

INFLUENCE OF PRICE, CELEBRITY AND PRODUCT QUALITY REGARDING SKINCARE PURCHASING DECISIONS FOR FEB UMSU STUDENTS

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Abstract: This research aims to determine and analyze the influence of price, celebrity and product quality on purchasing decisions for skincare products among FEB UMSU students, both partially and simultaneously. This research uses a quantitative approach, with multiple linear analysis techniques. The results of the research show that price has a significant influence on skincare purchasing decisions, partially Selebgram has a significant influence on skincare purchasing decisions, partially product quality has a significant influence on skincare purchasing decisions, simultaneously there is an influence of price, celebrity grams and product quality decisions on somethic skincare purchasing. The results of the regression calculations show that the coefficient of determination (R square) obtained is 0.434, this result means that 43.4% of the purchasing decision variables can be explained by the variables price, celebrity and product quality, while the remaining 56.6% is influenced by other variables not studied.

Keywords: Price, Celebrity, Product Quality, Purchase Decision

Introduction

Economic, technological and cultural developments in the current era of globalization have resulted in increasingly developing human needs, not only limited to basic needs, but also personal needs. Fulfilling these personal needs is an important need for certain groups so that it occupies the same place as basic needs in terms of fulfillment. A personal need that women often demand to fulfill is maintaining their appearance through health and beauty care (Purbarani, 2013).

Nowadays, beauty is something that is often discussed by people women, because beauty is something that women dream of and hope for women so they can appear confident in public. Therefore there are many ways used by women to look beautiful like they do skin and facial care, because currently beauty is a demand that every woman should have. Beauty is seen as a necessity the main thing that at a certain time must be fulfilled by women, that is causing the need for beauty to expand among the community So many beauty clinic services have emerged offers a variety various types of facial, skin and hair care, (Saputra, 2016)

The increasing development of cosmetic products can seen from the number of companies operating in this industry. With In today's increasingly advanced era, skincare has become a necessity important for women. Various product advantages offered by local

companies by creating something that is needed by the community so that local products are increasingly produced interested.

Below are several brands of skincare products Local products that are often sought after by consumers include:

Table 1. 10 Best-Selling Local Skincare Brands in E-Commerce

No	Product name
1	Wardah
2	MS Glow
3	Scarlett
4	Somethic
5	Avoskin
6	White Lab
7	Bio Beauty Lab
8	Emina
9	Elshe Skin
10	Everwhite

Source: <https://compas.co.id/> (2023)

Something is a local skincare manufacturer that was founded in 2019 by Irene Ursula. The background to establishing Something was because they wanted to look for quality skin care and cosmetic products , halal certified and made with high quality ingredients and formulas that had been adapted to overcome the skin problems of Indonesians. Something is chosen by many consumers because it is made with the best formulation, the latest technology, clean ingredients, halal certified, with 5 affordable prices and widely recommended by beauty influencers. This is proven by finding almost perfect reviews for all its products , both make up and skincare, as well as a high customer repurchase rate.

Making the Something brand into the top 50 brands in Indonesia , on par with big brands such as Indomie, Maspion, Aqua, and other big brands.

According to (Mendrika , 2017) consumer purchasing decisions are very important influenced by price. h price is a sum of money charged for a product or service, or the amount of that value exchanged by consumers for the benefits of owning or use the product or service (Kotler & Armstrong , 2018).

The products released by Something are serum, essence, eye gel and also moisturizer. One of Something's products Currently being hotly discussed is the Something moisturizer called Something Ceramic Skin Savior Moisturizer Gel.

In its first year, Something Moisturizer has already attracted interest buy customers up to 39,700 products sold. One of the reasons is because Something claims its products have the quality that can be savior for problematic skin, strengthens the skin barrier at the same time fights signs of aging and also hydrates the skin without burning it out feels oily. Apart from that, Something ideas in designing packaging fairly unique and new. By using a seal pump makes it easy to use.

The price offered for one product is Rp. 299,000 per 50 grams. This price is considered expensive in comparison with other local moisturizers. The following are several price comparisons for skin care products, which are shown in table 2 .

Table 2. Five Recommendations for the Best Local Moisturizers

No.	Brand	Unit price	Amount (gr)
1.	Somethinc Ceramic Skin Savior Moisturizer Gel	Rp. 299,000	50 gr
2.	Joylab Skin'o'tic Moisture Gel	Rp. 250,000	45 gr
3.	Wardah Hydra Rose Dewy Aqua Day Gel	Rp. 110,000	40 gr
4.	N'Pure Cica Night Cream	Rp. 115,000	15 gr
5.	Clay Botanicals Ultimate Hydro Gel Cream	Rp. 129,000	50 gr

Source: [https:// www.superapp.id](https://www.superapp.id) (data processed by researchers)

From the price itself, this Somethinc product is more expensive when compared to local products with names that are well known by the public, therefore it takes time to build a sense of trust among consumers in determine the purchase of this product. Plus in the area, this product is still little known, however, now endorsements are being intensively held in the capital This product is better known by people in Indonesia. When compared with wardah products, somethinc products are still more expensive. Therefore it is needed more confidence to choose this product. It can be seen in table 2 that Somehinc is more expensive than other Indonesian brands.

Table 3. Comparison of the Best Local Moisturizer Prices

No	Product Name	Price	Sales
1.	Emina Bright Stuff	Rp. 20,000	58,900 pcs
2.	Wardah Nature Daily Aloe Hydamild Multifunction Gel	Rp. 40,000	28,400 pcs
3.	Emina Ms. Pimple Acne Solution Moisturizing Gel	Rp. 25,000	29,600 pcs
4.	Safi Dermasafe Soothe & Hydrate Day Moisturizer	Rp. 130,000	16,520 pcs
5.	Something Ceramic Skin Saviour Moisturizing Gel	Rp. 299,000	1 5,700 pcs

Source: Shopee.co.id (data processed by researchers)

In the table above it can be seen that the Somethinc product is in sixth place as the best moisturizer and second in terms of product sales or purchase interest. If you look at the price comparison , Somehinc and Emina have quite a price comparison. The price of Somethinc's products is quite high, making Somethinc unable to enter all market segments, especially lower middle class consumers. This means marketing of Somethinc products is limited to the upper middle class, and of course this can influence buying interest. Apart from that, this product is not suitable for use by those with oily skin. Which shows that Somehinc cannot meet consumer expectations from the claims it provides. This is based on setting prices that are high and not in accordance with the quality of the product perceived by consumers. And that is an opportunity for newcomers to offer more economical prices with similar quality. Which of course occurs when consumers' buying interest shifts to competing products.

Setting high prices and inappropriate product quality results in decreased buying interest. When buying a product, consumers of course expect benefits commensurate with the amount of money spent. If the product purchased provides few benefits and is not

commensurate with the price set, this can cause doubts and consumers feel that the product is not worth buying. It is not uncommon for price to be used as a determinant of the quality of a product. And also one indicator of product quality that Somethinc products do not fulfill is consistency. Where the Somethinc product cannot perform according to its function/claim, and this can affect customer buying interest which can decrease. Moreover, if skincare products are "trial and error", of course consumers will gather information before buying the product. And it is not uncommon for consumers to compare prices to perceived benefits before buying a product.

The emergence and development of the internet has brought new ways of communication to society. Communication is unlimited by distance, time and space (Ginting & Yusriati, 2019). It can happen anywhere, at any time, without having to meet face to face. In fact, social media is able to eliminate social status which is often an obstacle to communication. With the presence of Twitter, Facebook, Instagram and the like, people can interact with each other without having to meet. As we know, technology and media are very closely related (Susanti, 2020).

The data on the 10 artists with the most Instagram followers in Indonesia is as follows:

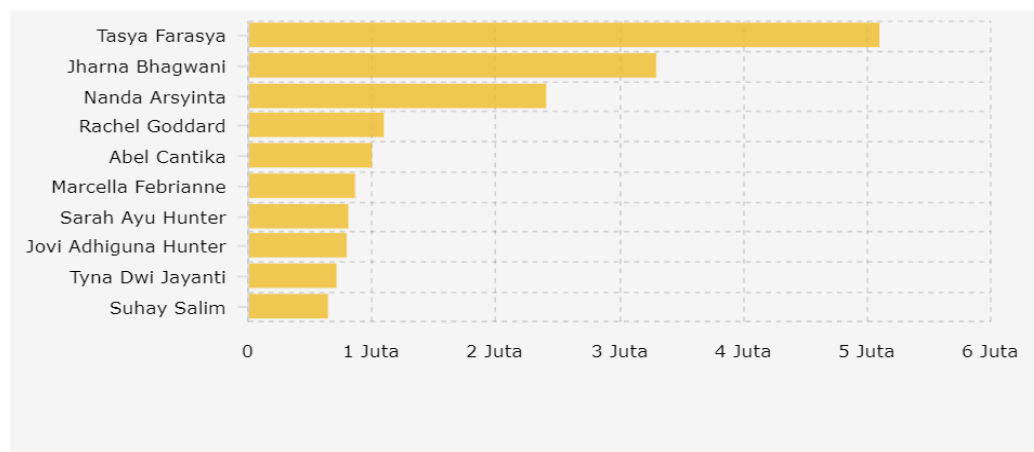


Figure 1. Beauty Influencer with the Most Followers on Instagram in Indonesia Per March 2023

Source: <https://databoks.katadata.co.id/datapublish/2023/09/14/deretan-beauty-influencer-indonesia-terpopuler-di-instagram-who-saja>

Images of Influencers or Celebrities with the Most Instagram Followers in Indonesia

As for the data above, it is known that the influencer with the largest number of Instagram followers is Tasya Farasya with 5 million followers, the second is Jharna Bhagwani with 3.2 million followers, followed by Nanda Arsyinta with 2.3 million followers, then Rachel Goddard with 1.2 million followers, and followed by Marcella Febrienne with 1.1 million followers and there are also Jovi Adhiguna Hunter, Tyna Dwi Jayanti and Suhay Salim with under 1 million followers.

Tasya Farasya is a celebrity endorser of Somethinc skincare products. However, Tasya Farasya, who is a top celebrity, has not been able to boost sales of Somethinc skincare.

Apart from price and celebrity, product quality also influences purchasing decisions. Product quality is the understanding that the product offered by the seller has more selling value than competitors' products do not have (Lupiyoadi, 2016). Therefore, companies try to focus on product quality and compare it with the quality offered by competing companies. However, a product with the best appearance or even a better appearance is not a product

with the highest quality if the appearance is not what is needed and desired by the company. market.

The following is the product quality according to 30 respondents, the results of the author's pre-research are as follows

Table 4. Results of Pre-Research Survey on Product Quality in Skincare Somethicn

No	Statement	Yes	No
1	Skincare Somethicn is safe to use on facial skin	70%	30%
2	Safe to use if mixed with other products	43.3%	56.7%
3	It takes a long time to see results from skincare products	30%	70%
4	Somthinc has a distinctive aroma	60%	90%

Source : Pre-Research

From the table above, it can be seen that Somethinc skincare products are quite safe using Somethick products, however, if mixed with other products, Somethinc skincare is not safe to use because the product content can cause side effects if used or mixed with other products.

Basically consumer purchasing decisions regarding a product related to consumer behavior. Consumer behavior is the most important element in business activities that the company needs to understand, because the company does not knowing what is on consumers' minds at the time before, during, and after purchasing a product. This is done so that it can achieve company goals .

Method

Research is a scientific activity carried out to find out, search for the truth, find answers to a phenomenon in human life. Discoveries, answers or truths obtained from research provide information to solve problems in human life itself.

This research uses an associative type of quantitative research. Quantitative research is research that uses experimental and survey research methods and research data in the form of numbers and analysis using statistics. Experimental research is research that is used to find the effect of certain treatments, while the survey method is used to obtain data from certain natural places with researchers collecting data (distributing questionnaires, tests, interviews).

Based on the explanation outlined above, this research uses an associative quantitative approach to explain the influence of price and celebrity and the quality of Lux Soap products on the decision to purchase Somethic skincare among FEB students at Muhammadiyah University, North Sumatra.

Result and Discussion

Based on the results of the tabulation of the questionnaires received, the characteristics of the respondents which will be discussed below include: gender, age and education. In this study, researchers processed data in the form of a questionnaire consisting of 8 statements for the Price variable (X1), 10 statements for the Selebgram variable (X2), and 16 statements for the Product Quality variable (X3) and 8 statements for the Purchase Decision variable (Y). . The questionnaire distributed was given to 100 respondents, namely students from the Faculty of Economics and Business at UMSU as research samples and used Likert Summated Rating (LSR).

Multiple Linear Regression

analysis is used to determine the influence of the independent variable on the dependent variable.

Table 5. Multiple Linear Regression Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta
	B	Std. Error	
1 (Constant)	9,232	2,985	
Price	,274	,078	,342
Celebritygram	,257	,083	,303
Product quality	,226	,094	,230

a. Dependent Variable: Purchase Decision

Source: data processed by SPSS (2023)

Based on the multiple linear regression test table data above, it can be understood that the regression equation model is:

$$Y = 9.232 + 0.274X_1 + 0.257$$

Information.

Y = Purchase Decision

X₁ = Price

X₂ = Celebrity

X₃ = Product Quality

e = standard error

interpretation :

- Constant (a) = 9.232, indicating a constant price, if the value of the independent variable = 0, then the Purchase Decision (Y) will be 9.232
- Variable X₁ of 0.274 indicates that the price variable has a positive effect on purchasing decisions (Y). In other words, if the Price variable is increased by one unit then the Purchase Decision will increase by 0.274.
- Variable X₂ of 0.257 indicates that the Selebgram variable has a positive effect on Purchasing Decisions (Y). in other words, if the Selebgram variable is increased by one unit, the Purchase Decision will result will increase by 0.257.
- Variable X₃ of 0.226 indicates that the product quality variable has a positive effect on purchasing decisions (Y). in other words, if the product quality variable is increased by one unit then the Purchase Decision will increase by 0.226.

Hypothesis testing

T test

The t statistical test basically aims to show how much influence an independent variable individually has in explaining the dependent variable. With the help of the computer program Statistical Package for Social Sciences (SPSS 16). Testing was carried out using a significant level with a real level of 0.05 ($\alpha = 5\%$).

**Table 6, t Test
Coefficients ^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,232	2,985		3,093	,003
Price	,274	,078	,342	3,499	,001
Celebritygram	,257	,083	,303	3,100	,003
Product quality	,226	,094	,230	2,396	,018

a. Dependent Variable: Purchase Decision

Source: SPSS processed data (2023)

$t_{table} = 1.984$

The test criteria:

H_0 is accepted if $-t_{table} \leq t_{count} \leq t_{table}$ at $\alpha = 5\%$, $df = n - 2$

H_0 is rejected if $t_{count} > t_{table}$ Or $-t_{count} < t_{table}$

Influence of Price (X1) on Purchasing Decisions (Y)

From the t-test table above, it can be understood that the influence of price (X1) on purchasing decisions The t value obtained was 3.499 while the t_{table} was 1.984 and had a significant number of 0.001 < 0.05 or $t_{count} 3.499 > t_{table} 1.984$. Based on the decision making criteria, it can be concluded that H_0 is accepted (H_a is rejected), this shows that price has a significant influence on the purchase decision for Somethic skincare among FEB UMSU students .

Influence of Celebgram (X2) on Purchasing Decisions (Y)

From the t-test table above, it can be understood that the influence of Celebrity Program (X2) on Purchasing Decisions (Y) is obtained by a calculated t value of 3,100 while the t_{table} is 1,984 and has a significant number of 0.018 < 0.05 or $t_{count} 3,100 > t_{table} 1,984$. Based on the decision making criteria, it can be concluded that H_0 is rejected (H_a is accepted), this shows that Selebgram has a significant influence on the decision to purchase Somethic skincare for FEB UMSU students .

The Influence of Product Quality (X 3) on Purchasing Decisions (Y)

From the t-test table above, it can be understood that the influence of Product Quality (X 3) on Purchasing Decisions (Y) obtained a calculated t value of 2.396 while the t_{table} is 1.984 and has a significant number of 0.018 < 0.05 or $t_{count} 2.396 > t_{table} 1.984$. Based on the decision making criteria, it can be concluded that H_0 is rejected (H_a is accepted), this shows that product quality has a significant influence on purchasing decisions. Somethic skincare for FEB UMSU students .

F test

The F statistical test (simultaneous) is carried out to determine whether the independent variables together have a significant effect on the dependent variable and also to test the second hypothesis. This test was carried out using a significant level of significance level of 0.05 ($\alpha = 5\%$).

**Table 7. F Test
ANOVA ^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	558,974	3	186,325	50,749	,000 ^b
	Residual	352,466	96	3,672		

Total	911,440	99			
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a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Celebrity, Price

$$F_{table} = 2.70$$

The test criteria:

1) Reject H_0 if $F_{count} > F_{table}$ or $-F_{count} < -F_{table}$

2) Accept H_0 if $F_{count} < F_{table}$ or $-F_{count} > -F_{table}$

Based on the table data in the F test above, it can be understood that the calculated F value was found $50.749 > F_{table} 2.70$ with a significant probability of $0.000 < 0.05$, so it can be concluded that there is a significant simultaneous influence of Price , Celebrity and Product Quality, on the Purchase Decision for Somethic skincare among FEB UMSU students.

Coefficient of Determination (R^2)

The Coefficient of Determination (R^2) is a quantity that shows the amount of variation in the dependent variable that can be explained by the independent variable . In other words , the coefficient of determination is used to measure how far the independent variables explain the dependent variable. The coefficient of determination value is determined by the R square value as can be seen in the following table .

Table
Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	,659 ^a	,434	,416	2.41371	,434	50,749	3	92	,000	1,573

a. Predictors: (Constant), Price , Celebrity, Product Quality

b. Dependent Variable: Purchase Decision

Source: SPSS processed data (2023)

From the results of the regression calculation, it can be seen that the coefficient of determination (R square) obtained is 0.434 , this result means that 43.4 % of the Purchase Decision variable can be explained by the variables Price , Celebrity and Product Quality, while the remaining 56.6 % is explained by other variables that were not studied.

Discussion

The Influence of Price on Purchasing Decisions

From the t-test table above, it can be understood that the influence of price on purchasing decisions The t value obtained was 3.499 while the t table was 1.984 and had a significant number of $0.001 < 0.05$ or $t_{count} 3.499 < t_{table} 1.984$. Based on the decision making criteria, it can be concluded that H_0 is rejected (H_a is accepted), this shows that price has a significant effect on purchasing decisions . This means that the higher the price of a product, the greater the purchasing decision.

Price is one element of the marketing mix that generates revenue, other elements generate costs (Kotler & Keller, 2015) . Price influences the formation of consumer buying

interest, with efficient prices for all groups it will increase consumer purchasing decisions , likewise if the price given for the product is high then buying interest will decrease.

Research results (Gultom, 2017a) , (Nasution et al., 2019) , (Farisi, S., & Siregar, 2020) , (Irawan & Satrio, 2015) (Nasution, A., E. Putri, L. P. & Lesmana, M, 2019) , (Nasution et al., 2019) , (Farisi, S., & Siregar, 2020) , (Lubis, 2015) , (Nasution, AF & Lesmana, 2018) , (Arif, 2016) , (Fahmi, 2017) concluded that the price variable has a positive and significant effect on consumer decisions. This means that if the product offered is relatively cheaper when compared to similar products, the possibility that consumers will make repeat purchases is very large.

The Influence of Celebrities on Purchasing Decisions

From the t-test table above, it can be understood that the influence of Celebrities on Purchasing Decisions The t value obtained is 3,100 while the t table is 1,984 and has a significant number of $0.003 < 0.05$ or $t_{\text{count}} 3,100 > t_{\text{table}} 1,984$. Based on the decision making criteria, it can be concluded that H_0 is rejected (H_a is accepted), this shows that there is an influence of Celebrity on Purchasing Decisions .

Celebritygram is somebody Which own passion to brands, Want to introduce it, And even with volunteer give information about brand , celebgram is icon culture or identity Which acts as a marketing tool to represent the achievement of individualism success humans and commodification And commercialization of a product. In this way, choosing the right celebgram can attract consumers, which is useful for increasing sales of the company's products.

Interesting celebrities and persuasiveness in conveying information is considered able to encourage attitudes towards a brand or product so that it can arouse interest in buy that product. Research result shows that there is an influence of Celebrity based on indicators including openness, suitability, credibility in promoting products, power attraction and strength in the form of charisma emitted by a Celebrity can influence potential consumers to do so purchase of products that have been advertised because of the emergence of interest in the advertisements that have been delivered by the brand the ambassador.

As stated by (Yulianto 2019) that when a sense of interest arises in consumers after seeing it a celebrity is a potential consumer will tend to adopt attitudes, behavior, interests or the celebrity's preferences. Celebrity use is considered has an important role in bringing about buying interest among potential consumers a product, that's why there are so many nowadays Companies use a celebrity to attract the attention of candidates consumer. When selecting a celebrity there are several things that are taken into account considerations include experience and expertise owned by a celebgram. Matter This is done in the hope that after being selected This celebgram is able to be interesting potential consumers' attention and affordability generate buying interest in the public. This matter supported by research by Darwati and Yulianto (2019) which states that Selebgram has a direct and significant influence on buying interest. Likewise, research (Nurvita Septya N , 2016) also shows that There is an influence of Celebrity on Purchasing Decisions.

According to previous research results by (Mardiani, AS, & Wardhana, 2018) , (Nurhasanah, Mahliza, F., Nugroho, L., & Putra, 2020) (Nurhasanah et al., 2021) concluded that the Selebgram variable has a positive and significant effect on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

From the t-test table above, it can be understood that the influence of Customer Experience on Purchasing Decisions The t value obtained was 2.396 while the t table was 1.984 and had a significant number of $0.018 < 0.05$ or $t_{\text{count}} 2.396 > t_{\text{table}} 1.984$. Based on the decision making criteria, it can be concluded that H_0 is rejected (H_a is accepted), this shows that there is an influence of product quality on purchasing decisions .

Product quality is an important component in creating or considering strategies in a company, if the quality of the product produced is good then it will be a special attraction for consumers in determining the choice to buy a product, conversely if the product quality is bad or does not meet expectations, then Consumers will switch their purchases to other similar products. To achieve the expected product quality, quality standardization is needed. This method aims to ensure that the resulting product is able to meet the standards that have been set so that it is appropriate for the target market segmentation. A product can be said to be of quality if the product meets the needs and desires of buyers (Arianty, 2015).

Success in influencing consumer purchasing decisions can be done by creating new innovations in the products you want to offer by following current demand trends. This is done because consumers' attitudes tend to always follow current developments. Product quality has a correlation with purchasing interest and can later become a person's decision where he chooses one of several alternative options available. Product quality means that it must have quality as a basis for a business strategy that provides goods or services to satisfy consumers, so that later buying interest will be created. Buying interest will appear automatically within a person.

Feel interested, encouraged by what is seen and plan to buy the product seen or offered and will later be consumed by consumers (Karundeng et al, 2019) Before consumers make a purchasing decision, consumers are faced with the product choices offered. Consumers want the product they buy to have quality that matches the consumer's wishes. Consumers will make a purchase of a product if the product they want to buy seems to have good quality in terms of quality and quantity. making a huge purchase.

According to previous research results by (Tirtayasa, S., Lubis, AP, & Khair, 2021) , (Astuti & Abdullah, 2017) , (Gultom, 2017) , (Astuti, R., Ardila, I., & Lubis, 2021) , (Arianty et al., 2021) , (Tirtayasa, S., Lubis, AP, & Khair, 2021) , (Fahmi, 2017) , (Farisi, 2018) , (Lubis, 2015) , (Daulay, 2012) , concluded that the product quality variable has the most positive and significant influence on consumer repurchase interest.

The Influence of Price , Celebrity and Product Quality on Purchasing Decisions

The research findings show that there is an influence of product quality, perceived useability and customer experience on purchasing decisions . With a calculated F value of 50.749 $> F_{table} 2.70$, there is a significant simultaneous influence of Price , Celebrity and Product Quality on Purchasing Decisions for FEB UMSU Student Lux Soap users , this means that H_0 is rejected because $F_{count} > F_{table}$.

Brand image is the consumer's perception of a brand and if the brand image is formed strong enough, consumers can become loyal to the brand so that they can increase their buying interest continuously. A brand is a business pillar that makes consumers interested in using the product. In this era, many people prefer to use products from brands they already know or often remember. This is because someone will feel safe and the product they know is reliable.

Therefore, companies must introduce and remind the public of their products through Selebgram. If a product has good quality, it directly affects the price because if consumers are satisfied, they will always use the product continuously and can even recommend it to other people.

Price, Instagram and product quality influence consumers' buying interest . If the brand image and product quality continue to be improved, it will have an impact on increasing buying interest among consumers. And also if the choice of Instagram as an advertising star also has an attractive appeal, it will be able to increase purchasing decisions.

The results of this research are in line with the results of research (Ningtyas, 2023) that simultaneously there is an influence of price, celebrity and product quality on purchasing decisions.

Conclusion

Based on the research results above, the following conclusions can be drawn: Partially Price significant influence on Purchasing Decisions somethic skincare for FEB UMSU students. Partially, Selebgram has a significant influence on purchasing decisions somethic skincare for FEB UMSU students. Partially, product quality has a significant effect on purchasing decisions somethic skincare for FEB UMSU students. The results of this research conclude that there is a simultaneous influence of price , celebrity and product quality on purchasing decisions for somethic skincare among FEB UMSU students.

Suggestion

The research results show that there are Price , Celebrity and Product Quality on Purchasing Decisions somethic skincare to FEB UMSU students , so the suggestions that can be given are: somethic skincare must be more active in communicating its brand not only through television advertising, but also carrying out integrated marketing communication activities. For example, you can carry out sponsorship events and publicity in various media. Even though the assessment of Selebgram and the price itself has received a high score, it would be better if Lux soap used Selebgram from foreign celebrities so that Lux products are better known both domestically and abroad. PT. Unilever Indonesia Tbk. It is recommended to innovate or make new breakthroughs by making skincare for men All groups can use somethic skincare . To create purchasing decisions , somethic skincare should be able to increase public trust in somethic skincare through superior product quality. The superiority referred to is the superiority of the sbaun Lux after Its use does not have a negative effect on consumers' skin. Then, there is no negative news regarding industrial waste From making somethic skincare production you must also offer good prices, in accordance with public perception. And also, the use of celebrity endorsements that have a good image in the eyes of the public.

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