded that product quality has a positive and significant influence on purchasing decisions. This indicates that the better the product quality, the higher the purchasing decision.

The Influence of Celebrity Endorsement on Purchasing Decisions moderated by Brand Image

The results in the study show the value of the variable coefficient (X1*Z) which shows 0.85 > 0.05. The coefficient value is more. A value of 0.05i indicates that Brand Image can moderate the relationship between Celebrity Endorsements and Purchase Decisions so that H3 is accepted.It can be concluded that Brand Image can moderate the relationship between Celebrity Endorsement on Purchasing Decisions. This indicates that the better the Brand Image, the more likely it is to influence Celebrity Endorsement in increasing Purchasing Decisions.

Effect of Product Quality on Purchase Decision moderated by Brand Image

The results in this study show the value of the variable coefficient (X2*Z) which shows 0.039 <0.05. The coefficient value is more. greater than 0.05 indicates that Brand Image is not a moderating variable for the relationship between Product Quality and Purchase Decision, so H4 is rejected.It can be concluded that Brand Image cannot moderate the relationship between Product Quality and Purchasing Decisions. This indicates that the better Brand Image will not affect Product Quality in increasing Purchasing Decisions.This means that a quality product can influence purchasing decisions, but the image of the brand does not really influence consumer perceptions to make a repeat purchase or not, because of the factors that consumers consider to make a decision to repurchase a product.

Simultaneous Influence of Celebrity Endorsement and Product Quality on Purchasing Decisions

The results in the study showed a significance value on the F test which showed 0.000 <0.05. A significance value that is less than 0.05 indicates that simultaneously or together Celebrity Endorsement and Product Quality have an effect on Purchasing Decisions, so that H5 is accepted.Based on the value of the coefficient of determination (R-square) of 0.458, the relationship between celebrity endorsement and product quality on purchasing decisions for Ella Skincare products is 45.8%, meaning that the relationship is quite close.

CONCLUSION

Based on the discussion above, the following conclusions can be drawn: a) Celebrity endorsements have a positive effect on purchasing decisions at Ella SkinCare Yogyakarta. With the results of the Celebrity Endorsement variable t count 2.292 and t table 1.984 and a significant value of 0.024 <0.05 so it can be proven that H1 is accepted. b) Product quality has a positive effect on purchasing decisions at Ella Skincare Yogyakarta. With the results of the Product Quality variable t count 7.565 and t table 1.984 and a significant value of 0.000 <0.05 so it can be proven that H2 is accepted. c) Brand Image can moderate the relationship between Celebrity Endorsement and Purchase Decision at Ella Skincare Yogyakarta. By showing the value of t count 2.138 and t table 1.984 and a significant value of 0.035<0.05 so it can be proven that H3 is accepted. d) Brand Image cannot moderate the relationship between Product Quality and Purchase Decisions at Ella Skincare Yogyakarta. By showing the t-value of -1.786 and the t-table value of 1,984 and a significant value of 0.077 > 0.05, it can be proven that H4 is rejected. e) Celebrity Endorsement and Product Quality simultaneously or jointly influence Purchase Decisions at Ella Skincare Yogyakarta. With a number of 0.000 which is smaller than the significant level of 0.05, it can be proven that H5 is accepted. The

sugesstion: a) Future researchers are expected to be able to examine not only the Celebrity Endorsement and Product Quality variables that influence Purchasing Decisions, but should expand to other variables such as (Price, Service Quality, Location, etc.) and further research to replace the Brand Image variable that does not moderate the influence of Product Quality on Purchasing Decisions. b) Future researchers are expected to be able to research in other agencies, so that the influence of Celebrity can be known Endorsement and Product Quality moderated by Brand Image on Purchasing Decisions in these agencies whether or not they have the same effect on the results of this study. c) For Ella Skincare Company, this research can be a reference for company management in making policies and providing information that can assist management in making decisions to improve purchasing decisions. The practice of increasing purchasing decisions made in a company can provide certain benefits for the company. It is also recommended for companies to make purchasing decisions by consumers by using Celebrity Endorsement and improving product quality which has high potential to generate high income in the future. For further researchers: a) The limitations in this study are that the value of Adjusted R Square is still in the medium category, namely 45.8 percent, so that there is still 54.2 percent which is influenced by other variables that have not been used in this study. b) This study only uses two independent variables, while the related theories that influence purchasing decisions are said to be many and complex, so that the two variables used in this studystill do not cover all the factors that influence purchasing decisions.

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