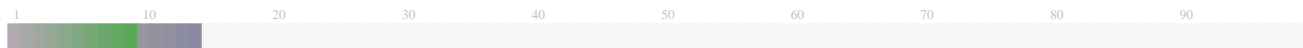


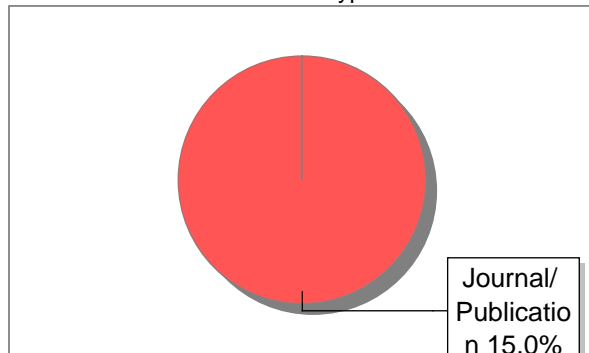
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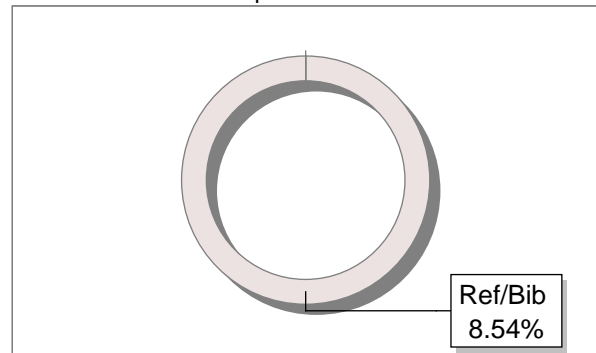
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14 THE EFFECT OF CELEBRITY ENDORSEMENT, ONLINE CUSTOMER REVIEW AND CUSTOMER EXPERIENCE ON PURCHASE INTENTION MARKETPLACE SHOPEE (Study on Students at Stikubank University (Unisbank) Semarang).

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ABSTRACT

This research measures the Influence of Trust, Corporate Image, and Price Perception on Purchasing Decisions. This research was conducted on active students of Stikubank Semarang. Sampling technique on respondents by applying purposive sampling technique, using the following criteria: Active students at Stikubank University (Unisbank) Semarang who have made purchases at the Shopee Marketplace. The method of unification of data uses questionnaires that have been tested for validity and reliability. Data analysis in this study used multiple linear regression analysis. The results showed that Trust, Corporate Image and Price Perception have a positive and significant influence on Purchasing Decisions.

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1. INTRODUCTION

Basically, consumer purchase intention (purchase intention) is a driving factor in making purchasing decisions for a product. Zafar and Rafique (2013) stated that consumer purchase intention is the desire and tendency of consumers to buy advertised products because there is a possibility that consumers will buy these products in the future. Kotler and Keller (2016) explain that intention or intention is a strong internal impulse or stimulus in motivating a person's actions and the impulse is influenced by positive stimuli and feelings about the product.

The role of technology at this time is the main role for society with the aim of building the nation. The internet has a wide and clear range of knowledge. For the people of Indonesia, the use of the internet has become an integral part of everyday life. In addition, the cost of accessing the internet is relatively cheap and is also supported by the increasingly cheap prices of smartphones in Indonesia which are used to support these activities. Therefore, technology and the internet have such a big role in supporting all activities of human life today. The purchase decision is one of the important things to pay attention to because this will certainly be a consideration of how a marketing strategy will be carried out by the company. One of the strategies implemented by Shopee to attract consumers and be able to compete with its competitors is to promote through advertisements using Celebrity Endorser to influence potential consumers to use Shopee. However, in the field there are still some negative reviews from consumers about Shopee celebrity endorsers. To build an image of the brand, Shopee always tries to fulfill the wants and needs of its consumers. The way shopee fulfills the wants and needs of its consumers is by making associations that consumers want, such as a form of convenience in service, and having reliable products. However, there are still some consumer complaints about shopping at Shopee through news and consumer comments provided by Shopee. Some of these consumer complaints can trigger an image and influence other consumers in making purchases at shopee.

One of the consumers in deciding to purchase a product is influenced by marketing stimuli, Yulhasri et.al (2001). According to Indraswari and Pramudana (2014), online marketing is a form of marketing communication that has become a social phenomenon in recent times. This strategy is favored by large companies as well as those belonging to small businesses with minimal capital. Lately, many online companies have chosen to use celebrities as endorsers or brand ambassadors to attract consumers' hearts as a form of sales promotion, the company must be precise in determining who will be chosen to be the celebrity endorser or brand ambassador of these products, the credibility of an advertising star can be seen

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from His special knowledge such as being able to be a good communicator in conveying messages, objectivity, and honesty of endorsers that can be accepted by the community and the attractiveness of the endorser itself Salestio, et. al (2016).

Competition in attracting consumers to shop online is very big. This forces the seller to think about how to be effective and efficient in winning the market competition. Approaching potential consumers by using artist figures is one way to attract consumers' interest in buying a product, both online and offline. Celebrity endorsement is a statement or acknowledgment given by a celebrity or public figure to a product, both goods and services (Zamudio, 2016). The use of artists as part of a product campaign is something that usually happens when a company wants to introduce the product to the wider community because it is believed to improve the brand image for customers and also increase the desire to buy the product (Qonita and Usman, 2020).

Online customer review (OCR) is a review given by consumers related to information on the evaluation of a product about various aspects. With this information, consumers can get the quality of the product they are looking for from reviews and experiences written by other consumers who have purchased products from online sellers before (Mo & Fan, 2015). Consumers usually look for quality information when deciding to buy a product. With the increasing popularity of the internet, OCR has become an important source sought by consumers to determine the quality of a product (Zhu, 2010).

Internet users in Indonesia from year to year have increased. Based on a survey by APJII (Association of Indonesian Internet Providers), internet users in Indonesia up to April 2019 reached 171.17 million of the total population. This has led to the development of trading activities, one of which is the presence of e-commerce. The existence of E-commerce makes consumer shopping patterns change from conventional to online through various online buying and selling sites in Indonesia. Purchase Intention (purchase interest) is the stage where consumers evaluate the information received. According to Kotler & Keller (2009:137) Purchase Intention is consumer behavior that appears in response to objects that indicate the customer's desire to make a purchase. The customer's willingness to buy has a higher desire, even though the customer does not necessarily actually buy it (Resmawa, 2017). Many factors influence consumer interest when choosing a product and the final decision will depend on consumer desires. With regard to buying interest, it is very important for management to know the factors that influence buying interest.

Shopee is one of the mobile application-based E-commerce which is currently very developed in Indonesia. Shopee was founded in 2009 by Forrest Li, and was first launched in Singapore in 2015. Shopee itself is led by Chris Feng. Chris Feng is a former Rocket Internet activist who once headed Zalora and Lazada (<https://id.wikipedia.org/wiki/Shopee>). Since 2015, shopee has expanded its network to Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines. In 2018 Shopee has achieved 1.5 million transactions within 24 hours, which is a new record for 44 E-commerce marketplaces in Indonesia. The convenience offered from the Shopee application is expected to increase public purchases at large.

Shopping online on E-commerce has its advantages and disadvantages. The advantages of shopping online on E-commerce include practicality, time saving, and a large selection of items that can be purchased. While the drawbacks are the risk of fraud, not being able to see the goods directly so that the goods cannot be tried, sometimes the goods purchased are not as expected, and the long delivery of goods and the expensive shipping costs. From the survey results, 10 respondents are still unsure or not too sure to make a purchase at E-commerce shopee. The consumer's uncertainty is caused by several things including because the goods in the picture do not match the goods received or the goods do not match expectations, the long process of shipping goods, fear of the quality of the products purchased because consumers cannot directly ensure the quality of the products purchased, don't trust some sellers who sell products on shopee

Several studies that show a research gap regarding the factors that influence endorsements, customer reviews, customer experience on purchase intention, this research was conducted by Reni Febriani, Mirza Abdi Khairusy (2022) there is a negative influence of endorsement on purchase intention. Yofina Mulyati, Grace Gesitera (2020), Based on the test results, OCR has a positive and significant influence on consumers' online shopping intentions at online stores. Yang and He (2011) conducted a study with the aim of examining the relationship between customer experience and purchase intention by using three dimensions of customer experience which include sensory experience, emotional experience, and social experience. The result of this research is that emotional experience and social experience have an effect on purchase intention, while sensory experience has no effect on purchase intention. Narmoadeli, et al. (2013) also conducted research on the relationship between customer experience and purchase intention. The results of this study support the results of research conducted by Yang and He (2011). The results of

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these two studies are different from the research conducted by Schmitt (1999) and Yang and He (2011) which states that the five dimensions of customer experience have an effect on purchase intention.

2. METHOD

The type of data used in this research is primary data. Primary data is a data source that directly provides data to data collectors (Sugiyono, 2016:225). This research data was obtained from distributing questionnaires to Active Students of Stikubank University (Unisbank) Semarang who made purchases at the shopee marketplace. The data collection technique used in this research is the method of using a questionnaire. Questionnaire is a way of collecting data by providing or distributing a list of questions to respondents, with the hope that respondents will respond to the list of questions. The type of questionnaire used in this study is a closed questionnaire.

The population in this study is the Shopee Marketplace Consumer. The sample in this study is part of the Active Students of Stikubank (Unisbank) Semarang who have shopped through the Shopee Marketplace. In this study, the sampling technique was purposive sampling with non-random sample selection to obtain information obtained using certain considerations.

The type of data used in this research is primary data. The data collection technique used in this research is the method of using a questionnaire. Questionnaire is a way of collecting data by providing or distributing a list of questions to respondents, with the hope that respondents will respond to the list of questions.

3. RESULT AND DISCUSSION

3.1 Regression Analysis

Based on the table, it is shown that the KMO value > 0.05 and the loading factor value > 0.04 , this shows that all items in the Celebrity Endorsement, Online Customer Review, and Customer Experience variable indicators for Purchase Intention are said to be valid.

Tabel 1 Validity Test Results

Variabel	KMO	Indikator	Component Matrix (Loading Factor)	Keterangan
Celebrity Endorsement (X1)	0,790	X1.1	0,814	Valid
		X1.2	0,781	Valid
		X1.3	0,878	Valid
		X1.4	0,925	Valid
Online Customer Review (X2)	0,761	X2.1	0,844	Valid
		X2.2	0,818	Valid
		X2.3	0,875	Valid
		X2.4	0,566	Valid
Customer Experience (X3)	0,733	X3.1	0,769	Valid
		X3.2	0,768	Valid
		X3.3	0,794	Valid
		X3.4	0,859	Valid
		X3.5	0,590	Valid
Purchase Intention (Y)	0,621	Y1.1	0,878	Valid
		Y1.2	0,933	Valid
		Y1.3	0,769	Valid

3.2 Reliability Test Results

Reliability test is a tool to measure the questionnaire which is an indicator of the variables. A questionnaire can be reliable or reliable if the answers from respondents to the questions are consistent.

Table 2 Reliability Test Results

Variabel	Cronbach's Alpha	Kriteria	Keterangan
Celebrity Endorsement (X1)	0,866	> 0,70	Reliabel
Online Customer Review (X2)	0,780	> 0,70	Reliabel
Customer Experience (X3)	0,804	> 0,70	Reliabel
Purchase Intention (Y)	0,814	> 0,70	Reliabel

Based on table 2 above, it shows that the Celebrity Endorsement (X1), Online Customer Review (X2), Customer Experience (X3), and Purchase Intention (Y) variables produce Cronbach's alpha values of more than 0.70. So it was concluded that all the variables in this study were said to be reliable and feasible to be used for further hypothesis testing.

3.3 Multiple Linear Regression Test Results

This study was used to determine how far the Celebrity Endorsement (X1), Online Customer Review (X2) and Customer Experience (X3) variables affect Purchase Intention (Y).

Table 3 Regression Test Results

Persamaan	Uji Model			Uji t			
	Adjusted R Square	F Hitung	Sig	Beta	t	Sig	Ket
$Y = \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$	0,783	119,935	0,000	-	-	-	
$X_1 \rightarrow Y$				0,518	5,205	0,000	H1 accepted
$X_2 \rightarrow Y$				0,180	2,062	0,042	H2 accepted
$X_3 \rightarrow Y$				0,237	2,153	0,034	H3 accepted

Based on Table 3, it can be seen that the regression equation from the calculation results is as follows:

$$Y = \beta_1X_1 + \beta_2X_2 + \beta_3X_3$$

$$= 0,518X_1 + 0,180X_2 + 0,237X_3$$

So based on the results of the linear regression test as shown in Table 4.15 above, the research findings obtained are as follows:

- Celebrity Endorsements have a positive and significant effect on Purchase Intention where the value obtained is 5.205 using a significance level of 5%, which means the t-count value is 5.205 and a significance value of 0.000 < 0.05 which indicates that Celebrity Endorsement (X1) has a significant effect on Purchase Intention (Y). Thus, it can be concluded that the hypothesis which states that there is a positive and significant influence between Celebrity Endorsements (X1) on Purchase Intention (Y) is accepted.
- Online Customer Review has a positive and significant effect on Purchase Intention where the value obtained is 2.062 using a significance level of 5% which means the t value is 2.062 and the significance value is 0.042 < 0.05 which indicates that Online Customer Review (X2) has an effect significant to Purchase Intention (Y). Thus, it can be concluded that the hypothesis which states that there is a positive and significant influence between Online Customer Review (X2) on Purchase Intention (Y) is accepted.
- Customer Experience has a positive and significant effect on Purchase Intention where the value obtained is 2.153 using a significance level of 5%, which means the t-count value is 2.153 and a significance value of 0.034 < 0.05 which indicates that Customer Experience (X3) has a significant effect on Purchase Intention (Y). Thus, it can be concluded that the hypothesis which states that there is a positive and significant influence between Customer Experience (X3) on Purchase Intention (Y) is accepted.

3.4 Discussion

Based on the results of research on Celebrity Endorsements, Online Customer Reviews, and Customer Experiences that affect Purchase Intentions, it can be concluded as follows:

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1. **Celebrity Endorsement has a positive effect on Purchase Intention.**

Based on the results of hypothesis testing, Celebrity Endorsement has a positive effect on Purchase Intention, which means that if the Celebrity Endorsement of a marketplace is high, then Purchase Intention is also high. This is in accordance with the statement from Hansudo (2009:109) which states that the use of Celebrity Endorsement communicators that have certain characteristics can affect positive consumer attitudes or responses to these products.

Descriptive analysis of the question items that have been carried out, found one indicator whose value is above the average, namely the indicator that consumers believe the power of celebrity endorsements can influence consumers in buying intentions on the Shopee marketplace with a mean value of 4.30, this shows that consumers have a fairly high level of trust in celebrity endorsements used by the Shopee marketplace because they are considered to have visibility, credibility, 14 activeness, and strength in attracting consumer buying interest.

The results of this study are supported by previous research conducted by Suyandi, Ai Lili Yulianti (2020) which said that the celebrity endorsement variable had a significant influence on purchase intention.

2. **Online Customer Review has a positive effect on Purchase Intention.**

Based on the results of hypothesis testing, Online Customer Review has a positive effect on Purchase Intention, which means that if the Online Customer Review of a marketplace is good, then Purchase Intention is also good. This is in accordance with Zhu's (2010) statement which states that with the increasing popularity of the internet, Online Customer Reviews have become an important source sought by consumers to find out product quality.

Descriptive analysis of the question items that have been carried out, found one indicator whose value is above the average, namely the indicator that consumers believe online customer reviews can influence consumers in buying intentions on the Shopee marketplace with a mean value of 4.30, this shows that consumers have a fairly high level of trust in online customer reviews found in the Shopee marketplace because consumers believe users are aware of views and reassessments and use information intentionally in the product selection process, besides that consumers say that online customer reviews will affect their intention to buy products, besides that, consumers also compare reviews from online customer reviews and for online consumers, customer reviews are very important for a marketplace. The results of this study are supported by previous research conducted by Yovina Mulyati and Grace Gesitera (2010) which stated that Online Customer Reviews had an effect on Purchase Intention. 10

3. **Customer Experience has a positive effect on Purchase Intention**

Based on the results of hypothesis testing, customer experience has a positive effect on purchase intention, which means that if the customer experience of a marketplace is good, then Purchase Intention is also good. This is in accordance with the statement of Meyer & Schwager (2007) which states that customer experience is a responses from customers that are internal and also subjective. The response appears as a result of interactions that occur directly or indirectly from the parties company or business and ultimately affect the customer's intention to make a purchase.

Descriptive analysis of the question items that have been carried out, found one indicator whose value is above the average, namely the indicator that consumers believe product design can influence purchase intentions on the Shopee marketplace with a mean value of 4.32, this shows that consumers believe the senses possessed by humans as a tool to feel the products and services offered, consumers also believe that the taste displayed through ideas, pleasure, and reputation for services and consumers believe that the shopping experience can affect purchase intentions on the Shopee marketplace. 14 The results of this study are supported by previous research conducted by Naniek Utami and Zelika Aprilia (2020) which said that customer experience had an effect on purchase intention.

3
4. **CONCLUSION**

Based on the results of data analysis and discussion that has been described, the following conclusions can be drawn: Celebrity Endorsement has a positive and significant effect on Purchase Intention. This shows that if the level of consumer confidence in Celebrity Endorsement is high, then Purchase Intention is also high. Online Customer Review has a positive and significant effect on Purchase Intention. This shows that with a good Online Customer Review, Purchase Intention will also increase.

Customer Experience has a positive and significant effect on Purchase Intention. It can be concluded that a good Customer Experience will increase Purchase Intention.

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