

Analyzing the Influence of Online Testimonials and Celebrity Endorsements on Consumer Purchase Decisions for Pocari Sweat Isotonic Drinks

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Abstrak

Dalam era digital saat ini, testimoni online dan peran influencer semakin penting dalam memengaruhi keputusan pembelian. Keputusan pembelian menjadi fokus penting bagi perusahaan dalam merumuskan faktor-faktor yang berpengaruh. Metode yang digunakan dalam penelitian ini adalah survei dengan penyebaran kuesioner melalui Google Form kepada 45 responden yang merupakan konsumen yang pernah mengonsumsi Pocari Sweat di beberapa wilayah. Analisis data dilakukan menggunakan regresi berganda untuk mengetahui seberapa besar pengaruh masing-masing variabel terhadap keputusan pembelian. Metode penelitian yang digunakan adalah survei dengan teknik purposive sampling. Data yang dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi berganda untuk menguji hipotesis yang diajukan. Hasil penelitian menunjukkan bahwa testimoni online berpengaruh positif signifikan terhadap keputusan pembelian. Demikian pula, celebrity endorser juga berpengaruh positif signifikan. Secara simultan, kedua variabel tersebut menjelaskan variasi dalam keputusan pembelian. Implikasi praktis dari penelitian ini adalah pentingnya perusahaan untuk memanfaatkan testimoni online yang positif dan memilih celebrity endorser yang kredibel serta sesuai.

Kata Kunci: *Testimoni Online; Celebrity Endorser; Keputusan Pembelian; Minuman Isotonik; Pocari Sweat*

Abstract

In today's digital era, online testimonials and the role of influencers are increasingly important in influencing purchasing decisions. Purchasing decisions are an important focus for companies in formulating influential factors. The method used in this study was a survey by distributing questionnaires via Google Form to 45 respondents who were consumers who had consumed Pocari Sweat in several regions. Data analysis was carried out using multiple regression to determine how much influence each variable had on purchasing decisions. The research method used was a survey with a purposive sampling technique. Data collected through questionnaires and analyzed using multiple regression to test the proposed hypothesis. The results of the study showed that online testimonials had a significant positive effect on purchasing decisions. Likewise, celebrity endorsers also had a significant positive effect. Simultaneously, both variables explain variations in purchasing decisions. The practical implication of this study is the importance of companies to utilize positive online testimonials and choose credible and appropriate celebrity endorsers.

Keywords: *Online Testimonials; Celebrity Endorsers; Purchase Decisions; Isotonic Drinks; Pocari Sweat*

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INTRODUCTION

In today's digital era, consumers engage in purchasing activities through various e-commerce platforms to fulfill their needs and desires. Consumer purchasing decisions are influenced by numerous psychological and economic factors that play crucial roles in determining consumer preferences (Solomon, 2021). Building consumer trust has become particularly challenging yet essential for businesses operating in online environments, where physical interactions are absent. Testimonials serve as a vital tool for establishing consumer trust, as they provide evidence that transactions with online stores are safe and reliable. The Indonesian Dictionary defines testimonials as customer statements regarding products, services, and experiences with online stores displayed on websites or social media platforms (Setyanti et al., 2021). These testimonials help reduce consumer hesitation in completing transactions, as they demonstrate social proof of positive experiences.

Celebrity endorsers represent another significant factor in rebuilding and enhancing consumer trust. According to Natalia (2013), celebrity endorsers are individuals with public recognition who support products as media partners for companies marketing to target audiences. By leveraging celebrity endorsers, businesses can influence consumer purchasing behavior through testimonials highlighting product benefits. Purchasing decisions constitute individual activities in the decision-making process to purchase products offered by sellers. Kotler and Keller (2009) explain that consumers form preferences for brands within their personal collection and develop intentions to purchase the most appealing brands, ultimately leading to purchasing decisions. Solomon (2021) further elaborates that the consumer decision-making process involves five stages: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. He notes that increasing digital experiences are transforming how consumers conduct information searches and make decisions.

Social media plays a significant role in purchase decision-making, with Khan et al. (2021) observing that reviews and recommendations on social media platforms significantly impact consumer decisions. Khan and Zaman (2021) found that celebrity endorsements can influence brand perception and purchase decisions, noting that this influence strengthens when there is congruence between the celebrity and the brand they represent. The selection of celebrity endorsers must consider factors such as reputation, relevance, and values endorsed by the celebrity, which is important for maintaining brand image and ensuring resonance with target audiences (Hsu and McDonald, 2021).

Pocari Sweat, a popular sports drink brand in Indonesia, faces several challenges in influencing consumer purchasing decisions. Despite consistently

dominating the Top Brand Index in the isotonic drink category—with ratings of 66.20% (2020), 65.10% (2021), 63.40% (2022), 63.40% (2023), and 62.20% (2024)—the brand confronts intense competition from other isotonic beverages such as IsoPlus, YouC 1000, Mizone, and Gatorade. As a leading brand, Pocari Sweat must continuously innovate while maintaining its established identity.

The company has employed celebrity endorsers like Daniel Mananta and JKT48 to enhance its brand image and awareness. However, challenges persist, including potentially repetitive content that may fail to engage younger audiences effectively, particularly Gen Z consumers who are most active on digital platforms like TikTok and Instagram. Additionally, despite being well-known, Pocari Sweat's image is predominantly associated with sports activities or physical exhaustion, potentially limiting its market share to a broader consumer base. The main challenge is maintaining brand identity while expanding its relevance to everyday hydration situations. Consumers tend to choose products that provide maximum benefits with minimal costs, making benefit evaluation key in decision-making. Kotler and Keller (2020) emphasize the importance of understanding consumer behavior in the decision-making process, stating that purchasing decisions are influenced by internal factors (such as motivation and perception) and external factors (such as culture and family).

This research aims to analyze the influence of testimonials and celebrity endorsers on purchasing decisions for Pocari Sweat isotonic beverages, addressing the limited empirical research examining the impact of these variables on health/isotonic beverage products, particularly in the Indonesian context. The study will test the extent to which these factors influence consumer perceptions and behaviors, and whether interaction exists between testimonials and celebrity endorsers in influencing purchasing decisions. These findings are expected to provide theoretical contributions by enriching literature on the influence of testimonials and celebrity endorsers in marketing isotonic beverage products. Practically, these research findings can serve as a reference for companies in designing more effective marketing strategies to increase sales and consumer loyalty.

METHODOLOGY

Population and Sampling Technique

The population in this study refers to individuals who have previously purchased Pocari Sweat products in Bandar Lampung, Indonesia. This aligns with Sugiyono's (2019) definition of population as a generalized set comprising objects or subjects with certain qualities and characteristics designated by researchers for study and conclusion-drawing. From this population, a sample is drawn using non-probability sampling methods, specifically purposive sampling. As Sugiyono (2019) explains, purposive sampling involves selecting subjects based on predefined criteria considered relevant to the research objectives. In this case, the inclusion criteria

require that participants be residents of Bandar Lampung who have purchased Pocari Sweat beverages.

This sampling method was chosen because it allows the researcher to target individuals with relevant experience and knowledge, thereby providing richer data and conserving both time and resources. According to Hair et al. (2021), sample size determination in quantitative studies is influenced by the desired confidence level and margin of error. The general rule of thumb suggests multiplying the number of indicators by five to determine the appropriate minimum sample size. Based on the nine indicators identified for this research, the resulting sample size is calculated as 45 respondents.

Data Collection Methods

This study relies on primary data as the principal data source. According to Bell and Bryman (2022), primary data is particularly valuable because it is collected directly by the researcher, enabling better control over data quality and alignment with research objectives. The primary data in this study is collected using structured questionnaires distributed to respondents who have purchased Pocari Sweat isotonic drinks. The data collection method utilizes a closed-ended questionnaire developed on a five-point Likert scale, allowing measurement of attitudes, opinions, and perceptions. Respondents rate each item from 1 (strongly disagree) to 5 (strongly agree), thereby quantifying subjective responses in a manner suitable for statistical analysis. In addition to the questionnaire, this research also employs literature study techniques to supplement primary data. This involves gathering relevant information from academic journals, previous research, and online sources to provide theoretical and contextual background supporting the study's framework.

Conceptual and Operational Definitions

Conceptual definitions are utilized in this study to offer a theoretical understanding of the key variables. Bell and Bryman (2022) defines conceptual definitions as explanations that describe the attributes or features of a concept. Testimonials, for instance, as promotional techniques wherein individuals provide guarantees or endorsements of a product. Celebrity endorsement is defined following Kotler and Keller (2009), who describe it as the use of popular or attractive figures in advertising to enhance attention and memorability. The purchase decision, involves a cognitive process wherein consumers evaluate alternatives and make choices influenced by personal characteristics and marketing stimuli.

Operational definitions serve to translate these abstract concepts into measurable variables. Following Sugiyono (2019), operational definitions are developed to identify observable indicators that allow the concepts to be quantified. In this study, the testimonial variable is operationalized by measuring the frequency with which consumers are exposed to verbal or written feedback about Pocari Sweat, including exposure from other consumers, online platforms, and health professionals. Celebrity endorsement is measured by evaluating the frequency of encountering Pocari Sweat advertisements across different media platforms and the

extent to which these feature well-known public figures. The purchase decision variable is assessed by determining whether consumer exposure to testimonials and celebrity endorsements increases their interest in purchasing Pocari Sweat products.

Instrument Testing Techniques

To ensure the quality of the research instruments, both validity and reliability tests are conducted. Validity testing assesses the accuracy of the instrument in measuring the intended concepts. According to Hair et al. (2021), validity tests help ensure that inferences made from research data are sound. This study employs Confirmatory Factor Analysis (CFA) using SPSS version 25 software to evaluate the instrument's validity. The Kaiser-Meyer-Olkin (KMO) measure assesses sampling adequacy, with values above 0.5 indicating suitability for factor analysis. Communality values are reviewed to ensure that each indicator shares sufficient variance with other indicators, with a threshold of 0.5 indicating adequacy. Additionally, factor loadings exceeding 0.5 demonstrate that the items significantly represent the constructs under investigation. Reliability testing is conducted using Cronbach's Alpha to determine the internal consistency of the questionnaire. According to Ikhsan and Sukardi (2020), reliability indicates the stability and consistency of the measurement tool. Cronbach's Alpha values below 0.6 suggest unsatisfactory reliability, while values exceeding this threshold demonstrate the tool's dependability over repeated applications.

Data Analysis Techniques

Data analysis in this study begins with descriptive analysis, which, as defined by Sugiyono (2019), involves summarizing and organizing data to facilitate interpretation without making inferences beyond the collected sample. This involves calculating means, frequencies, and standard deviations to describe respondent characteristics and summarize responses related to testimonials, celebrity endorsements, and purchasing decisions. Darmawan (2013) emphasizes the importance of descriptive statistics in offering a clear overview of data, aiding in understanding trends and variations within the sample.

The study proceeds with hypothesis testing using both partial and simultaneous testing methods. Partial linear regression analysis is used to predict the dependent variable (purchasing decision) based on the independent variables (testimonials and celebrity endorsers). As explained by Darmawan (2013), regression analysis is instrumental in modeling the influence of independent variables on a dependent variable. The multiple linear regression equation used in this study is expressed as $Y = a + \beta_1 X_1 + \beta_2 X_2 + e$, where Y represents purchasing decisions, X_1 represents testimonials, and X_2 represents celebrity endorsements.

To evaluate the significance of each predictor, t-tests are employed. According to Ghozali (2018), the t-test determines whether each independent variable significantly influences the dependent variable when considered separately. A t-value greater than 1.96 at a 5% significance level indicates a statistically significant effect. The F-test is used to assess the combined influence of all independent

variables on the dependent variable. According to Ghazali (2018), an F-value greater than the critical value and a significance level below 0.05 suggest that the variables collectively influence purchasing decisions. This helps determine the overall explanatory power of the regression model.

Lastly, the coefficient of determination (R^2) is calculated to determine how well the independent variables explain the variance in the dependent variable. R^2 values range from 0 to 1, with values closer to 1 indicating a higher degree of explanatory power. Sugiyono (2019) provides guidelines for interpreting correlation coefficients: values between 0.00–0.19 indicate a very low relationship; 0.20–0.39 indicate a low relationship; 0.40–0.59 suggest a moderate relationship; 0.60–0.79 indicate a strong relationship; and 0.80–1.00 represent a very strong relationship. A higher R^2 value in this study would indicate that testimonials and celebrity endorsements effectively explain variations in consumer purchasing decisions.

RESULT AND DISCUSSION

Research Instrument Test Results

The validity test aims to measure whether a questionnaire is valid (Sugiyono, 2019). The questionnaire was distributed via Google Form from December 17 to December 23, 2024, and received responses from 45 participants. The validity test was conducted using the Pearson Product Moment method in SPSS 25. The questionnaire is considered valid if the Kaiser-Meyer-Olkin (KMO) value falls between 0.5 and 1 (Malhotra, 2017). As shown in Table 1, all indicators for the variables of Online Testimonial (X1), Celebrity Endorser (X2), and Purchase Decision (Y) are valid. All Anti-image values are above 0.5 and factor loadings exceed 0.6, confirming their validity for further analysis.

Table 1. Validity Test

Variable	Indicator	KMO	Anti Image	Factor Loading	Conclusion
Online Testimonial (X1)	X1.1	0.806	0.736	0.782	Valid
	X1.2		0.813	0.757	Valid
	X1.3		0.799	0.799	Valid
Celebrity Endorser (X2)	X2.1		0.772	0.687	Valid
	X2.2		0.781	0.817	Valid
	X2.3		0.865	0.785	Valid
	X2.4		0.686	0.810	Valid
Purchase Decision (Y)	Y1.1		0.889	0.881	Valid
	Y1.2		0.956	0.828	Valid

The reliability test assesses the consistency of indicators for each variable. Cronbach's Alpha was used to test reliability. A value below 0.6 is considered unsatisfactory, a value above 0.7 is acceptable, and a value of 0.8 or more indicates good reliability (Malhotra, 2017). As shown in Table 2, all variables have Cronbach's Alpha values above 0.7, confirming their reliability for this study.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Standard Value	Conclusion
Testimonial (X1)	0.856	≥ 0.7	Reliable

Celebrity Endorser (X2)	0.847	≥ 0.7	Reliable
Purchase Decision (Y)	0.792	≥ 0.7	Reliable

Respondent Characteristics

The characteristics of Pocari Sweat consumers, based on gender, age, and occupation, offer a comprehensive insight into the product's target market. As shown in 57.7% of respondents are male, while 42.3% are female, indicating that Pocari Sweat tends to appeal more to male consumers. However, the narrative stating that purchase decisions are more influenced by females contradicts this percentage. Instead, the data suggest that males are more likely to purchase Pocari Sweat, possibly due to its positioning as a hydration beverage suited for physical activity, which may align more with male consumer habits in this context. Regarding age distribution, the majority of consumers (93.3%) fall within the 17–25 age range. This dominance reflects the current trend among young individuals to pursue a healthy lifestyle, where sports and fitness play a central role. This demographic is more likely to seek functional beverages that offer benefits such as ion replenishment, which Pocari Sweat specifically provides.

Furthermore, students and university attendees constitute the largest share of consumers (51.1%), followed by athletes (17.8%), and then other occupational categories such as entrepreneurs and civil servants. This pattern highlights that Pocari Sweat has a strong foothold among younger, more active individuals with high daily mobility and physical exertion, particularly those engaged in sports or educational activities. The product's affordability, combined with its association with physical health, resonates well with these groups. The lower consumption rates among older or formally employed respondents might suggest a need for more tailored marketing efforts toward these segments, emphasizing other product benefits such as electrolyte balance and hydration support during long working hours or aging-related health concerns. Overall, the findings underline the importance of demographic segmentation in understanding consumer behavior and optimizing marketing strategies.

Consumer Response Frequency

The descriptive analysis reveals that consumer responses to testimonials regarding Pocari Sweat are generally positive, particularly when the information comes from fellow consumers who have directly used the product. This indicates the strong influence of social proof, aligning with Kotler and Keller's (2016) assertion that family, peers, and reference groups significantly affect consumer decision-making. When consumers hear favorable experiences from others who have benefitted from Pocari Sweat, they gain confidence in the product's effectiveness and safety, especially for rehydration needs. However, reviews or online testimonials receive less attention, suggesting that many consumers prioritize first-hand oral testimonies over anonymous online content, likely due to time efficiency and trustworthiness. Solomon's concept of pre-purchase search explains that while online research is

important for many modern buyers, personal experiences and relatable testimonies from trusted sources often have a more immediate impact on purchase behavior.

In addition, consumers express strong agreement with the presence of celebrity endorsers in influencing their purchasing decisions. Advertisements featuring well-known figures on television are especially impactful, indicating the power of visual storytelling and emotional connection in mainstream media. Cifci and Erdogan (2016) emphasize that such endorsements create a sense of trust and increase brand loyalty when consumers perceive celebrities as credible and relatable. Though social media advertising is also effective, it tends to suffer from banner blindness and content saturation, limiting its influence. Celebrity endorsement not only elevates brand recognition but also fosters brand differentiation, as suggested by Shimp. When consumers see a public figure they admire endorsing a product, they tend to associate the product with desirable attributes of that figure, enhancing their interest and willingness to buy. This is further confirmed by the finding that consumers feel more inclined to purchase Pocari Sweat due to celebrity promotion than by testimonials alone. Overall, consumer purchase decisions are positively influenced by both testimonial and celebrity endorsement factors, with the latter demonstrating a stronger persuasive effect due to its credibility, emotional appeal, and ability to connect aspirational values with the product.

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis examining the influence of online testimonials (X_1) and celebrity endorsers (X_2) on consumer purchase decisions (Y). The regression model is represented by the equation: $Y = 0.697 + 0.249X_1 + 0.298X_2 + e$, where Y is the purchase decision, X_1 is the online testimonial, and X_2 is the celebrity endorser. The analysis, conducted using IBM SPSS Statistics version 25, shows that both independent variables have positive regression coefficients, indicating that increases in either online testimonials or celebrity endorsements lead to an increase in purchase decisions. The B values of 0.249 for testimonials and 0.298 for celebrity endorsers suggest a meaningful contribution from both variables, with celebrity endorsement exerting slightly more influence.

Table 3. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
	(Constant)	0.697	0.601	1.160	0.253
	Testimoni Online	0.249	0.064	3.883	0.000
	Celebrity Endorser	0.298	0.051	5.866	0.000

Further, the significance values (p-values) for both testimonial (0.000) and celebrity endorser (0.000) are below the 0.05 threshold, indicating that both variables significantly impact purchase decisions. The standardized coefficients (Beta) also support this, with Beta values of 0.383 for testimonials and 0.578 for celebrity

endorsers, highlighting the latter as the stronger predictor. Meanwhile, the constant value of 0.697 is not statistically significant ($p = 0.253$), suggesting the dependent variable is primarily influenced by the independent variables rather than baseline factors.

Partial Hypothesis Test

The partial t-test is used to measure the strength of the relationship between the dependent variable and a single independent variable while holding the effects of other independent variables in the model constant. According to Hair et al. (2021), a hypothesis is accepted if the calculated t-value is greater than the critical value of 1.96.

Table 4. Partial Hypothesis Test

Hypothesis	t-value	t-table	Significance (0.05)	Conclusion
Online testimonials significantly affect purchasing decisions for Pocari Sweat.	3.883	1.96	0.000	H ₁ accepted
Celebrity endorsers significantly affect purchasing decisions for Pocari Sweat.	5.866	1.96	0.000	H ₂ accepted

Table 4 displays the results of the t-test. For Hypothesis 1, the online testimonial variable (X1) shows a t-value of 3.883, which is greater than the t-table value of 1.96, with a significance level of 0.000 (less than 0.05). This indicates that H1 is accepted, meaning online testimonials significantly influence purchase decisions for Pocari Sweat isotonic beverages.

For Hypothesis 2, the celebrity endorser variable (X2) has a t-value of 5.866, which also exceeds the critical value of 1.96, and a significance level of 0.000. Consequently, H2 is accepted, signifying that celebrity endorsers have a significant effect on purchase decisions. Thus, both variables—online testimonials and celebrity endorsers—are proven to significantly influence consumer purchase decisions.

F-Test Results

The F-test (simultaneous test) is conducted to assess whether the independent variables collectively influence the dependent variable (Hair et al., 2021). Based on the ANOVA results, the simultaneous effect of online testimonials (X1) and celebrity endorsers (X2) on purchase decisions (Y) shows a significance value of 0.000, which is lower than the significance threshold of 0.05. According to the criteria, when $\text{Sig} < 0.05$, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted. Therefore, the findings indicate that the two independent variables jointly have a statistically significant influence on consumers' purchasing decisions for Pocari Sweat. This means that online testimonials and celebrity endorsers, when considered together, play an important role in shaping buyer behavior. Consequently, marketers should focus on both elements simultaneously to enhance the effectiveness of their promotional strategies.

Coefficient of Determination Test

The R-squared test (coefficient of determination) measures how well the independent variables explain the variation in the dependent variable. A higher R-

squared value, close to 1, indicates that the independent variables provide most of the information needed to predict changes in the dependent variable, while a lower value suggests limited explanatory power. The model summary reveals an R value of 0.886 and an R-squared value of 0.786 or 78.6%. This means that the combined effect of the independent variables, online testimonials (X1) and celebrity endorsers (X2), accounts for 78.6% of the variance in purchase decisions (Y). The remaining 21.4% is influenced by other factors not included in the model. Therefore, it can be concluded that online testimonials and celebrity endorsers have a strong influence on consumers' purchase decisions for Pocari Sweat, explaining a significant portion of the variability in the decision-making process.

Testimony Influences Pocari Sweat Purchasing Decisions

Online testimonials from consumers who have tried Pocari Sweat play a crucial role in influencing potential buyers' decisions. Testimonials act as a form of social proof, significantly impacting purchasing behavior (Kotler, 2020). The t-test results confirm that online testimonials have a statistically significant effect on purchasing decisions for Pocari Sweat, as the calculated t-value exceeds the critical t-value. This finding aligns with previous studies by Chen et al. (2022) and Muzdalifah et al. (2020), which also demonstrated the positive impact of online testimonials on buying decisions. The results suggest that consumers hold a favorable attitude toward Pocari Sweat, showing interest in the isotonic drink and appreciation for its quality. Additionally, consumer feedback reveals that many buyers often rely on testimonials from previous users as a reference before purchasing. Pocari Sweat has successfully established a credible testimonial standard within the isotonic beverage industry, strengthening consumer trust and purchase intention.

Celebrity Endorsers Influence Pocari Sweat Purchasing Decisions

Celebrity endorsers, defined as well-known individuals who influence others' behavior, significantly impact consumers' purchase decisions regarding Pocari Sweat. The t-test results indicate that celebrity endorsers have a significant effect on purchasing decisions, as the calculated t-value surpasses the critical t-value. This finding supports previous research by Putri et al (2024), which asserts that celebrity endorsers with physical attractiveness, expertise, and credibility can shape positive consumer perceptions of advertised products, thereby directly influencing purchase decisions. The effectiveness of Pocari Sweat's celebrity endorsers reflects their prominence and ability to positively influence consumer behavior. Consumers frequently hear endorsements from these public figures, which increases their likelihood to buy the product. Survey responses further show that most consumers are influenced by celebrity endorsers who consume Pocari Sweat, underscoring the vital role these figures play in shaping purchasing intentions within the isotonic drink market.

CONCLUSION

Based on the analysis conducted in this study, several conclusions can be drawn regarding the influence of online testimonials and celebrity endorsers on the purchasing decisions of Pocari Sweat isotonic drinks. First, online testimonials significantly affect consumer purchasing decisions. Consumers tend to value reviews and experiences shared by other users, which enhances their trust in the product's quality. This finding highlights the critical role of online testimonials in providing additional information that can positively or negatively influence consumer decisions. Second, the use of celebrity endorsers also proves to have a significant impact on purchase decisions. The presence of celebrities in advertisements or promotional activities positively affects the product's image and strengthens consumers' favorable perceptions. Trust and interest in these celebrities play a strong role in shaping consumer purchase intentions. Overall, both online testimonials and celebrity endorsers are vital factors in influencing consumers' buying decisions, especially for isotonic drink products like Pocari Sweat. Consequently, companies should optimize these elements in their marketing strategies to boost sales and enhance consumer relationships.

Based on these conclusions, several recommendations are proposed. Pocari Sweat should actively manage and leverage online testimonials across various social media and e-commerce platforms by emphasizing positive reviews as references for potential buyers, while addressing negative feedback promptly and professionally to maintain brand image. To increase marketing effectiveness, the company should select celebrity endorsers who align with the target market and possess high credibility, particularly those with healthy and energetic images that resonate with a broad audience. Integrating both testimonials and celebrity endorsements in marketing campaigns, such as involving celebrities in campaigns featuring real user testimonials, can create a more personal and authentic impact on consumers. Furthermore, the company should optimize user-generated content to boost product credibility and continuously monitor the effects of these marketing tools using appropriate analytical methods to adapt strategies to evolving consumer preferences. As digital platforms advance, Pocari Sweat is encouraged to innovate in digital marketing by utilizing influencers, live streaming, and interactive video content to strengthen the influence of testimonials and celebrity endorsers, such as placing targeted ads on popular platforms like YouTube.

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