

The Role of Celebrity Endorsement, Content Marketing, and Product Quality on Purchasing Decisions of Ultra Milk Brand UHT Milk Products

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ABSTRACT

Objective: This study aims to analyze the influence of *Celebrity Endorsement, Content Marketing, and Product Quality* on *Purchasing Decisions* for Ultra Milk brand UHT milk products in Sidoarjo. **Method:** The research adopts a **quantitative approach** with a population consisting of consumers residing in Sidoarjo who have purchased Ultra Milk products. A total of **100 respondents** were selected using the **purposive sampling technique**, and data were collected through a structured questionnaire. The data analysis was performed using **IBM SPSS Statistics Version 26 for Windows** to test the effect of each independent variable on purchasing decisions. **Results:** The findings reveal that **Celebrity Endorsement** has a **negative and insignificant** impact on *Purchasing Decisions*, while both **Content Marketing** and **Product Quality** have **positive and significant** effects. **Novelty:** This study provides a **contemporary perspective** on consumer purchasing behavior in the dairy industry by integrating digital marketing variables with traditional marketing elements, offering valuable insights for companies seeking to optimize marketing strategies in competitive fast-moving consumer goods (FMCG) markets.

INTRODUCTION

In today's modern era, many companies are experiencing competition between the business world, such as UHT (Ultra High Temperature) milk which has high prospects in Indonesia. UHT milk products are currently in great demand by the public, for example, consumers of sweetened condensed milk and powdered milk are switching to UHT milk consumers. Therefore, the event that occurred was the large number of sales of UHT milk products expanding in the market because companies have produced milk products all the time [1]. Milk is a drink that has high nutritional and economic value. From year to year the level of milk consumption has always increased. The effects of this increase in milk consumption are such as the increasing number of middle-class people, the increasing public understanding of the importance of consuming milk for body health, and the increasing number of economic sectors that process milk drinks [2].

With the presence of many UHT milk companies, competition is increasingly fierce. Each company has a flagship product to market. Judging by the many brands of UHT milk products, customers are increasingly confused about which product to buy [1]. Basically, all businesses must make efforts to implement marketing strategies that attract buyers. Because, milk brands on the market can influence customer attitudes towards

milk purchases. Purchases and evaluations made by customers in buying UHT milk are based on the marketing methods and quality provided by the company to attract consumers so that consumers want to buy it [3].

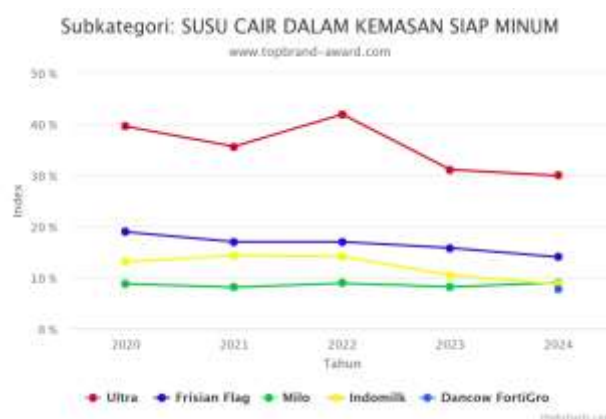


Figure 1. Top Brand Data for UHT Milk Products 2020-2024

Source: www.topbrand-award.com

Figure 1 shows five UHT milk brands competing in the market: Ultra Milk, Frisian Flag, Milo, Indomilk, and Dancow FortiGro. The graph shows that Ultra Milk held the top position as the best UHT milk brand from 2020-2024. Top Brand is an award given to specific brands, and it refers to the high number of people interested in purchasing a product. Although Ultra Milk consistently holds the top position, its percentage fluctuates from year to year. In 2024, Ultra Milk remained the market leader, but saw a slight decline in its market share from 31.1% in 2023 to 29.9% in 2024. While this decline is relatively small, it is a significant concern for Ultra Milk, given the intense competition in the UHT milk industry. This decline prompted Ultra Milk to design a more attractive and effective marketing strategy. In this competition, there are certainly strategies to increase consumer purchasing decisions, such as product quality provided by the company, how to learn about product functions from various content, and introductions from ambassadors provided by marketers. This is done as a way to attract customer purchasing decisions when making superior choices from various UHT milk brands on the market. The top brand data on Ultra Milk is likely to have successfully implemented these strategies, which will then influence purchasing decisions [4].

Purchasing decisions are a process by which consumers choose different brands to purchase. This is due to the large number of similar products produced by companies in the market, which leads consumers to face a wide variety of brands before making a purchasing decision [5]. Purchasing decisions can be considered a challenging competitive environment for producers, encouraging them to survive and increase sales through structured and efficient marketing strategies [6]. Purchasing decisions themselves are used as a way for individuals to determine whether to purchase a product or service that consumers consider to be a way to meet their needs and desires. Indicators influencing purchasing decisions include product variation selection, brand variation selection, distribution selection, purchase time, and purchase amount [3].

Several aspects influence purchasing decisions, including celebrity endorsements. Celebrity endorsements are known as the use of a celebrity or well-known artist to support or promote a brand of a marketed product. This promotion takes the form of advertising that can be done in print media, social media, and television channels. By collaborating with a famous celebrity, the product being marketed can also become more well-known among consumers [7].

Not only celebrity endorsements, but content marketing also influences purchasing decisions. Content marketing reflects a strategy implemented by marketers to market their products, such as producing engaging content for customers. Through this content, consumers are then attracted to it and subsequently purchased. Good content creates a comfortable interaction with consumers. The goal of content marketing is to introduce, motivate, and change consumer impressions [8]. This marketing content can be in the form of photos, videos, text, or audio, which are then promoted online through social media and websites. Examples of link websites include Google and product promotion websites that they create themselves. Meanwhile, social media platforms include Instagram, TikTok, YouTube, Twitter, and so on.

Besides celebrity endorsements and content marketing, another factor influencing purchasing decisions is product quality. Product quality has its own characteristics that enable a product to meet or exceed consumer expectations [1]. Quality itself is determined based on the consumer's experience in purchasing the product, just as the product's good or bad qualities are assessed by consumers, which in turn influences purchasing decisions. A product is said to have quality if the sales volume meets the needs, desires, and completeness of the product, thereby fulfilling consumer requirements [4].

There is a research gap on celebrity endorsement, as seen from the conclusion of a study [9], which revealed that purchasing decisions are significantly and positively influenced by celebrity endorsement. However, in contrast to research [10] which argues that celebrity endorsement is not significantly influenced by purchasing decisions. There is a research gap on content marketing, as seen from the conclusion of a study [11], which found that content marketing has a positive impact on purchasing decisions. Meanwhile, based on research [12], content marketing does not significantly influence purchasing decisions. There is a research gap on product quality, as seen from the conclusion of a study [1], which revealed that product quality has a positive and significant influence on purchasing decisions. As for research [13], product quality is not significantly influenced by purchasing decisions.

Of the various types of UHT milk, the author is interested in researching UHT milk with the brand Ultra Milk. Although many milk brands are already well-known, the number of purchases of UHT milk Ultra Milk brand is always in the top ranking even though it always fluctuates every year. With the phenomenon explained and the results of previous studies that have different results. As with purchasing decisions are influenced by some factors, while others are not. Therefore, the problem formulation was found by the researcher, which is described as follows: 1) Analyzing Celebrity

Endorsement on Purchasing Decisions on UHT milk products Ultra Milk brand? 2) Analyzing Content Marketing on Purchasing Decisions on UHT milk products Ultra Milk brand? 3) Analyzing Product Quality on Purchasing Decisions on UHT milk products Ultra Milk brand? This study was conducted with the aim of testing how much influence Celebrity Endorsement, Content Marketing, and Product Quality have on Purchasing Decisions on UHT milk products Ultra Milk brand partially.

This research falls under the category of SDGs 12 <https://sdgs.un.org/goals/goal12> "Responsible Consumption and Production". The goal of this SDG category is to ensure sustainable production and consumption worldwide, with an emphasis on resource efficiency, waste reduction, and the development of environmentally friendly production methods. When viewed from the existing variables, this SDG category is closely related, namely the presence of celebrity endorsements that encourage the consumption of manufactured products, content marketing that educates consumers about sustainable consumption and production, product quality that considers environmental impacts and sustainability, and a focus on promoting responsible and sustainable consumption patterns.

According to research [7], a celebrity is a person's character, such as an actor, entertainer, or athlete who is recognized by the public and has achievements in various fields. Meanwhile, an endorsement is a supporter to promote a product. So, celebrity endorsement is a form of collaboration between a company and a famous celebrity to support or promote the products they market to be better known to many people. The reason why using celebrities is preferred by producers as intermediaries in marketing their products is because the message given to the celebrity will receive great attention so that it is easily remembered by consumers. Meanwhile, according to research [14], celebrity endorsement is a way to promote by creating an advertisement that uses celebrities for its assistance. In addition, this celebrity endorsement has the aim of explaining to all consumers about the benefits of the product. Judging from the promotions in the current era which are large-scale, promotions in the modern era include a high-class or famous celebrity who will influence and make consumers interested in buying it [15]. In the celebrity endorsement variable, according to research [7], there are 3 indicators.

According to research [8], content marketing is a marketing approach carried out by preparing, producing, and distributing interesting content to consumers so that consumers are interested and will buy it. Meanwhile, according to research [16], content marketing is a marketing method carried out directly or indirectly to build awareness of the brand of a product that has been marketed. Content marketing aims to distribute, plan, and create content with an interesting concept with the aim of attracting people to become consumers of the product that has been marketed. Content marketing is a form of advertising that is carried out online through social media platforms and various other websites. The strategy used by content marketing is such as creating interesting content

in the form of text, video, photos, and audio [11]. According to research [17], content marketing has 4 indicators.

According to research [1], product quality is a tool used by marketers to position a product in the market due to a characteristic of the product or service that supports its quality as a form of satisfying consumers who buy it. This product quality is the right of every company to help improve and maintain the products they make in the market. Meanwhile, research [4], product quality is a description of the extent to which the product is capable of meeting a need and in carrying out its functions, namely durability, reliability, accuracy, ease, and so on. Good product quality is essential for being accepted in the market. If a product meets customer needs, then the product has quality. To produce quality products, companies implement various methods such as carrying out strict control over the storage of raw materials until it becomes a product that is ready for marketing [18]. According to research [5], product quality has 5 indicators.

According to research [4], a purchasing decision is defined as the stage of purchasing a product that has been chosen by consumers with the aim of ensuring that consumers are satisfied with the product they have chosen. Meanwhile, in research [5], a purchasing decision is the process of consumers in choosing options from different brands that they will buy or consume. This purchasing decision aims to decide to buy goods that consumers like by ensuring that the goods suit their needs. In research [7] another meaning of a purchasing decision is a consumer who decides to buy a product from choosing two or more alternatives given. So what consumers do before deciding to purchase is assess the goods to be purchased, with the aim of getting the benefits. So what consumers do before deciding to purchase is assess the goods to be purchased, with the aim of getting the benefits. Therefore, a company is required to better understand its own consumer behavior to meet consumer needs [19]. According to research [3] there are 5 indicators of purchasing decisions.

RESEARCH METHOD

This study uses a quantitative method. This quantitative method is a technique used to analyze the influence of independent variables (X) on dependent variables (Y). The independent variables taken by the researcher are Celebrity Endorsement (X1), Content Marketing (X2), and Product Quality (X3), while the dependent variable is Purchase Decision (Y). Data collection uses a questionnaire created using the Google Form application and then processed using the SPSS program. A questionnaire is a method used to collect information by presenting a set of questions specifically designed and need to be answered by respondents [21].

The population used in this study came from people residing in Sidoarjo, especially those who had purchased Ultra Milk brand UHT milk products. To collect the sample, a purposive sampling method was used. This purposive sampling method is a non-probability method that looks at how behavior is considered to have a relationship with what the researcher needs for the sample [22].

Due to the large and unlimited scale of the population, the total population size is not known with certainty. Therefore, to determine the sample size required for the study, researchers used the Lemeshow formula.

The sample size based on the results of the formula above is 98 respondents. According to Sugiyono's theory (2020), if a sample has an error rate of 1%, then from 98 respondents the researcher will take 100 respondents in his research to avoid incorrect or illegible questionnaires [23]. In this study, the researcher used the respondent criteria, namely consumers of Ultra Milk brand UHT milk products.

Validity testing is a technique for evaluating the results of data collection that have been assigned a value. Therefore, a validity test aims to determine how valid the technique is in measuring the question. No significant relationship is found if the significance value (P-value) is greater than 0.05. Conversely, if the resulting P-value is less than 0.05, it is considered valid or produces a significant relationship.

Reliability tests are conducted on primary data and questionnaire results to determine the reliability of the measuring instrument. To produce a valid reliability test, each variable must meet the alpha coefficient (Cronbach's Alpha). Therefore, to be considered reliable, the resulting value must be 0.60 or higher, and vice versa.

The normality test is conducted to determine whether the independent and dependent variables are related. If using 100 respondents, the Kolmogorov-Smirnov test can be used. Therefore, all data are normally distributed if the resulting value is greater than 0.05. In addition to the Kolmogorov-Smirnov test, normality can also be tested using a probability plot. A variable is normally distributed if the real data line follows the diagonal line.

The purpose of a multicollinearity test is to determine whether there is a correlation between independent variables. The multicollinearity test results will be declared as passing or absent if the tolerance value is greater than 0.1 and the VIF is less than 10.

This heteroscedasticity test aims to assess whether there is equality of variance in a regression model. Several methods are used for this test, including the Spearman rank test, the Glejser test, the Park test, and the graphical method. All of these test methods yield the same results: a good result is achieved if the test results show no signs of heteroscedasticity.

Multiple linear regression analysis is an analytical method that can be used to analyze the influence of independent variables on dependent variables. Researchers tested this technique with various variables: the independent variables included celebrity endorsements, content marketing, and product quality, while the dependent variable included purchasing decisions.

This t-test is conducted to determine how the dependent and independent variables influence each other, individually. The method for finding the results of the t-test is to compare the calculated t-value with the significance value. Therefore, if the

resulting value is $\text{sig} < 0.05$, the hypothesis is said to be accepted and produces a positive and significant effect.

The coefficient of determination test serves as a measure of the strength of the independent variable's influence on the dependent variable. The range of values from this test percentage is between 0% and 100%. A low R^2 value indicates a significant relationship between the independent and dependent variables.

RESULTS AND DISCUSSION

This study involved 100 respondents, with 19% being male and 81% being female. There are various ages in these respondents, namely respondents aged 17-25 years (89%), 26-35 years (7%), and 36-45 years (4%). For the respondents' occupations, there are various kinds, namely students (7%), students (79%), employees (9%), housewives (3%), and private sector (2%). Then in terms of domicile, 100% of respondents live in Sidoarjo, while for outside Sidoarjo it is 0%. Respondents who have purchased Ultra Milk Brand UHT milk once are (5%), while respondents who have purchased Ultra Milk Brand UHT milk more than twice are (95%).

Based on the table above, respondents' assessments regarding several statements from variable X1 that have been distributed through the questionnaire state that the highest assessment is on the attractiveness indicator with a total score of 413. Meanwhile, the lowest assessment is on the trust indicator with a total score of 407.

Based on the table above, respondents' assessments regarding several statements from variable X2 that have been distributed through the questionnaire state that the highest assessment is for the easy to understand indicator with a total score of 433. Meanwhile, the lowest assessment is for the consistent indicator with a total score of 413.

Celebrity endorsement is a form of collaboration between companies and famous celebrities to support or promote the products they market to make them better known to many people. Based on the results of the hypothesis test analysis conducted by researchers, it shows that celebrity endorsement has a negative and insignificant influence on purchasing decisions for Ultra Milk brand UHT milk in the Sidoarjo area. So it can be concluded that consumers make purchases without looking at celebrity endorsements who are collaborating with Ultra Milk brand UHT milk. These findings support research [10], namely, the influence of celebrity endorsement does not have a significant effect on product purchasing decisions.

Although some consumers agree that celebrity endorsement has an influence on purchasing decisions, seen from the most frequently chosen indicator by respondents, namely the attractiveness indicator, there are also some who disagree. This is because the celebrity who is raised tends not to help consumers in making purchasing decisions because some consumers do not know the celebrity. For example, the Ultra Milk brand of UHT milk collaborates with international artists (K-Pop) [24]. Although celebrities have a large fan base, not all consumers know or are interested in them. Currently, there are many K-pop fans in Indonesia, but not all of them also like K-Pop, so if you want to

decide to purchase Ultra Milk brand UHT milk, you don't have to look at which celebrity is collaborating with the product. In this study, celebrity endorsement is the variable with the least choice scores from respondents. This means that for respondents, purchasing decisions are more influenced by other variables being studied, such as content marketing and product quality. Not only that, there are also other factors that may also influence purchasing decisions, namely price, brand image, place, marketing channels, trust, and so on [25].

Content marketing is a marketing approach carried out by preparing, producing, and distributing interesting content to consumers so that consumers are interested and will buy it. Based on the results of the hypothesis test analysis conducted by researchers, it shows that content marketing has a positive and significant influence on purchasing decisions for Ultra Milk brand UHT milk in the Sidoarjo area. So it can be concluded that consumers make purchasing decisions also from seeing content provided by Ultra Milk brand UHT milk products. These findings support research [11], namely, the influence of content marketing has a positive influence on product purchasing decisions.

This is because engaging content will attract the audience and make them decide to make a purchase. The indicator most often chosen by respondents was ease of understanding. Quality content marketing is not just about promoting a product, but also creating content that is easy for the audience to understand. This content contains educational, entertaining, or inspiring value for the products they market. By providing useful content, we can build brand excellence and create long-term relationships with customers. Ultimately, audiences feel educated and engaged with the content presented, they tend to be more confident in making purchasing decisions [26]. In this study, content marketing had the second highest score of the three independent variables chosen by respondents, which means that content marketing is one of the key factors in forming purchasing decisions for Ultra Milk brand UHT milk in the Sidoarjo community.

Product quality is a description of how far the product's ability to meet needs and perform its function to satisfy consumers. Based on the results of the hypothesis test analysis conducted by researchers, it shows that product quality has a positive and significant influence on purchasing decisions for Ultra Milk brand UHT milk in the Sidoarjo area. So it can be concluded that consumers make purchasing decisions based on the quality provided by Ultra Milk brand UHT milk products. These findings support research [1], namely that the influence of product quality has a positive and significant influence on product purchasing decisions.

This is because superior product quality tends to attract consumers to buy it. Before making a purchase, consumers usually always consider the quality of the product they are going to buy. Companies are also expected to sell goods with high standards to attract buyers. Products that offer high value, both in terms of durability, reliability, features, design, and product suitability that suits consumer needs, will be more appreciated by the market. The indicator most often chosen by respondents is design. Consumers often make purchasing decisions based on their assessment of design and

quality, especially if the product is able to meet or even exceed their expectations [27]. Therefore, the product quality variable is the most dominant factor among the three variables tested in this study. This is seen in the example of Cimory UHT milk products, which shows that product quality has an influence on consumer purchasing decisions. Thus, it can be concluded that not only the Ultra Milk brand is known for its superior quality, but each UHT milk brand has unique characteristics that are attractive to consumers such as taste, texture, and nutritional content [1]. Therefore, consistent and superior product quality plays a very important role in influencing consumer purchasing decisions for Ultra Milk brand UHT milk products.

CONCLUSION

Fundamental Finding : The research findings demonstrate that **Celebrity Endorsement** has a **negative and insignificant** influence on purchasing decisions for Ultra Milk UHT milk products, whereas **Content Marketing** and **Product Quality** have **positive and significant** effects. This indicates that consumers in Sidoarjo are more influenced by the relevance and quality of product information, as well as the product's reliability and performance, rather than by celebrity promotion. **Implication :** These results highlight the importance for marketers to **focus on strengthening content marketing strategies and maintaining high product quality** to enhance consumer trust and drive purchase decisions, rather than relying heavily on celebrity endorsements that may not align with the target audience. **Limitation :** The study is limited by its **sample size and geographic scope**, which focuses solely on Sidoarjo consumers and may not represent broader consumer behavior across different regions or demographics. **Future Research :** Further studies should **expand the sample area and include moderating variables** such as brand trust, consumer perception, or social media engagement to better understand the complex relationships influencing purchasing decisions in the FMCG sector.

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