The Influence Of Supporting Celebrities (@Niniramadani06) on Consumer Loyalty Ms Glow Samarinda

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Abstract

This study employs a purposive sampling method and non-probability sampling techniques for its quantitative approach to sampling. This study used 345 respondents who are MS Glow Samarinda customers and follow the Instagram account @Niniramadani06. Analytical techniques include straightforward linear regression analysis. Using the SPSS 28 application, testing the hypothesis with a partial test (t test). Based on the analysis and discussion, the celebrity @Niniramadani06 has a significant impact on MS Glow Samarinda's customer loyalty. Consumer loyalty is higher when the supporting celebrities are of higher quality. This study used 345 respondents who are MS Glow Samarinda customers and follow the Instagram account @Niniramadani06. Analytical techniques include straightforward linear regression analysis. Using the SPSS 28 application, testing the hypothesis with a partial test (t test). Based on the analysis and discussion, the celebrity @Niniramadani06 has a significant impact on MS Glow Samarinda's customer loyalty. Consumer loyalty is higher when the supporting celebrities are of higher quality. Based on the analysis and discussion, the celebrity @Niniramadani06 has a significant impact on MS Glow Samarinda's customer loyalty. Consumer loyalty is higher when the supporting celebrities are of higher quality. Based on the analysis and discussion, the celebrity @Niniramadani06 has a significant impact on MS Glow Samarinda's customer loyalty.

Keywords: *Celebrity support; Consumer Loyalty; MS Glow..*

Abstrak

Penelitian ini menggunakan metode purposive sampling dan non-probability sampling untuk pendekatan kuantitatifnya dalam pengambilan sampel. Penelitian ini menggunakan 345 responden yang merupakan pelanggan MS Glow Samarinda dan mengikuti akun Instagram @Niniramadani06. Teknik analisis meliputi analisis regresi linier lugas. Dengan menggunakan aplikasi SPSS 28, pengujian hipotesis dilakukan dengan uji parsial (uji t). Berdasarkan analisis dan pembahasan, selebriti @Niniramadani06 memiliki pengaruh yang signifikan terhadap loyalitas pelanggan MS Glow Samarinda. Loyalitas konsumen lebih tinggi bila selebriti pendukungnya lebih berkualitas. Penelitian ini menggunakan 345 responden yang merupakan pelanggan MS Glow Samarinda dan mengikuti akun Instagram @Niniramadani06. Teknik analisis meliputi analisis regresi linier lugas. Dengan menggunakan aplikasi SPSS 28, pengujian hipotesis dilakukan dengan uji parsial (uji t). Berdasarkan analisis dan pembahasan, selebriti @Niniramadani06 memiliki pengaruh yang signifikan terhadap loyalitas pelanggan MS Glow Samarinda. Loyalitas konsumen lebih tinggi bila selebriti pendukungnya lebih berkualitas. Berdasarkan analisis dan pembahasan, selebriti @Niniramadani06 memiliki pengaruh yang signifikan terhadap loyalitas pelanggan MS Glow Samarinda. Loyalitas konsumen lebih tinggi bila selebriti pendukungnya lebih berkualitas. Berdasarkan analisis dan pembahasan, selebriti @Niniramadani06 memiliki pengaruh yang signifikan terhadap loyalitas pelanggan MS Glow Samarinda.

Kata kunci: *Dukungan selebriti; Loyalitas Konsumen; MS Glow.*

INTRODUCTION

That the best communication strategy is one that combines everything from the communicator, message, channel (media), receiver, and influence to achieve the best communication goals. Marketing programs include marketing actions that can affect product demand, including price changes, modifications to advertising campaigns, designing special promotions, determining the choice of distribution channels, and others. There have been many traders or companies that have innovated and developed marketing strategies that are in line with current developments, namely the presence of a digital communication strategy carried out by traders in introducing and informing their products.

Today's digital media can also influence people's consumptive behavior in viewing and evaluating events, information, and products advertised in the media. One of the digital media is social media which is a place of online communication. Social media is not only a medium for remote interaction but also a medium for promoting or advertising effective products because it can be accessed by anyone and can reach a wide audience. Currently, the Indonesian people in particular spend more time in cyberspace, this is in accordance with the release of a report entitled "Digital 2021: The Latest Insights Into The State of Digital" on 11 February 2021 on the Datareportal website. com created by We Are Social which is a media company from England in collaboration with Hootsuite. Which states that the average Indonesian spends 3 hours 14 minutes a day accessing social media.

In carrying out an online marketing strategy, it requires not only media but also communicants to convey the message of a product, usually a brand uses celebrities who are considered suitable in promoting and conveying the message of its products. Currently, there is one marketing strategy that is currently being carried out by merchants, namely by contacting celebrities on social media platforms which then help to promote their products which are currently known as "endorses". According to KBBI, celebrities are people who are known or famous. While endorse comes from the word endorsement which is defined as an act of supporting or agreeing with something. Defines supporting celebrities or supporting celebrities as characters (actors, entertainers, or athletes) who are known to potential consumers because of their achievements in fields that are different from the supported product class. So, supporting celebrities or supporting celebrities are support from people who are famous for something. Celebrities supporting a brand are expected to be useful in facilitating psychological influence on the users of the product. Messages conveyed by attractive or well-known sources can attract higher attention and recall in the minds of the intended consumers. Because Instagram is the third most social media used by Indonesian peopleas much as 86.6% of the total population (Hootsuite 2021). Supporting celebrities are usually found on social media, one of which is Instagram celebrity or celebrity program, is someone who is well-known on Instagram social media who is famous for something such as his expertise, attractiveness, or because of his viral incident. Each region usually has a program, one of which is Samarinda with various kinds of programs ranging from teenagers to adults who are famous for different factors.

Not a few Celebgrams in Samarinda today have achieved success because they create content on social media Instagram, even just by uploading photos about the ootd (outfit of the day), namely style and how to dress, can make these Celebrities become role models for their followers. that way it will invite the interest of other Instagram users to follow the celebrity account, so they can add followers that can be used by sellers to promote their products.

Through Instagram celebrities or celebgrams as communicants to introduce products after potential consumers already know the product well enough.

There are several studies regarding supporting celebrities, one of which is research conducted by Febriani (2021)The effectiveness of the Celebrity endorsement marketing communication strategy on Instagram towards generation Z which states that Generation Z's assessment of the effectiveness of using the Celebrity endorsement marketing communication strategy form on Instagram is relatively low.

Loyalty is a commitment held by consumers to buy or re-support good products and services in the future which is influenced by other situations and businesses that can cause consumer switching. Meanwhile According to one of the factors that can drive consumer loyalty is the existence of emotional bonds, in consumer emotional bonds can be influenced by a brand that is considered to have a distinctive appeal, therefore the importance of a brand to create emotional bonds. Where in this case the program is used to maintain consumer loyalty to a product. Consumer loyalty to a brand is also capable of creating barriers that can make it difficult for competitors to enter the same market (Fitriani and Sharif 2018). With positive reviews by supporting celebrities, it will convince consumers not to switch to other products. Loyalty of a consumer will affect stability and even increase the percentage of market share that will be obtained so that sales of the product increase.

Some of the products that are seen to be routinely used by supporting celebrities, one of which is the MS Glow beauty product. MS Glow, which is a beauty brand that is very popular among the public, not only because of the good quality of its products, but also because of the brand name that is already familiar to the Indonesian people today. This is evidenced by the award received by the MS Glow brand as the Indonesia Best Brand Award (IBBA) in 2020. The cosmetic company MS Glow has successfully won the Marketeers OMNI Brands of the Year 2020 award thanks to its omni channel marketing strategy. Initially, MS Glow only provided skincare products for women, but now, as the brand has developed, it also provides skincare products for children and even men.

To promote its products, MS Glow used to only rely on the power of social media as a medium to introduce its products until now. Instagram is used as one of the social media used by MS Glow to promote its products, through supporting celebrities in various regions, including in Samarinda. MS Glow Samarinda, dated February 5, 2022, has 99 sellers (Ms Glow, n.d.) with various types of different statuses, there are distributors, agents, members, etc. One of the MS Glow agents in Samarinda is the Instagram account @msglowbeauty_samarinda. Based on the observations of researchers dated June 3, 2022, there are 4 supporting celebrities in the highlights of the @msglowbeauty_samarinda Instagram account with the title "BA".

The Instagram account @Niniramadani06 with the real name Nini Ramadani which has a total of 13,700 followers on February 5 2022 is one of the celebrity supporters of MS Glow at @Msglowbeauty_samarinda from June 2019 to March 2022. The selection of supporting celebrities on social media Instagram in this study was due to the observations of researchers from @Niniramadani06 routinely conducts progress reviews regarding the use of MS Glow products from 4 existing supporting celebrities with a total of 67 stories per 15 seconds contained in the highlights of the @msglowbeauty_samarinda account, as many as 34 of the stories or stories from account @Niniramadani06.

Behind the positive reviews regarding the use of MS Glow submitted by Nini on her Instagram account while @Niniramadani06 was a supporting celebrity, there were 6 negative reviews regarding the use of MS Glow submitted by her followers via direct message (DM), not

infrequently Nini even gave her responses regarding negative reviews on stories. Instagram by providing an explanation of the MS Glow product. Not only that, the intense competition for skincare products which also have positive testimonials or reviews on other supporting celebrities with the same benefits as MS Glow products can be a choice for consumers to make purchases, but this is not a barrier for MS Glow to continue to make its products a product. beauty that is popular among the people.

One of the relevant studies is the influence of supporting celebrities and perceived quality through brand image on loyalty by the authors Mita Anggraeni and Rina Kurniawati supporting celebrities have a significant influence on consumer loyalty, this is indicated by the more attractive a supporting celebrity will affect customer loyalty for the Rabbani veil (Anggraeni and Kurniawati 2020).

This research is important to study considering the rapid development of new media today, especially on Instagram media which has given rise to several phenomena on Instagram media, one of which is supporting celebrities or supporting celebrities who make this phenomenon a form of promotion so that brands or products can be reached by many people. so as to increase profits for the seller. This research will be useful for every seller who will promote their products through supporting celebrity services on Instagram media.

RESEARCH METHODS

Researchers used a survey method. Quantitative research with the survey method was carried out by collecting data by distributing questionnaires to a group of people called respondents. And then it will produce a response that strengthens the writer to draw a conclusion related to the whole category of people represented by the respondent. Associative research is the method used in this study, which aims to explain how the variables under investigation relate to one another.

The researcher drew the research population from audiences or followers from the Instagram account @NiniRamadani06 with a total of 13,700 dated February 5, 2022. In the meantime, the authors of this study used the purposive sampling method, a non-probability sampling technique based on a specific review, for the sampling. Determination of the number of samples will be determined using a sample quota, namely a sampling technique with restrictions (quotas) and certain criteria so that they can become respondents (Nanang Martono 2016)using the Yamanee formula (Sugiyono 2017).

Based on the results of these calculations, the sample that should be used is 389, but there are only 345 that meet the criteria and can be used as respondents. A questionnaire method is used for data collection. The author of this study used a closed model questionnaire because the responses were provided. Additionally, the measurement employs a Likert scale, which has the following answer choices across its four level. Instrument test is divided into two, namely validity test and reliability test. According to Sugiyono (2017), regression analysis entails determining whether or not an increase or decrease in the independent variable is possible.

RESULTS AND DISCUSSION

The One-Sample Kolmogorov-Smirnov Test was applied to the data in this study to determine whether or not they were normal.

Table 1.

Normality Test Results

One-Sample Kolmogorov-Smirnov Test				
				Unstandardized Residuals
N				345
Normal Parameters, b	Means			.0000000
	std. Deviation			4.31774271
Most Extreme Differences	absolute			.097
	Positive			093
	Negative			-.097
Test Statistics				.097
asymp. Sig. (2-tailed) c				.176
Monte Carlo Sig. (2-tailed) d	Sig.			.184
	99% Confidence Intervals	LowerBound		.000
		Upperbound		.000

Source: Research Results

The results of the normality test performed with the One-Sample Kolmogorov-Smirnov Test are shown in Table 4.10. With a significance level of 0.176 or greater, it is possible to conclude that the residual values are normally distributed and to proceed with the T test stage of the simple linear regression analysis.

a. Linearity Test

The linearity test, as stated by Sugiyono & Susanto (2015), aims to ascertain the significance of the linear relationship that exists between the independent variable and the dependent variable. A test of linearity can be used to test linearity. The relevant criterion is that there is a linear relationship between the independent variable and the dependent variable if the significance value is less than = 0.05.

Table 2.

Linearity Test Results

ANOVA Table			Sum of Squares	Df	Mean Square	F	Sig.
CUSTOMER LOYALTY * SUPPORTING CELEBRITIES	Between Groups	(Combined)	6535.201	21	311,200	17,382	<.001
		Linearity	5904737	1	5904737	329,817	<.001
		Deviation from Linearity	630,464	20	31,523	1,761	024
	Within Groups		5782695	323	17,903		
	Total		12317.896	344			

Source: Research Results

The linearity test results on consumer loyalty and supporting celebrity variables are shown in table 4.8, with an F value of 329.8 and a p value of =< 0.001. A p value of =< 0.001 indicates that the p value is less than 0.05, indicating that the data in this study demonstrate a linear relationship between the two research variables.

Table 3.
Results of Simple Correlation Regression Analysis

ANOVAa					
Model	Sum of Squares	Df	MeanSquare	F	Sig.
Regression	5904737	1	5904737	315,808	<.001b
residual	6413.158	343	18,697		
Total	12317.896	344			

Source: Research Results

The regression analysis shows that the supporting celebrity variables affect MS Glow's customer loyalty, as shown in the table above. With a significant level of 0.001 < 0.005 and a calculated F value of 315.808,

Table 4.
T-test results

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	6,718	1832		3,666	<.001
SUPPORTING CELEBRITIES	.785	044	.692	17,771	<.001
a. Dependent Variable: CUSTOMER LOYALTY					

Source: Research Results

The constant value (a) of 6.718 and the value of the service quality variable (b/regression coefficient) of 0.785 are shown in the table above. From the equation above, the consistency of the consumer loyalty variable is 6.718, meaning that if the supporting celebrity variable is 0, then consumer loyalty has decreased by 6.718 units. So, the higher the quality of the supporting celebrity, the consumer loyalty will also increase.

By measuring the proportion of the R^2 value that can be explained by the explanatory variable from the total variation of the dependent variable, this test aims to determine how much influence the supporting celebrity (X) has on consumer loyalty (Y). The testing of the analysis of the coefficient of determination (R^2) yielded the following results.

Table 5.
Analysis results of the coefficient of determination

Summary models				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.692a	.479	.478	4,324

Source: Research Results

The significance of the correlation/relationship (R) value of 0.692 is described in Table 4.12. The coefficient of determination (R square) from this output is 0.479, indicating that supporting celebrity variables have a 47.9% impact on consumer loyalty and that other variables not examined in this study have a 52.1% impact.

The t test indicates how much of an impact the dependent variable has on the independent variables. A variable has a significant impact on the dependent variable if the significant probability value is less than 0.05 (5%). The requirements are:

a. H0 is rejected and Ha is accepted if tcount is greater than ttable.

b. H0 is accepted and Ha is rejected if tcount is less than ttable.

Table 4 demonstrates that the significant value (0.000) is less than 0.05 and that tcount is greater than ttable (1.649), indicating that it has a partially significant effect. It is possible to deduce from the test and analysis results that H0 is rejected and Ha is accepted, indicating that supporting celebrities influences consumer loyalty.

MS Glow's sales strategy

The company's competitive strategy has many ways, for example by attracting the attention of consumers so that consumers can be loyal and loyal to the company. Companies must be able to find ways and strategies to attract consumers' attention by promoting these products to consumers and how to make these product attributes good so that consumers can buy the company's products. Consumers are very selective before buying a product or buying a product. Promotion is a form of marketing communication with the aim of driving demand, an important aspect of marketing because promotion can make consumers who are not initially interested in the product, but because of promoting the product, consumers become interested in the product. Angelyn & Nainggolan (2022) said that the promotion of establishing a consumer communication program paying for a limited time can add value to a product (Hermansyur and Aditi 2017).

At this time, consumers are starting to be selective in determining and selecting a product for use or consumption. This is due to the increasingly rapid development of technology and information, in line with technological developments, which enable consumers to obtain information and knowledge. Companies must be able to design strategies so that customers can provide a positive response regarding the product in question. The marketing strategy that can be used by companies to communicate the company's products effectively and efficiently is to use supporting celebrities. Supporting celebrities are actresses or actors, entertainers or athletes who are known and publicly known for their success in their respective fields to support a product advertised.

Supporting Celebrities are supporters of an advertisement or can also be said to be an advertisement star who can help an advertised product become more attractive. Celebrities (supporting celebrities) are film artists or actors, soap operas, singers, comedians and all famous people on the move. Made et al (2016) suggest that the factors that can be used in selecting supporting celebrities are as follows: (1) Risk: comprises the costs associated with obtaining services from actors or artists, endorsement fees, risk of image or image change, exclusive representation, overshadowing, and efferentation, among other things. 2) Direct action: particular characteristics that may pique interest in him. (3) Credibility : an individual trait that can foster a trust from other people towards the individual. (4) Amiability: the celebrity's ability to behave with the public so that the celebrity can be liked by the public. (5) Celebrity Product Match: the behavior of celebrities must be able to foster a suitable impression for the product they are advertising. (6) Industry: Anyone who works hard and is responsible will be respected in any field. (7) Celebrity

Audience Match: Suitability or suitability and appropriateness of an actor or artist who can give a positive impression (5) Celebrity Product Match: the behavior of celebrities must be able to foster a suitable impression for the product they are advertising. (6) Industry: Anyone who works hard and is responsible will be respected in any field. (7) Celebrity Audience Match: Suitability or suitability and appropriateness of an actor or artist who can give a positive impression (5) Celebrity Product Match: the behavior of celebrities must be able to foster a suitable impression for the product they are advertising. (6) Industry: Anyone who works hard and is responsible will be respected in any field. (7) Celebrity Audience Match: Suitability or suitability and appropriateness of an actor or artist who can give a positive impression

The rise of new beauty product brands in Indonesia has made market share increasingly tight in competition, MS Glow has shown its existence in market competition. Reporting from compass.co.id, MS Glow ranks first in the best-selling local skincare in E-Commerce. One of the company's strategies in the field of beauty, namely Skincare MS Glow, communicates persuasively to consumers by advertising and using popular celebrity endorsers in the entertainment world, such as Raffi Ahmad, Nagita Slavina, Sarwenda, Lesti Kejora, and others. This phenomenon shows that celebrities act as supporters in promotions because it is believed that using celebrities as spokespersons can attract consumer buying interest and can then increase product sales. Through various considerations to determine the use of celebrity endorsers, including the popularity and characteristics of celebrities according to the product being promoted. Since its inception in 2013, MS Glow is one of the numerous Indonesian beauty brands that enjoys a lot of popularity. It can be said that the MS Glow cosmetic brand has recently entered the beauty market in Indonesia but unexpectedly won the "Best Brand Award in 2020" with the Exclusive Facial Treatment award category. Magic for Skin is an abbreviation for the brand motto of MS Glow, to describe products that have the best benefits of making skin bright and radiant in Indonesia, thus creating the brand name MS Glow. Many beauty vloggers and artists have used and discussed MS Glow products. MS Glow has created dozens of quality skin care products, it's no wonder that many people are interested. MS Glow promotes its products using the social networks Facebook, Instagram, TV commercials, and Tik-Tok. Apart from social and electronic media, MS Glow uses several supporting celebrities to promote its products.

MS Glow is a beauty care brand, namely skincare and cosmetics, where currently the products from that brand are being loved by the public because MS Glow offers product benefits that can brighten the skin. Reported by Investor.id stated that the key to MS Glow's success as the winner of the most skincare sales, not only makes the face look white but glows smooth like glass. This is the goal and desire of women when using skincare. Not only that, MS Glow already has BPOM permits and MUI halal certification, so it has guaranteed product safety and quality. In addition, In Indonesia, MS Glow is one of many cosmetics brands that have won awards, being listed as a producer with skincare sales of more than 2 million per month. This is why MS Glow is popular and attracts the attention of Indonesian women so that they get the most skincare sales compared to other brands. It was determined that there were a total of 345 respondents to the study based on their descriptions. All research subjects are domiciled in Samarinda and are followers of the Instagram account Niniramadani06, while the sex of the subjects is dominated by women. Based on the researchers' observations, given that Instagram celebrity (@NiniRamadani06) is a student, the majority of respondents who meet the criteria are teenage to adult women. All research subjects are domiciled in Samarinda and are followers of the Instagram account Niniramadani06, while the sex of the subjects is dominated by women. Based on the researchers' observations, given that Instagram celebrity (@NiniRamadani06) is a student, the majority of respondents who meet

the criteria are teenage to adult women. All research subjects are domiciled in Samarinda and are followers of the Instagram account Niniramadani06, while the sex of the subjects is dominated by women. Based on the researchers' observations, given that Instagram celebrity (@NiniRamadani06) is a student, the majority of respondents who meet the criteria are teenage to adult women.

Based on the two-stage theory put forward by Katz and Lazardfeld 1955 that the impact of the mass media is indirectly through the presence of opinion leaders, in this study the media used is Instagram, that the Instagram account @msglowbeauty_samarinda is a business account that is used only to sell MS Glow products, but this account will not be known by a wide audience by itself but through advertising carried out by opinion leaders, one of which is the Instagram account @Niniramadani06, the hypothesis that Instagram media affects its users is supported by this study's findings. in creating MS Glow consumers to become consumers. who are loyal through intermediary opinion leaders, namely supporting celebrities (Selebgram).This shows that there is a significant influence on consumer loyalty, the higher the quality of the supporting celebrity in acting as a supporter of a brand or product, the higher the consumer loyalty to the product/service being promoted.

The best communication strategy is one that combines everything from the communicator, message, channel (media), receiver, and influence to achieve the best communication goals. In this study the communicator in question is the Instagram celebrity @Niniramadani06 who conveyed his message regarding positive reviews or testimonials in using MS Glow products on Instagram media to influence his followers to become loyal consumers of MS Glow products, with research results that there is a significant influence can be stated that the marketing communication strategy implemented by @Msglowbeauty_samarinda is the right strategy.

Based on the proposed marketing mix conceptMarketing mix concept according to consists of 4P, namely product, price, place and promotion, in this case @Msglowbeauty_samarinda has fulfilled the concept of the marketing mix, with the MS Glow product, the price of the product, where online buying and selling transactions are carried out through available social media accounts, as well as promotional activities carried out by MS Glow sellers, namely @Msglowbeauty_samarinda through Celebrity endorsements. If associated with the definition of marketing communications conveyed by This case the marketing communication in this research is to remind consumers about MS Glow products to continue to use them regularly in order to get maximum results such as supporting celebrity @Niniramadani06.

MS Glow is supported by supporting celebrities through their responses on Instagram accounts. This study states that the influence of celebrity supporter @Niniramdani06 on MS Glow consumer loyalty is 47.9%. In this study, it was measured based on 3 characteristics of supporting celebrities proposed by Sintani Laurencia (2016) namely: attractiveness, trustworthiness, and expertise. The analysis reveals that consumer loyalty is influenced positively by the supporting celebrity variable. It can be said that the supporting celebrity @Niniramadani06 is successful in attracting the attention of its audience to a brand that makes the brand easy to remember, this is evidenced by the highest mean value of 3.45 supporting celebrity variables found in attractiveness characteristics.

Consumer decision

The process of deciding what to buy or not to buy is known as the purchasing decision, and the decision is derived from previous activities (Ernawati et al., 2021). In the buying process (Ellen

Christina, 2020) marketers try from consumers to determine the motives for buying a protector. Protective buying motives are reasons consumers want to shop at a particular place. Protective buying motives are different from product buying motives, which mean consumers' reasons for buying a product.

There are three categories of celebrity backers: experts, celebrities, and everyday people Nini Ramadani is included in this study as a celebrity because, according to the findings, the Instagram celebrity Nini Ramadani does not have any special skills that make her Instagram account stand out. However, Nini's attractiveness is what gives her a lot of followers and makes her known to a large audience.

This study does not align with previous research by Putri et al. (2020) on the Influence of Online Customer Reviews, Supporting Celebrities, and Brand Image on Ms. Glow Skincare Purchasing Decisions (Case Study on Ms. Glow Aesthetic Clinic Malang Customers), which came to the conclusion that Supporting Celebrity Variables do not influence Ms. Glow Aesthetic Clinic Malang Skincare Products' Purchase Decisions.

Consumer Loyalty

The capacity of a customer to remain a subscriber to a company for an extended period of time, to purchase and utilize a product or service on a regular basis, and to voluntarily recommend the company's goods or services to other consumers or the general public are all examples of customer loyalty (Setiawan 2021).

According to Sutisna (2013) that Loyalty can be grouped into two groups, namely brand loyalty and store loyalty. In this research, consumers are included in both groups because through the Instagram story @Niniramadani06 testimonials were given about MS Glow products, apart from aiming for consumers to buy and be loyal to MS Glow products, the testimonials given by @Niniramadani06 are more aimed at getting consumers to follow the Instagram account @Msglowbeauty_samarinda included in store loyalty.

MS Glow consumer loyalty created from the influence of supporting celebrities is measured through the theory put forward by Griffins (2015) namely making repeated purchases, suggesting products to others, not being interested in product competitors, buying other products available on MS Glow. Based on the results of MS Glow's consumer loyalty analysis, it is proven by repeated purchases, namely purchases made more than twice. If associated there are 4 types of consumer loyalty according to Griffins (2015) namely: Without consumer loyalty, weak loyalty, hidden loyalty, and premium loyalty. Based on the results of the descriptive analysis of the variable consumer loyalty to MS Glow which is influenced by celebrity supporters, the type of loyalty that is created is premium loyalty, this is evidenced by the highest mean value of 3.39. MS Glow products to others with a mean value of 3.30.

This study's findings lend credence to earlier work by Anggraeni & Kurniawati (2020) on the relationship between celebrity endorsements and brand loyalty (Kim, Lee, and Baek 2020); Regarding the Impact of Celebrity Athlete Endorsement on Consumers' Brand Loyalty and Passion for Sporting Goods (Patimah et al. 2016). The regression analysis shows that the supporting celebrity variable has a significant value of 0.001, which is lower than the standard of 0.05, demonstrating that it has a positive effect on consumer loyalty.

According to the findings of this study, which stated that the effectiveness of using celebrity endorsements or supporting celebrities was relatively low, this value supports Febriani (2021) research regarding the effectiveness of celebrity endorsement marketing communication strategies

on Instagram toward generation Z. Based on the results of this study, it is known that the influence of supporting celebrity variables on consumer loyalty is 47.9%.

It is known from the analysis of the coefficient of determination (R2) that supporting celebrity variables have a 47.9% influence on consumer loyalty, while other variables not examined in this study have a 52.1% influence. However, based on the observations and experiences of researchers, these additional variables may include product quality, relatively high prices that project a classy image to the public, testimonials from other customers, and so on.

CONCLUSION

Conclusions can be drawn from the outcomes of the described analysis and discussion. In MS Glow Samarinda, celebrity endorsements of Niniramadani06 have a significant impact on customer loyalty. Consumer loyalty increased proportionally to the supporting celebrities' quality. Supporting celebrity variables are responsible for 47.9% of consumer loyalty, while other non-examined factors are responsible for the remaining 52.1%. Based on what has been explained above, suggestions that can be given as well as hopes for researchers are as follows from the results of research supporting celebrities, Niniramadani06 needs to be improved again. Such as increased expertise and trust in providing a product review, which is a low characteristic finding compared to other characteristics. for example, from how to convey various messages, as well as encouraging consumers so that they can increase consumer trust.

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