




The effect of celebrity endorsement and customer review on purchase interest with brand image as a mediating variable at e-commerce Shopee

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ARTICLE INFO	ABSTRACT
<p><i>Article history:</i> Received Dec 18, 2023 Revised Dec 24, 2023 Accepted Jan 04, 2024</p> <p><i>Keywords:</i> Brand Image; Celebrity Endorsment; Customer Review; Purchase Interest.</p>	<p>This study aims to determine the effect of celebrity endorsement and customer reviews on buying interest with brand image as a mediating variable in shopee e-commerce. This type of research is quantitative with a descriptive approach. The research sample was 100 respondents. Data collection techniques using questionnaires. Data analysis techniques using path analysis. The results showed that 1) celebrity endorsment has a positive but insignificant effect on buying interest. 2) celebrity endorsment has a positive and significant effect on brand image.3) customer review has a positive and significant effect on purchase intention.4) customer review has a positive and significant effect on brand image.5) brand image has a positive and significant effect on purchase intention.</p> <p><i>This is an open access article under the CC BY-NC license.</i></p> 

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1. INTRODUCTION

Business development is significantly increasing rapidly. This is due to the existence of increasingly intensive competition, thus encouraging companies to be responsive in designing strategies in order to meet consumer satisfaction through product innovations that are superior and different from other products. Strategy involves marketing tactics aimed at attracting a large number of new customers and retaining existing customers. (Sulistiyawati & Widayani, 2020) Companies today adopt certain measures, such as developing creative promotional strategies and adapting them to the latest technological developments.

(Rusiana et al., 2023) The ease of internet access among the public has changed shopping habits from the conventional way in stores to an online shopping model, better known as e-commerce. (Nasution et al., 2020) As one of the fastest growing mobile app-based e-commerce in Indonesia, Shopee was founded by Forrest Li in 2009 and first launched in Singapore in 2015. The current chairman of Shopee is Chris Feng. (Latifah et al., 2020) E-commerce applications create trust through offering guarantees and convenience in the transaction process. The support provided by customer ratings and

recommendations becomes a valuable form of service on the Shopee platform, which strives to build the trust of its users in Indonesia today

The company must be able to strategize so that customers respond positively to the products it offers. (Firmanza & Artanti, 2022) Rapid growth and increased competition in the business world encourage companies to plan business strategies, including marketing strategies that aim to attract new customers and retain existing customers. The role of purchase interest is very important in measuring how far consumers are interested in the product before making a purchase decision.

(Ogi & Samadi, 2022) Consumer purchase interest includes consumer actions that involve the desire to choose, use, and consume certain products offered, possibly even including the desire for these products. This is due to the rapid development of technology and information, which allows consumers to obtain more complete and accurate information and knowledge more quickly. Currently, many companies in Indonesia use the presence of celebrities and their popularity as a means to show or introduce their products.

(Lorence & Fuady, 2023) and (Shimp, 2003) Celebrity endorser is someone who is widely recognized in the community and is successful in their career as an actress, actor, entertainer, or athlete. They support a product through advertising. According to (Firmansyah et al., 2023), that celebrity endorsement has a positive and significant effect on purchase intention. Meanwhile, according to (Stefanus & Loisa, 2022) celebrity endorsers have no effect on buying interest.

With the rapid advancement of the digital industry, easy access to information for consumers has become faster and more convenient through the Internet. This phenomenon causes consumers to be more careful in choosing the products they want to buy, because before making a purchase decision, they tend to look for information first about the product of interest. (Wibisono et al., 2021) Consumer trust also tends to grow towards other people's purchasing experiences, so they are more susceptible to recommendations from individuals who already have experience using or consuming these products.

Customer review is a person's review in giving his opinion on a product that is being sought or needed. According to (Novitasari et al., 2022), customer review is information on a product or brand that has been sold. Having a customer review is one of the factors that a consumer or prospective buyer is interested in buying a product online through e-commerce. According to (Riyanjaya & Andarini, 2022) and (Salsabilla & Handayani, 2023) that Customer Review has a positive and significant influence on buying interest, meaning that the better the consumer reviews, the more confident consumers are in their interest in buying products. Meanwhile, according to (Stefanus & Loisa, 2022), it explains that if customer reviews do not affect purchasing interest.

The role of brand image in increasing consumer interest in buying products is very significant. (Alessandro et al., 2023) When consumers see a brand as a good reputation, they tend to be more interested in buying the product. According to (Herdiana & Purnama Alamsyah, 2017), if a company has succeeded in building a strong brand image in the minds of its consumers, the company does not need to worry about actively seeking consumers. According to research (Adam et al., 2022) and (Yenni & Sugiyanto, 2023), that Celebrity Endorse has a positive and significant effect on brand image. In contrast to research (Prasojo, 2020) states that brand image has no influence on consumer buying interest.

The existence of this research GAP indicates the need for further research on the effect of Celebrity Endorsement and Customer Review on Purchase Interest with Brand Image as a Mediating Variable at E-Commerce Shopee. Researchers used one of the previous studies with the same topic and theory but different research subjects as a reference. The previous research had different results where the previous research had the result that almost all customers who were research respondents were very satisfied

with the celebrity endorse affecting brand image. Research can help understand the extent to which celebrity endorsement affects consumer perceptions of products or services on the Shopee e-commerce platform. The results of the study can provide guidance for e-commerce companies, especially Shopee, in developing more effective marketing strategies by considering the role of celebrity endorsement, customer reviews, and brand image. Thus, this research is expected to provide valuable insights for business practitioners, academics, and other stakeholders in the e-commerce industry.

2. RESEARCH METHOD

This research was conducted using quantitative methods and aims to determine the effect of Celebrity Endorsement and customer reviews on Purchase Intention with Brand Image as a Mediating Variable on the shopee E-commerce platform. The research population consists of Indonesian social media users aged 17 years and over, especially those who passively use Shopee e-commerce. The population in this study is an infinite population, which determines the sample size using the following method (Widiyanto, 2008).

$$n = \frac{Z^2}{4(Moe)^2} \quad (1)$$

$$n = \frac{1,98^2}{4(0,1)^2}m \quad (2)$$

$$n = 98,01 \sim 100 \text{ Responden} \quad (3)$$

Description:

n : Number of samples

Z : The level of confidence required to determine the sample 95% significance level

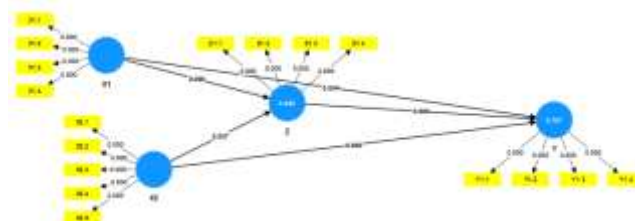
$\alpha = 0.5$ is 1.98

Moe: Margin of Error, which is the maximum acceptable error rate, is set at by 10%.

Based on the results of the sample calculation above, the number of samples in this study were 98 respondents. With the sample measurement formula, the sample size is known as 98 people and rounded up to 100 respondents through purposive sampling technique. Data collection in this study was in the form of questionnaires and observations with a Likert measurement scale. The analysis was carried out using Path Analysis through the

3. RESULTS AND DISCUSSIONS

3.1 Results



Picture 1. Outer model

a. Convergent validity test

The factor loading value of the indicator is based on the convergent validity test

Table.2 Loading Value (outer loading)

	CE	CR	BI	MB
CE.1	0.876			
CE.2	0.879			
CE.3	0.784			
CE.4	0.863			
CR.1		0.734		
CR.2		0.842		
CR.3		0.805		
CR.4		0.782		
CR.5		0.885		
BI.1			0.793	
BI.2			0.842	
BI.3			0.763	
BI.4			0.793	
MB.1				0.755
MB.2				0.755
MB.3				0.715
MB.4				0.780

Based on the overall assessment of the outer loading results, all indicators have a value > 0.7. This means that all indicators can be effectively used in the research model.

b. Discriminant Validity

The discriminant validity test is assessed by looking at the cross loading between indicators and constructs.

Table 3. Discriminant Validity

	CE	CR	MB	BI
CE.1	0.876	0.311	0.355	0.511
CE.2	0.879	0.330	0.449	0.579
CE.3	0.784	0.362	0.483	0.543
CE.4	0.863	0.446	0.445	0.526
CR.1	0.243	0.734	0.530	0.377
CR.2	0.383	0.842	0.711	0.363
CR.3	0.333	0.805	0.796	0.402
CR.4	0.341	0.782	0.530	0.381
CR.5	0.421	0.885	0.725	0.286
BI.1	0.531	0.605	0.793	0.529
BI.2	0.379	0.726	0.842	0.429
BI.3	0.531	0.633	0.763	0.559
BI.4	0.195	0.669	0.793	0.435
MB.1	0.493	0.377	0.592	0.755
MB.2	0.338	0.409	0.508	0.755
MB.3	0.547	0.171	0.281	0.715
MB.4	0.542	0.352	0.409	0.780

c. Validity and Reliability Test

Testing the reliability construct can be shown using the reliability criteria shown in table 2 below:

Table 4. AVE, Composite reliability, Cronbach Alpha

VARIABLE	AVE	Composite Reability	Cronbach Alpha
Celebrity Endorsment	0.725	0.913	0.873
Customer Review	0.658	0.906	0.870
Purchase Intention	0.637	0.875	0.810
Brand Image	0.565	0.838	0.744

The results of the analysis in table 2. It is explained that the composite reliability value of the celebrity endorsement variable, sutomer review, brand image and purchase intention has a value of > 0.70 which means reliable. The Cronbach alpha value of the four variables has a value of > 0.60 so that it can be interpreted as reliable. AVE has a

value of > 0.50 , so the AVE value is interpreted as reliable (Hair, J. F., Hult, G. T. M., & Ringle, 2017).

d. Measurement Model Results (Inner Model)

Inner model evaluation is carried out using R-square to the dependent construct, Stone-Geisser Q-Square test to predictive relevance and t-test and significance of the structural path parameter coefficients. Changes in the R-square value can be used to assess the effect of certain independent latent variables on latent variables whether there is a substantive effect or not.

e. R Square

The Q-Square value is used to measure the extent to which the model is able to produce observations that are consistent with parameter estimates. Q-Square values > 0 (zero) indicate that the model has predictive relevance, while Q-Square values < 0 (zero) indicate a lack of predictive relevance in the model.

Table 5. R Square

VARIABLE	R-SQUARE
MB	0.757
BI	0.442

The results above show that the value of 0.757 for the Purchase Interest Variable, it can be interpreted that celebrity endorsement and customer reviews can explain 75.7% purchase interest. The value of 0.442 for the brand image variable, it can be interpreted that celebrity endorsement and customer reviews can explain the brand image by 44.2%.

f. Estimate for Path Coefficient

Table 6. Estimate for Path Coefficient

	Original sample (O)	Sample mean (M)	Standart deviation (STDEV)	T statistic ((O/STDEV))	P Value
CE > MB	0.043	0.037	0.070	0.621	0.534
CE > BI	0.547	0.547	0.091	6.038	0.000
CR > MB	0.684	0.685	0.055	12.542	0.000
CR > BI	0.212	0.224	0.101	2.091	0.037
BI > MB	0.279	0.283	0.069	4.057	0.000

The results of Table.6 above explain that the t value obtained is greater than the t table value (1.96), thus indicating that, celebrity endorsment has an influence on purchase intention with a statistical t value of $0.621 > 1.96$ and a P value of 0.534. Celebrity endorsment has an influence on brand image with a statistical t value of $6.038 > 1.96$ and a P value of 0.000. Customer review has an influence on purchase intention with a statistical t value of $12.543 > 1.96$ and a P value of 0.000. Customer review has an influence on purchasing decisions with a statistical t value of $2.091 > 1.96$ and a P value of 0.037. Brand image affects purchase intention with a statistical t value of $4,057 > 1.96$ and a P value of 0.000.

3.2 Discussion

a. Celebrity Endorsment on Buying Interest

The analysis above shows that celebrity endorsment has a positive and significant influence on buying interest. Celebrity endorsement is an important factor that influences consumer opinions and decisions. Celebrity fame and popularity can enhance

Shopee's image, create consumer trust, and attract the attention of more people to explore or shop on the platform. Furthermore, association with celebrities can provide emotional appeal, making consumers feel connected to the brand and more likely to consider a purchase. This is a common marketing strategy used to increase the visibility and appeal of a platform or product. This study supports previous research which states that celebrity endorsement has a positive effect on consumer purchase interest (Defiana, 2021).

b. Celebrity Endorsment on Brand Image

In this study, the hypothesis states that celebrity endorsment is felt to be unable to influence brand image. This is because celebrity endorsment does not have a significant effect on brand image because it has a T-statistic value of less than 1.96, namely 0.621 and a P-Value which has a value greater than 0.05, namely 0.534. There are several reasons why the presence of celebrities may not have a significant impact on brand image in Shopee or other e-commerce platforms. Firstly, online customers tend to focus more on product quality, user reviews, and shopping experience rather than connecting with celebrities. Secondly, in the context of online shopping, customers tend to trust reviews from actual consumers and personal experiences more than celebrity endorsers. The success of a brand on a platform like Shopee is based more on product quality, customer service, and accuracy in delivery. And lastly, celebrity influence can be limited to certain product categories. Some consumers may see the relationship between celebrities and certain products as less authentic or irrelevant to consumer needs. In line with (Wardhana et al., 2021) which confirms that the selection of Celebrity endorsers can have a positive impact on increasing buying interest and ultimately increasing company sales.

c. Customer Review on Purchase Interest

The analysis in this study shows that the customer review variable has a positive and significant effect on purchase intention. This is because consumers are able to provide direct perspectives and experiences from previous customers. Through this review, it can provide honest and unbiased information about a product or service, helping potential buyers make more informed decisions. Positive reviews have the potential to strengthen consumer trust and confidence in a product or brand, while negative reviews can provide warnings and help buyers avoid potential problems. Overall, customer reviews create transparency and can influence consumer perceptions, motivating them to make purchases based on other people's experiences. In accordance with previous research by (Wibisono et al., 2021) which states that customer reviews have a positive effect on consumer buying interest.

d. Customer Review on Brand Image

Based on the analysis above, it can be concluded that customer reviews on brand image have a positive and significant effect. Customer reviews have a significant effect on brand image because consumers provide a direct view of the customer experience. These reviews can build or damage brand reputation, influence consumer perceptions, and provide information about product or service quality. Positive or negative testimonials from real users can influence potential customers' purchasing decisions and create a strong or weak brand image in the market. In line with research conducted by (Syirkah et al., 2023) that trustworthy online reviews have the ability to influence consumer views and stimulate purchase interest in certain products or services.

e. Brand Image on Purchase Interest

This study shows that the brand image variable has a positive and significant effect on purchase intention, with the results of the T-statistic test > 1.96 , which is 4.057. so it can be stated that H5 is accepted. Brand image has a significant effect on purchase intention because it creates positive or negative perceptions that influence consumer purchasing decisions. When a brand has a strong, positive image, and matches consumer values, it can generate trust, loyalty, and purchase intention. Conversely, a negative or inconsistent brand image can decrease purchase intention and make consumers choose other alternatives. Consumers often have an emotional connection with brands that have a good image, and this can be a determining factor in their decision to buy. They tend to choose products or services from brands that they trust or that are perceived to represent their values. Therefore, building and maintaining a positive brand image is essential to increase purchase intention and consumer loyalty. Previous research, as shown by (Ramlawati & Lusyana, 2020) also supports these findings by showing that brand image has a positive and significant influence on consumer buying interest.

4. CONCLUSION

This study investigates the implications of celebrity endorsements and customer reviews on purchase intent in the Shopee E-Commerce setting, while considering brand image as an intermediary element. The use of celebrity endorsement and customer reviews management can be considered as an effective marketing strategy on the Shopee e-commerce platform. Businesses can increase purchase intention by paying attention to the quality and authenticity of celebrity endorsements and ensuring that there is a mechanism to obtain and respond to customer reviews.

While celebrity endorsement can provide an initial boost to purchase intention, it is important to consider the quality and authenticity of products sold on E-Commerce platforms. Customer reviews are an important channel for consumers to get more in-depth information and can influence their purchasing decisions. Therefore, the next step that must be taken by the company is to make more efforts to attract consumers' attention by increasing innovation in their features. Furthermore, the company also seeks to improve service quality so that the relationship between the company and consumers is well maintained, so that these efforts are needed to maintain a positive image of the company. This research contributes to the understanding of the factors that influence purchase intention in e-commerce, especially Shopee, by considering the role of celebrity endorsement and customer reviews.

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