



Analysis of the Influence of Innovation and *Celebrity Endorser* towards the Business Success of PT Bukalapak.com tbk (Case Study on STMB MULTISMART Batch 19)

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ABSTRACT

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The purpose of this research is to determine the effect of Innovation and *Celebrity Endorser* toward the Business Success of PT Bukalapak.com tbk. This is a quantitative research. Population of this research is all of STMB MULTISMART students batch 19, with total of 95 people. The sampling technique is done by using saturation sample where all population is used as sample. This study will be distributed with questionnaire which is measured by likert scale. Data analysis using multiple linier regression analysis and coefficient of determination as well as simultaneous test and partial test. The result of the research indicates that there is a positive and significant influence both partially and simultaneously where the Innovation variable partially has value of tcount (10.040) which is bigger than ttable (1.98609) with significant value (0.000) is smaller than 0.05 while *Celebrity Endorser* has value of tcount (2.160) bigger than ttable (1.98609) with significant value (0,035) smaller than 0.05. Simultaneously, Innovation and *Celebrity Endorser* variable has value of Ftable (3.06) with significant value = 5% (0.05), which are Fcount (55.345) and sig.b (0.000b). This indicates that the result of the research accepts Ha and rejects H0, while coefficient of the determination of Adjusted R Square is 0.536. This indicates that Innovation and *Celebrity Endorser* variable explain their influence toward PT Bukalapak.com tbk success by 53.6% while the remaining 46.4% is the influence of other independent variables that are not studied in this research. Based on this research, the implication for the company is to do more of Innovation and be more selective in choosing *Celebrity Endorser*.

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1. INTRODUCTION

From time to time, technology is advancing rapidly. This technology advances can not to be separated from Indonesian people's daily lives. Technology gives huge amount of help in daily live, especially in giving easy access to *internet* to everyone. This technology

advance also brings big influence for every field including economic or business. Businessmen or company also use information technology in running their business. For these last few years, business based on *digital* technology has been becoming a very promising business trend. As the *internet* users are increasing, it provides conveniences in various activities. This advanced technology pushes the changes of various system, directly or indirectly, for example, trading system and how to make a transaction (Mambang, 2021). Business activities which is more effective, efficient, and wide from various and unlimited places, distances, and time is a business that has advantages and promising opportunities. One of the advanced technology implementation in economic field or business is *online* trading industry (*marketplace*) (Hazian, 2022).

Currently, Indonesian people start switching to *online* shops and are used to do buying or selling transaction via *internet*. The large number of smartphone users with *internet* facilities that provide social media means more Indonesian people from various levels of socioeconomic status understand and are educated about trading via *internet* so that *marketplace* companies have big opportunity to develop rapidly in Indonesian, it is proven by numerous online business program, one of them is a *marketplace* that provides strategy to help traditional kiosks to increase their sales, which is Mitra Bukalapak by PT Bukalapak.com tbk (Daryanto, 2021). Bukalapak is a website or an application to sell and buy easily and fast. It provides various products, from fashion product to daily need products. Bukalapak was first presented in a mobile application and website to make it easier for the users to do online shopping, without having to meet each other face to face. Bukalapak is presented in Indonesian to bring new shopping experience. Bukalapak facilitates sellers to sell easily and provides buyers with save payment method and integrated logistics arrangements (Nocturnoc, 2022).

A big opportunity to get profit from *online* business (*marketplace*) makes many other businessman open the same business. It surely affects high competition among *online* business owner (*marketplace*) beside that, with this advanced technology to increase the success of *online* business (*marketplace*), surely makes business owners have more strategy to increase their sales *online* (*marketplace*) and it makes some business owner experiences a decrease because they can not follow this advanced technology. One of them is PT Bukalapak.com tbk.

Besides Innovation, the other factor that can increase the success of *marketplace* is by doing promotion so the products or service they offer can be known by people. One of the promotion is by using a *Celebrity Endorser*. The figure of the *Celebrity Endorser* will be an attraction for those who idolized them, using a public figure who is well known by public for a success in supported business (Miftahurrahman, 2020). The purpose of using this strategy is to create positive image towards buying decision of advertised products. But, Bukalapak does not see this opportunity by using a *Celebrity Endorser* so that bukalapak lose the opportunity to be trusted more by public and steal their attention to create *brand awareness* (Nggilu et al., 2019). Bukalapak is considered not capable of seeing the opportunity and getting the trust from the users. This surely will affect the sustainability of PT Bukalapak.com tbk itself if they do not do an Innovation and use the *Celebrity Endorser* to create the *brand awareness* so that their users and the success of the business can increase. Based on the background of the problems that the researcher has described above, the researcher is interested to do research with title "Analysis of the Influence of Innovation and *Celebrity Endorser* towards the Business Success of PT Bukalapak.com tbk" (Case Study on STMB MULTISMART Batch 19).

2. RESEARCH METHOD

2.1 Location and Time

Research is done at STMB MULTISMART which is located at Jl. Pajak Rambe, Martubung, Kota Medan, Sumatera utara 20252, Indonesia. Research time is from August 2022 to October 2022.

2.2 Population and Sample

Population in this research is all the student of STMB MULTISMART batch 19, with total of 95 people. The sampling technique is a saturation sample where all the population will be used as sample (Andrian & Setiawan, 2020).

2.3 Data Collection Method

Data collection is done by sharing online questionnaire which provides some questions for people involved in this research. To measure respondent's response, the researcher uses Likert scale that requires respondents to shows their level of agreements towards some questions to measure individual behavior by responding to 1-5 choice point in every question (Sugiyono, 2018).

2.4 Validity and Reliability Test

The data obtained through online questionnaire needs to be tested for accuracy so that the result of the processing data obtained can be relevant or in accordance with the purpose of the measurement. Because of that, it is necessary to know how high the validity and reliability of the measuring instruments used.

Based on the research, every questionnaire item variable which its validity tested is all questionnaire that have met valid criteris and are eligible to be used as a questionnaire in further research. Meanwhile in the reliable test, all questionnaire item variable have met reliability criteria and can be used as a research instrument (Hamali et al., 2016).

3. RESULTS AND DISCUSSIONS

3.1 Normality Test

The residual normality test is carried out with the aim of testing the distribution of data on variable or data groups, whether the residual value resulting from the regression is normally distributed or not. A good regression model is to have residuals that are normally distributed. There are several methods for performing normality tests such as histogram graphics, normal probability graphs, regression plots and one-sample kolgomorov smirnov statistics (Cherry & Siregar, 2022).

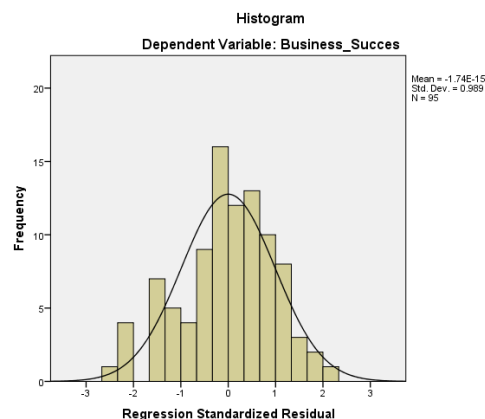


Figure 1. Histogram graphics

Based on the picture above, it can be seen that the line forming a bell, not going left or right. This shows that the data is normally distributed and meets the assumptions of normality.

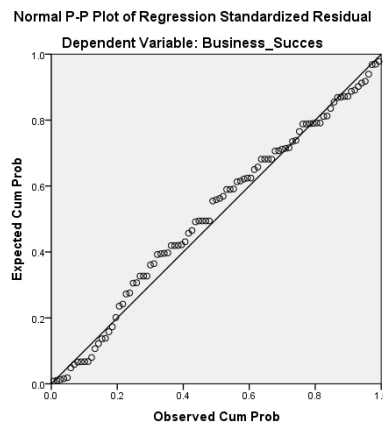


Figure 2. Normal Probability Plot of Regression Graphic

Based on the picture above, it can be seen that the data (dots) follow and approach the diagonal line. So from this figure is concluded that the residual value is normally distributed.

Table 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		95
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.33823900
Most Extreme Differences	Absolute	.075
	Positive	.050
	Negative	-.075
Test Statistic		.075
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Research Result 2022

Based on the table above, the result of the Kolmogorov-Smirnov normality test prove that the significance value is greater than 0.05, which is 0.200, it can be said that the data is classified as normally distributed.

3.2 Multicollinearity Test

Multicollinearity is a condition in the regression model where there is a perfect or near perfect correlation between the independent variables where a good regression model should not have a perfect or almost perfect correlation between the independent variable. The test method commonly used is to look at the tolerance and variance inflation factor (VIF) value in the regression model where the VIF value is less than 10 and has a tolerance value of more than 0.1 (Cherry & Siregar, 2022).

Table 2. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Innovation	.991	1.009
Celebrity_endorser	.991	1.009

a. Dependent Variable : Business_Success

Source: Research Result, 2022

Based on the table above, it can be seen that all variables have a tolerance value of more than 0.1 and a VIF value of less than 10, it can be concluded that there is no correlation between the independent variables in this study.

3.3 Heteroscedasticity Test

Heteroscedasticity is a condition where in the regression model there is an inequality of variance from the residuals from one observation to another. A good regression model is that there is no heteroscedasticity (Novelim & Victor, 2022).

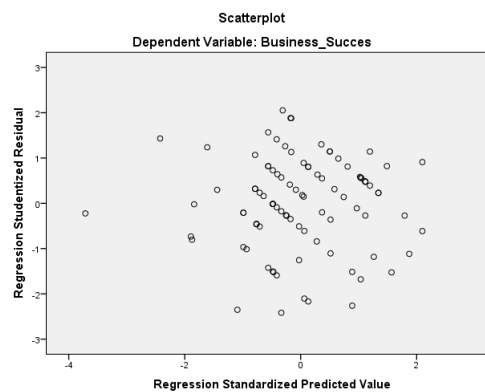


Figure 3. Scatterplot Graphic

Based on the scatterplot graphic above, it can be seen that the data (dots) spread randomly and do not form a clear pattern and spread either above or below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict sales based on the input of the independent variable.

3.4 Multiple Linear Regression Analysis

Multiple linear regression analysis is a linear regression model involving more than one independent variable. Multiple linear regression analysis was conducted to determine whether there is a significant influence between two or more independent variables on one independent variable (Novelim & Victor, 2022).

Table 3. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	5.289	2.044		2.588	.011		
1 Innovation	.332	.033	.709	10.040	.000	.991	1.009
Celebrity_Endorser	.117	.054	.152	2.160	.033	.991	1.009

a. Dependent Variable: Business_Success

Source: Research Result, 2022

$$\text{Business_success} = 5.289 + 0.332 \text{ Innovation} + 0.117 \text{ Celebrity_Endorser} + e$$

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Based on the table above, then : Constant (a) = 5.289. This means that if the independent variable, namely Innovation and *Celebrity Endorser* is 0. Then the success of the business at PT Bukalapak.com tbk is 5.289. where if there is an increase in Innovation, there will be an increase in Business Success by 0.332. Likewise with *Celebrity Endorser* where if there is an increase in *Celebrity Endorser*, the Business Success will increase by 0.117.

3.5 Coefficient Determination

The analysis of the coefficient of determination or also called Adjusted R Square is used to determine the influence of the independent variable (X) together on the dependent variable (Y). Where the smaller the of the coefficient of determination, this is means the effect of the independent variable (X) on the dependent variable (Y) is getting weaker. Conversely, if the coefficient of determination is closer to number 1, then the effect of the independent variable (X) on the dependent variable (Y) is getting stronger. Thus, if coefficient determination is 0, this indicates that there is no percentage contribution of influence given by the independent variable to the dependent variable. However, if the coefficient of determination is 1, then there is a contribution that the independent variable gives to the dependent variable is perfect (Ghozali, 2018).

Table 4. Coefficient Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 ^a	.546	.536	1.353

a. Predictors: (Constant), *Celebrity Endorser*, Innovation

b. Dependent Variable: Business_Succes

Source: Research Result, 2022

Based on the table above, the value of the coefficient of determination of Adjusted R Square is 0.536. this shows that the variable ability of Innovation and *Celebrity Endorser* explains the effect on Business Success at PT Bukalapak.com tbk by 53.6%. While the remaining 46.4% is the influence of other independent variable not examined in this study such as motivation, quality, service and others

3.6 Simultaneous Hypothesis Test (F Test)

F test or simultaneous regression coefficient test is used to determine whether all independent variables simultaneously have a significant effect on the dependent variable. In this case, to find out whether the regression model that has been made simultaneously the independent variables has a significant effect on the dependent variable or not (Ghozali, 2018). The test uses a significance level of 5% (0.05). The criteria for evaluating the hypothesis in this F test are:

H₀ Accepted if: $F_{count} < F_{table}$

H_a Accepted if: $F_{count} > F_{table}$

Table 5. Anova Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	202.541	2	101.271	55.345	.000 ^b
Residual	168.343	92	1.830		
Total	370.884	94			

a. Dependent Variable: Business_Succes

b. Predictors: (Constant), *Celebrity Endorser*, Innovation

Source: Research Result, 2022

Based on the table above, it is found that the value of F_{table} (3.09) and significant a = 5% (0.05), which are F_{count} (55.345) and sig.b (0.000b). This indicates that the result of the research accepts H_a and rejects H₀. Comparison between F_{count} and F_{table} can prove

that simultaneously Innovation and *Celebrity Endorser* have a significant effect on Business Success at PT Bukalapak.com tbk.

3.7 Partially Hypothesis Test (t Test)

t Test or partial regression coefficient test is used to determine whether all independent variables partially have a significant effect on the dependent variable. In this case, to find out whether the regression model that has been made partially the independent variables has a significant effect on the dependent variable or not (Novelim & Victor, 2022). The test used a significance level of 5% (0.05) and a two-sided test. The criteria for evaluating the hypothesis in this t test are:

H0 Accepted if: $t_{\text{count}} < t_{\text{table}}$

Ha Accepted if: $t_{\text{count}} > t_{\text{table}}$

Table 6. Coefficient Test

	Model	t	Sig.
1	(Constant)	3.132	.002
	Innovation	10.040	.000
	<i>Celebrity_endorser</i>	2.160	.033

a. Dependent variable : Business_succes

Source: Research Result, 2022

Based on the table above, it can be seen that Innovation and *Celebrity Endorser* partially have a positive and significant effect on Business Success at PT Bukalapak.com tbk which can be seen from the Innovation variable partially has value of t_{count} (10.040) which is bigger than t_{table} (1.98609) with significant value (0.000) is smaller than 0.05 while *Celebrity Endorser* has value of t_{count} (2.160) bigger than t_{table} (1.98609) with significant value (0.033) smaller than 0.05.

4. CONCLUSION

The conclusions that researchers can draw from the results of research that have been carried out are as follows: The result of the partial test calculation show that Innovation and *Celebrity Endorser* have a positive and significant effect on Business Success at PT Bukalapak.com tbk which can be seen from the Innovation variable partially has value of t_{count} value (10.040) which is bigger than t_{table} (1.98609) with significant value (0.000) is smaller than 0.05 while *Celebrity Endorser* has value of t_{count} (2.160) bigger than t_{table} (1.98609) with significant value (0.033) smaller than 0.05.

The result of the test calculation together obtained that Innovation and *Celebrity Endorser* have a positive and significant effect on Business Success at PT Bukalapak.com tbk with the value of F_{table} (3.09) and significant $\alpha = 5\%$ (0.05), which are F_{count} (55.345) and sig.b (0.000b). this indicates that the result of the research accepts H_a and rejects H_0 . Comparison between F_{count} and F_{table} can prove that simultaneously Innovation and *Celebrity Endorser* have a significant effect on Business Success at PT Bukalapak.com tbk.

The value of the coefficient of determination of Adjusted R Square is 0.536. this shows that the variable ability of Innovation and *Celebrity Endorser* explains the effect on Business Success at PT Bukalapak.com tbk by 53.6%. while the remaining 46.4% is the influence of other independent variable not examined in this study such as motivation, quality, service and other.

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