THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BEHAVIOR WITHIN THE SHOPEE ONLINE SHOPPING PLATFORM

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ABSTRACT

This study aims to investigate the impact of celebrity endorsement on consumer behavior in the Shopee marketplace. The research employed a quantitative approach and collected data through an electronic questionnaire using Google Forms, with a total of 160 respondents from Indonesian consumers living in Greater Jakarta who have seen Shopee advertisements and shopped in the marketplace. Validity and reliability tests were performed in the measurement model, while the R-square test, T-statistics, and P-value tests were utilized in the structural model to evaluate the relationship among the variables. The results suggest that the attractiveness of celebrity endorsers does not significantly affect ad recall by consumers, whereas the credibility of the endorser has a significant impact on both ad recall and purchase intention of consumers.

Keywords: Attractiveness; Credibility; Ad Recall; Purchase Intention; Shopee

ABSTRAK

Penelitian ini bertujuan untuk meneliti dampak dari dukungan selebriti pada perilaku konsumen di pasar Shopee. Penelitian ini menggunakan pendekatan kuantitatif dan mengumpulkan data melalui kuesioner elektronik menggunakan Google Forms, dengan total 160 responden dari konsumen Indonesia yang tinggal di Jakarta yang telah melihat iklan Shopee dan berbelanja di pasar. Uji validitas dan reliabilitas dilakukan dalam model pengukuran, sementara uji R-square, T-statistik, dan nilai P digunakan dalam model struktural untuk mengevaluasi hubungan antara variabel-variabel. Hasilnya menunjukkan bahwa daya tarik dukungan selebriti tidak berpengaruh signifikan pada ingatan iklan oleh konsumen, sedangkan kredibilitas endorser berdampak signifikan pada ingatan iklan dan niat beli konsumen.

Kata kunci: Daya Tarik; Kepercayaan; Ingatan Iklan; Niat Beli; Shopee

INTRODUCTION

An effective step for marketers is to use advertising to achieve the highest level of brand sales, which means non-personal communication elements between groups, groups, brands, or services financed by well-known sponsors. Features used to provide messages in this ad include television, radio, tabloids, newspapers, and social media such as Facebook, Twitter and Instagram (Morissan, 2010). Advertising is a key factor in business success in Indonesia, where most Indonesians still view the image of a brand, broadly speaking that Indonesians know more about a brand that promotes or advertises its products through widespread broadcast media or better known as television, than those who do not advertise their products on television media.

Using celebrity endorsement services to promote a product should not leave a negative impression but leave a positive impression in society when the ad airs. According to Keller (1993) in Ferrinadewi (2008), a good brand image in society is a brand perception reflecting the memory of consumer associations with the brand so that the brand is strong in the minds of consumers, the goal is that the brand is contained in the thoughts and hearts of consumers and

others towards a brand. Advances in technological systems have undeniably played a major role in contributing to the advancement of marketing activities. For some people, marketing activities include, which has many activities such as market research, pricing, product manufacturing, to selling goods.

Marketplace is a forum or community to do a buying and selling transaction that does not bring together sellers and buyers (Apriadi & Saputra, 2017). In the age of digitalization, technology and understanding of technology are growing very rapidly, and business competition is increasingly careful. This requires marketers to be more careful, innovative, and creative towards better changes in the social, cultural, political, and economic fields. Market place Shopee believes in the transformative power of technology and wants to change the world for the better by providing a platform to connect sellers and buyers in one container. For Internet users in all regions, Shopee provides a one-stop online shopping experience that provides a wide selection of goods, a social community for exploration, and customer satisfaction services without distance and time limits (Shopee, 2021).

This study aims to determine the influence of celebrity endorsement on consumer behavior on the Shopee marketplace.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The Attractiveness of Celebrity Endorser

Attractiveness is meant not only in the physique of celebrities but there are other attributes that can be the advantages of celebrities such as: nature, knowledge, lifestyle, body shape, personality and so on. Attractiveness has a general concept that is commonly used, the concept has 3 interrelated elements, familiarity, similarity, and liking. That is, if a celebrity who endorses a product is claimed to be attractive by consumers and has a positive tendency or is favored, then directly idolized customers will be affected (Shimp & Andrews, 2013).

The Credibility of Celebrity Endorser

Credibility is based on the tendency of the level of customer trust to trust celebrities who endorse brands, if the celebrity is considered credible in their field by customers, customers tend to imitate the lifestyle of the celebrity (Shimp & Andrews, 2013).

Ad Recall by Consumer

Advertisement Recall aims to make consumers remember well-known brands by showing that the item may be needed later, remembering where the goods can be purchased, making consumers remember even though the product is not in season, and maintaining the top of mind of customers (Suyanto, 2004). Advertisers and those who measure the impact of ads are sensitive to memory. If advertising is to succeed, it must stick in the consumer's memory (Brandt & Nieuwenhuis, 2017).

Purchase Intention of Consumer

According to Schiffman & Kanuk in Etta explain purchase intention as the act of choosing from two or more alternatives (Sopiah et al., 2013). Setiadi in Etta explained the point of deciding on a purchase intention is as an integrated process that combines understanding to evaluate two or more alternative behaviors and choose one of them (Sopiah et al., 2013).

Based on what has been discussed, the research hypothesis can be formulated as follows:

H1: Attractiveness of celebrity endorser has a positive effect on Ad Recall by consumer.

H2: Attractiveness of celebrity endorser has a positive effect on Purchase Intention of consumer.

H3: Credibility of celebrity endorser has a positive effect on Ad Recall by consumer.
H4: Credibility of celebrity endorser has a positive effect on Purchase Intention of consumer.

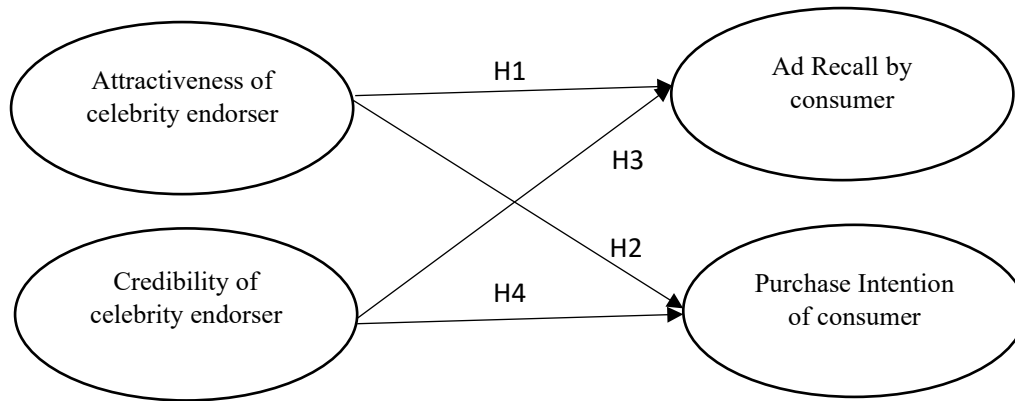The following figure shows the hypothesis in the study.

Figure 1. Analysis Model
Source: Hani et al. (2018)

RESEARCH METHOD

Research Design

The design of this study is causal using hypotheses, where this causal research has the aim of determining the relationship of a causal cause/causal of a thing. The research design is in the form of survey research, which is research conducted by distributing questionnaires to obtain data or information from respondents.

Operational Definition

a. Attractiveness of celebrity endorser
   It consists of three basics, namely uniformity, closeness, favorability. Attractiveness is not only from the physical but also from the characteristics of celebrities (Shimp & Andrews, 2013).

b. Credibility of celebrity endorser
   Credibility refers to the willingness to trust celebrities (Shimp & Andrews, 2013).

c. Ad Recall by consumer
   Advertisers and those who measure the impact of ads are sensitive to memory. If advertising is to succeed, it must stick in the consumer's memory (Brandt & Nieuwenhuis, 2017).

d. Purchase Intention of consumer
   Purchase intention is the steps of consumers in deciding to buy a product or service (Keller, 2003).

Population and Sample

The target population in this study is public and private students in Jabodetabek. Respondents in this study amounted to 160 respondents.

Sampling Technique

The sampling technique or sampling technique in this study is using non-probability

sampling techniques and purposive sampling types. The target sample in this study is consumers who have shopped at the Shopee marketplace, with the following characteristics:
1. Private and Public Students and Students in Jabodetabek
2. Ever watched a Shopee marketplace ad
3. Have shopped at Shopee marketplace

RESULTS AND DISCUSSION

Profil Responded

Based on the results of the survey conducted obtained the following respondent profiles:

Table 1. Respondent profile

Characteristics	Description	Number of respondents	Presented
Gender	Man	65	40.6%
	Woman	95	59.4%
	Total	160	100%
Age	16–20 years	14	8.8%
	21–25 years	43	26.9%
	26–30 years	22	13.7%
	31–40 years	13	8.1%
	41–50 years	16	10%
	>50 years	52	32.5%
	Total	160	100%
Last Level of Education	High School – Vocational School	31	19.4%
	Associate	26	16.2%
	Bachelor	92	57.5%
	Magister	7	4.4%
	Doctor	-	-
	Other	4	2.5%
	Total	160	100%
Work	High School Students	5	3.1%
	Student	17	10.7%
	Entrepreneurial	36	22.5%
	Private Employees	65	40.6%
	Housewives	37	23.1%
	Total	160	100%
Domicile	Jakarta	38	23.8%
	Bogor	7	8.4%
	Depok	6	3.7%
	Tangerang	86	53.7%
	Bekasi	8	5%
	Other	15	9.4%
	Total	160	100%
Income	1.000.000–3.000.000	35	21.9%
	3.000.000–5.000.000	30	18.7%
	5.000.000–7.000.000	36	22.5%
	7.000.000–10.000.000	31	19.3%

10.000.000–15.000.000	14	8.8%
>15.000.000	14	8.8%
Total	160	100%

From the results of the distribution of questionnaires through google form, 160 respondents were obtained, where respondent profiles based on the age of the most women were 59.4%, based on the most age >50 years old by 32.5%, based on the last level of education the most S1 by 57.5%, based on the most jobs of private employees by 40.6%, based on the most domicile in Tangerang by 53.7%, and based on the most income of 5,000,000–7,000,000 by 22.5%.

Outer Model

Based on the results of outer model research on PLS – Algorithm using SmartPLS data processing software, there were 17 indicators from 21 indicators after being eliminated on four variables used in this research questionnaire. The eliminated indicators are the AC3 indicator from the attractiveness variable of celebrity endorser, CC1 indicator from the credibility variable of celebrity endorser, AR1 indicator, AR3 from the Ad Recall variable by consumer and AR3 eliminated when after conducting the actual test. In the table below there are 17 indicators from four research variables that have outer loading values above 0.70. In conclusion, there are 17 indicators from four variables in this study that are reliable for measuring constructs.

Table 2. Reliability Indicators

Variable	Indicator	Definition	Outer Loading
The attractiveness of celebrity endorser (AC)	AC1	I am interested in buying at Shopee because the face of the celebrity in Shopee ads is well known	0.860
	AC2	I am interested in buying on Shopee because the celebrities who appear in Shopee ads are interesting	0.902
	AC4	I am interested in buying at Shopee because the endorsed celebrities are classy	0.902
	AC5	I am interested in buying at Shopee because celebrities look elegant	0.867
	AC6	I am interested in buying at Shopee because celebrities have their own charm	0.882
Credibility of celebrity endorser (CC)	CC2	I believe the celebrities endorsed in Shopee ads are earnest	0.855
	CC3	I believe the celebrities endorsed by Shopee are competent	0.865
	CC4	I believe in Shopee because it is endorsed by famous celebrities	0.797
	CC5	I believe that Shopee endorsed celebrities are experienced in online shopping	0.834

Ad Recall by consumer (AR)	AR2	I saw celebrities endorsed Shopee on social media		0.869
	AR3	I saw my favorite celebrities appear in Shopee ads		0.657
	AR4	I remember at least one of the Shopee ads		0.806
	AR5	I remember celebrities saying Shopee slogans in ads		0.818
Purchase Intention (PI)	PI1	I am willing to buy on Shopee because it is endorsed by a celebrity on its social media		0.901
	PI2	I am willing to buy products on Shopee because they are endorsed by celebrities		0.926
	PI3	The role of celebrities in endorsing Shopee drives my purchase decision		0.903
	PI4	I have to buy at Shopee because celebrities also buy at Shopee		0.911
	PI5	I am willing to buy at Shopee because I know there are new promotions that were previously endorsed by celebrities		0.813

Cronbach's Alpha, Composite Reliability, Average Construct Validity (AVE), and Discriminant Validity (Heterotrait-Monotrait Ratio-HTMT)

In addition to the reliability indicator test (outer loading), the next tests carried out by researchers are construct reliability (Cronbach's alpha and composite reliability), construct validity (Average Variance Extracted - AVE), and discriminant validity (Heterotrait-Monotrait Ratio) (Hair et al., 2017). The result is as follows:

Table 3. Constructs of Reliability (Cronbach's Alpha, Composite Reliability). AVE and HTMT

Variabel	Cronbach's Alpha	Composite Reliability	AVE	AC	CC	AR	PI
AC	0.929	0.946	0.779				
CC	0.859	0.904	0.702	0.704			
AR	0.853	0.911	0.773	0.444	0.646		
PI	0.935	0.951	0.795	0.833	0.722	0.531	

AC (Attractiveness of celebrity endorser), CC (Credibility of celebrity endorser), AR (Ad Recall by consumer), PI (Purchase Intention of consumer)

Table 3 Describes the results of the reliability construct, all variables are above the limit value of 0.7. In the results of composite reliability, of the four variables used, all have a value of 0.7 to 0.95. Based on the table above, it is concluded that four variables are declared reliable to measure a construct.

In the table above, the results of the Heterotrait-Monotrait Ratio (HTMT) test of each indicator are below 0.9, where all variables in the research model have met the requirements so that they can measure constructs.

R-squared, Q-squared

Table 4. R-squared, Q-squared

Variabel	R-squared	Q-squared
AR	0.315	0.233
PI	0.652	0.508

AR (Ad Recall by consumer), PI (Purchase Intention of consumer)

Based on the table above, the R-squared test results show that the Ad Recall value by consumer is 0.315 and has a moderate category. The Ad Recall by consumer variable as a variable tied to this research model can explain that the Ad Recall by consumer variable is influenced by the Attractiveness of celebrity endorser and Credibility of celebrity endorser variables of 0.315 (31.5%). While the value of Purchase Intention of consumer is 0.652 and has a moderate category. The Puchase Intention of consumer variable as a variable bound to this research model can explain that the Purchase Intention of consumer variable is influenced by the Attractiveness of celebrity endorser and Credibility of celebrity endorser variables of 0.652 (65.2%).

Based on the table above, it can be seen that the value of Q^2 in the Ad Recall by consumer variable is 0.233 in the medium category, so that the Ad Recall by consumer variable has a strong prediction rate. Then the variable Purchase Intention of consumer is 0.508 so that the Purchase Intention of consumer is in the strong category.

Hypothesis

Table 5. Path Coefficients Bootstraping (Mean, STDEV, T-Values)

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic	P Values	Conclusion
Attractiveness of celebrity endorser -> Ad Recall by the consumer (H1)	0.077	0.077	0.100	0.771	0.220	Not supported
Attractiveness of celebrity endorser -> Purchase Intention of the consumer (H2)	0.607	0.606	0.075	8.121	0.000	Supported
Credibility of celebrity endorser -> Ad Recall by the consumer (H3)	0.509	0.511	0.104	4.901	0.000	Supported
Credibility of celebrity endorser ->	0.273	0.275	0.083	3.279	0.001	Didukung

Purchase Intention of the consumer (H4)						

Based on the table above, it can be seen that of all the hypotheses, three hypotheses are supported, while only one hypothesis is not supported, namely the Attractiveness of celebrity endorsers against Ad Recall by consumers with a P-Value of 0.220 while the limit value is less than 0.05.

Discussion
1. Based on the results of data processing, it is explained that the Attractiveness of celebrity endorsers has no significant effect on Ad Recall by consumers because it has a t-statistic of 0.771 smaller than 1.96. This shows that the celebrity appeal used by shopee to endorse does not fully attract advertising memory to consumers, so it will not increase consumer advertising memory to Shopee.
2. Based on the results of data processing, it is explained that the Attractiveness of celebrity endorsers has a significant effect on the Purchase Intention of consumers because it has a t-statistic of 8,121 greater than 1.96. This shows that the higher the attractiveness of a celebrity, the more it can increase consumer purchase intent.
3. Based on the results of data processing, it is explained that the Credibility of celebrity endorsers has a significant effect on Ad Recall by consumers because it has a t-statistic of 4,901 greater than 1.96. This shows that the higher the credibility of a celebrity, the more it can increase the memory of consumer advertising.
4. Based on the results of data processing, it is explained that the Credibility of celebrity endorser has a significant effect on the Purchase Intention of consumers because it has a t-statistic of 3,279 greater than 1.96. This shows that the higher the credibility of a celebrity, the more it can increase consumer purchase intent.

CONCLUSIONS, SUGGESTIONS AND LIMITATIONS
Conclusion
     Based on the results of hypothesis testing and discussion, it can be concluded that in this study researchers stated that the Attractiveness of celebrity endorsers on Ad Recall by consumer has no positive influence, while the Attractiveness of celebrity endorsers on the Purchase Intention of consumers has a positive influence, Credibility of celebrity endorsers on Ad Recall by consumer has a positive influence, and the Credibility of celebrity endorser on the Purchase Intention of consumer has a positive influence.

Suggestion
     Researchers suggest Shopee to be more selective in the selection of celebrities for the most important endorsement, the attractiveness of a celebrity is not only from the physical but there are other factors to improve consumer advertising memory.

Limitations and suggestions for future research
     Researchers get some limitations when working on research. Some of them, respondents only identify those who live in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek). Therefore, for future research, it is recommended to expand the area of acquisition or dissemination to samples that live outside the scope of this research. Researchers certainly have

another obstacle is that the maximum number of samples in this study is only 160 respondents, therefore, researchers recommend that further researchers increase respondents to get much more accurate results.

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