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The Influence of Celebrity Endorsers and Product Reviews on Shopataleen Consumers' Buying Interests through Shopee in Palembang

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***Abstract*---*This study aimed to analyze the effect of celebrity endorsers and product reviews on the buying interest of Shopataleen consumers through shops in the city of Palembang. This study uses multiple linear regression analysis to examine data from 133 respondents. The results showed that the celebrity endorser variable and product review positively and significantly affected consumer buying interest, either partially or simultaneously.*
Keywords*---*buying interest, celebrity endorser, consumers, product reviews, shopee

Introduction

Looking at the past and compare it with today, it is clear that technological progress is very rapid. It can even be said that technology continues to develop and advance every day. One technology that is proliferating is information technology. Indonesia is a country that has advanced information technology rapidly and cannot be separated from this information technology, especially the internet. The internet has been present in Indonesia since the 1990s, and according to an article from the Bandung Institute of Technology, at the beginning of its emergence, the internet was known as the association network. As the name implies, the internet is felt to have a close relationship with the community.

In 2020 there are at least 175.4 million internet users in Indonesia. This figure represents 64% of the total population of Indonesia. This figure also shows the number of internet users that has increased rapidly in just five years, which only amounted to 78 million users. The number of internet users has also changed the way of marketing

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today. Business people now use the internet to promote their merchandise. Through online promotion, business people can save up to 50% on marketing costs (Superwiratni, 2018). In addition to saving expenses, business people can also reach broader consumers through the internet. This will undoubtedly have a positive impact on sales (Noviana, 2020). The celebrity endorsement strategy involves a public figure or artist known to a broad audience and will later work with business people to promote merchandise online (Hartati, 2020). The chosen artist must, of course, have several positive criteria, such as having attractiveness, being trustworthy (trustworthiness), and having specific expertise. These criteria can attract the attention of consumers and give confidence to the products offered by the artist (Sari & Pradhana, 2018; Doyle et al., 2014).

After seeing or listening to reviews from artists, potential consumers will become curious about the product and then decide to buy the product being promoted (Alatas & Tabrani, 2018). Several researchers have proven this, such as Hafisa (2018), which proves that 32.6% of consumers' buying interest is due to the attractiveness of the artist. The results of other studies also show that artists who are considered trustworthy by consumers (trustworthiness) will have a positive effect on consumer buying interest (Noviana, 2020). The relationship between celebrity endorsement and consumer buying interest has also been investigated by Istiqomah et al. (2019); (Arista & Lasmana (2019); Nabila (2019); Lapian & Roring (2018), and proved to have a positive effect.

Another marketing strategy that can be utilized from technology and the internet is online marketing through marketplaces widely available in Indonesia. For example, marketplaces that can be used are Shopee, Tokopedia, Bukalapak, Lazada, Blibli, Zalora, and many more. Each marketplace has its features and facilities. In the second quarter of 2020, Shopee was ranked first as the marketplace with the highest number of visitors in Indonesia (Arista & Lasmana, 2019). One of the features of Shopee is product reviews. This feature allows consumers to upload photos or videos of products that have been purchased. Buyers can also provide reviews or comments on the product. There is also a star rating to represent buyer satisfaction with the product, the packaging process, the delivery process, and the seller's response (Meitridasari et al., 2021; Carlson et al., 2020).

This product review feature is also helpful for potential consumers to consider purchasing decisions (Nabila, 2019). A good product review or review will undoubtedly attract potential consumers to buy. Through product images or videos in the product review column, potential consumers will trust the seller more and increase their buying interest (Ardianti & Widiartanto, 2019). Conversely, a low review or rating level will make potential consumers doubt the quality of the product and look for substitute products or look for products in other stores. This shows that product reviews have a significant effect on consumer buying interest (Dzulqarnain, 2019). Several studies have also supported the relationship between product reviews and consumer buying interest. The results of research by Arista & Lasmana (2019); Ichsan et al. (2018); (Kamila et al., 2019); (Farki (2016), show that simultaneous product reviews have a significant positive effect on consumer buying interest.

The fashion industry in Indonesia has also proliferated in recent years. This is evidenced by an increase in gross domestic income (GDP) by 52% and an increase in exports by 34% last year. Shopataleen store is one of the women's clothing retail stores that successfully sell online and offline. Shopataleen started its business by selling online through social media Instagram. Sales achieved not too much at the time of the initial opening. Then a few months later, Shopataleen offered its products through Shopee. A few months later, there was a significant increase in sales from only tens of orders per month to hundreds or even thousands of orders per month. Shopataleen established its boutique shop in less than one year, and sales continue to increase, even more so through Shopee. This phenomenon is what researchers want to study in this study (Abratt, 1986; Albert et al., 2008).

Research Methods

This research focuses on the phenomenon of increasing online shopping today, which is influenced by various factors. This study will analyze two factors that may affect the increase in public interest in online shopping, namely the influence of celebrity endorsers and product reviews on e-commerce Shopee in Palembang. The type of research applied is causal research with quantitative methods. Causal research examines the causal relationship between two or more variables to explain the impact of changes in the value of a variable on changes in the value of one or more other variables. This research will be carried out in Palembang, with a questionnaire instrument distributed using Google Docs technology and social media, which is carried out for approximately eight months, from early December 2020 to July 2021 (Berthon et al., 2007; Zhang et al., 2010).

Population and sample

The entire research subject focuses on the scope or research area and the research time determined by the researcher. The population in this study were all students of Indo Global Mandiri University, Tridinanti University, and the Muhammadiyah University of Palembang. These three universities were chosen because they are close to the Shopataleen offline store, so it is assumed that students will be more familiar with the Shopataleen brand (Lee et al., 2008; Lee & Shin, 2014).

The sampling technique that will be used in this research is purposive sampling. This is because researchers determine respondents based on several criteria. The criteria used are female or female gender, at least 18 years old, have purchased Shopatalen products, and have purchased products because of celebrities who promote advertisements for these products. Thus, the sample used in this study was 133 female students.

Data collection technique

The primary data in this study were collected through a questionnaire where the respondents were Shopataleen consumers in Palembang who had purchased products through Shopee.

Data analysis technique

Data analysis is an activity of processing data that has been collected to answer the problem formulation and test the hypothesis that has been proposed. Several data analysis techniques used in this study are descriptive analysis, research instrument testing, and validity and reliability testing.

Research data analysis

Multiple linear regression analysis

Multiple linear regression analysis is helpful to know the influence or direct relationship between two variables or more independent variables with one dependent variable, then the technique of multiple linear regression analysis is used. In this study, the variable celebrity endorsement (X1), product review (X2), and the dependent variable buying interest (Y). Multiple linear regression analysis using the following regression equation:

$$Y = a + \textit{Celebrity Endorser}\ \alpha_1 + \textit{Review}\ \text{Produk}\ \alpha_2 + e$$

Where:

Y	=	purchase interest variable
X1	=	variable celebrity endorser
X2	=	product review variable
A	=	constant
b1	=	regression Coefficient
e	=	error

Classic assumption test

In the multiple linear regression model equation, several basic assumption tests are known to assess a model to find out whether the specified regression model equation is a model that can produce unusual estimates. The assumption test can be described as follows:

- Normality test
  Normality test aims to test whether the data used in the study is normally distributed or not. The normality test is one part of the data analysis requirements test or the classical assumption test, meaning that before carrying out statistical analysis to test the hypothesis, the research data must be tested for normality of distribution. Of course, if good data is data that is typically distributed (Sgier, 2012; Robins, 2003; Boddy, 2016). The basis for the normality test decision is if the significance value (Sig.) > 0.05, then the research data is usually distributed.

- Multicollinearity Test
  Multicollinearity test was conducted to determine whether there is a significant relationship between the independent variables. Detection of multicollinearity is done by regressing an independent variable to other independent variables in the model. Test the presence or absence of multicollinearity; it can be seen from the value of R-square, F-count, and standard error.
  - H0: if the R-square value < the primary model's R-square value, then there is no multicollinearity problem
  - H1: if the R-square value > the R-square value of the primary model, then there is a multicollinearity problem
- Heteroscedasticity Test
  One way to detect whether there is a heteroscedasticity problem is done by using the white heteroscedasticity test.
  - H0: if the statistical value of the chi-square obs < the value of the chi-square table with a certain degree of confidence (α) indicates the absence of heteroscedasticity
  - H1: if the obs chi-square statistic value > the value of the chi-square table with a certain degree of confidence (α) indicates the presence of heteroscedasticity

Hypothesis testing

Obtain the best regression model or BLUE (Best Linear Unbiased Estimator); several criteria must be met, among others, by performing the F test and t-test. F test

Model fit test

The F test is known as the Simultaneous Test or Model Test/Anova Test, a test to see how all the independent variables influence the dependent variable. Alternatively, to test whether the regression model that we make is good/significant or not good/non-significant. The simultaneous test is significant if the significance of F < the degree of confidence in the study, the significance value can be obtained through manual testing or SPSS processing results (Sign in the ANOVA table). If the significance value is < 0.005, then it is considered significant. The hypothesis for the F statistic test is as follows:
H1: There is no simultaneous effect between the independent variables on the dependent variable
H2: There is a simultaneous effect between the independent variables on the dependent variable

t-test (individual parameter significance test)

The t-test is a test to determine the significance of the effect of the independent variable on the dependent variable individually and considers the other dependents constant. The significance of this effect can be estimated by comparing the t table value with the calculated t value. If the value of t count is more significant than the t table, then the independent variable individually affects the dependent variable; otherwise, if the value of t count is more minor than the t table, the independent variable does not affect the dependent variable (Nugraha et al., 2010). The hypothesis for the t statistic test is as follows:

- H1: An independent variable individually is not a significant explanation of the dependent variable
- H2: An independent variable individually is a significant explanation of the dependent variable

Correlation (R) and Coefficient of Determination (R^2)

The coefficient of determination (R2) is intended to determine the best level of accuracy in regression analysis; this is indicated by the magnitude of the coefficient of determination (R2) between 0 (zero) to 1 (one). If the coefficient of determination is zero, the independent variable does not affect the dependent variable. If the coefficient of determination is getting closer to one, it can be said that the independent variable affects the dependent variable. Because the independent variable in this study is more than 2, the coefficient of determination used is Adjusted R Square (Ghozali, 2001). From the coefficient of determination (R2), a value can be obtained to measure the contribution of several X variables to the variation of ups and downs in the Y variable, which is usually expressed in percentages (Nugraha et al., 2010).

Results and Discussion

Research instrument test results
Validity test results
Here are the results of the validity test:

Table 1
Validity test results

Correlations				
		Celebrity Endorser	Product Review	buying interest
Celebrity Endorser	Pearson Correlation	1	.065	.102
	Sig. (2-tailed)		.454	.001
	N	133	133	133
Product Review	Pearson Correlation	.065	1	.371**
	Sig. (2-tailed)	.454		.000
	N	133	133	133
buying interest	Pearson Correlation	.102	.371**	1
	Sig. (2-tailed)	.241	.000	
	N	133	133	133

** Correlation is significant at the 0.01 level (2-tailed).

Source: data processed using SPSS

Based on the table above, the celebrity endorser credibility variable has a favorable recount and a significance value of 0.001 < 0.005; then, the celebrity endorser credibility variable is valid. The product review variable has a favorable recount and a significance value of 0.000 < 0.005; then, the product review variable is valid. The buying interest variable has a positive rcount and a significance value of 0.000 < 0.005, so the buying interest variable is valid.

Reliability test

The results of the reliability test for this study can be seen as follows:

Table 2
Reliability test results

Reliability Test Results Reliability Statistics	
Cronbach's Alpha	N of Items
.877	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Celebrity Endorser	79.94	10.421	.098	.724
Product Review	78.60	7.848	.268	.781
Buying Interest	90.87	9.946	.329	.763

Source: data processed using SPSS

Based on the test results above, it can be seen that Cronbach's alpha value for the three variables is 0.877 > 0.60, so it can be said that the data on each variable is reliable or reliable. Each variable also has a Cronbach's alpha value

greater than 0.60, namely the celebrity endorser variable of 0.724, the product review variable of 0.781, and the buying interest variable of 0.763, indicating that each variable is reliable.

Classic assumption test

- Normality test

The normality test aims to test whether, in the regression model, the confounding or residual variables have a normal distribution (Ghozali, 2016). The data spread on the graph follows a straight-line pattern, so the data in this study is expected.

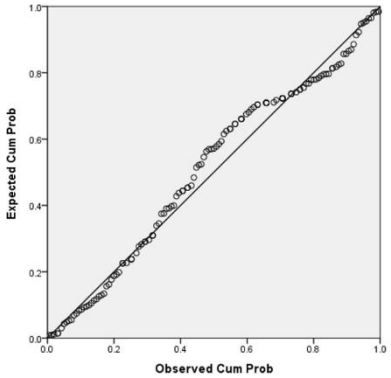


Figure 1. P-Plot Data Normality

Figure 1. P-Plot graph above shows that the distribution of data spreads around the diagonal line and follows a straight-line pattern so that it can be concluded that the regression model has met the assumption of normality. Apart from looking at the P-Plot graph, in this study, a non-parametric Kolmogorov-Smirnov statistical test was also carried out. The basis for making the decision is if the Asymp value. Sig. (2-tailed) below 0.05 means that the residual data is usually distributed. The results of the calculation of statistical normality are as follows:

Table 3
Normality test results

One-Sample Kolmogorov-Smirnov Test				
		Celebrity Endorser	Product Review	Buying interest
N		133	133	133
Normal Parameters	Mean	44.77	46.11	33.83
	Std. Deviation	2.096	2.223	1.657
Most Extreme Differences	Absolute	.146	.183	.203
	Positive	.094	.084	.151
	Negative	-.146	-.183	-.203
Test Statistic		.146	.183	.203
Asymp. Sig. (2-tailed)		.000[c]	.000[c]	.000[c]
a. Test distribution is Normal.				
b. Calculated from data.				
c. Lilliefors Significance Correction.				

Source: Data processed using SPSS

Based on the table above, it can be seen that the value of Sig. (2-tailed) for each variable is 0.000 < 0.05, which indicates that each variable used in this study is usually distributed.

- Multicollinearity test

The results of statistical multicollinearity calculations are as follows:

Table 5
Multicollinearity test results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Celebrity Endorser	.996	1.004

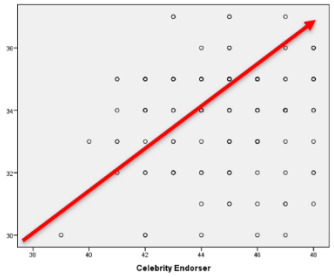
Source: Data processed using SPSS

Based on the table above, the tolerance value for the celebrity endorser variable is 0.996 > 0.10, and the tolerance value for the product review variable is 0.996 > 0.10. In addition, the VIF value for the two independent variables is 1.004 < 10.0; it can be concluded that there is no multicollinearity in the regression model.

- Heteroscedasticity test

A good regression model is that there is no heteroscedasticity. Detect the presence or absence of heteroscedasticity in this study, the scatterplot graph method is used, which is generated from the output of the IBM SPSS statistics 24 programs as follows:

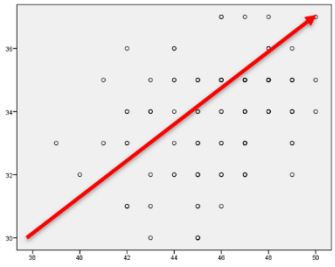
Table 6
Heteroskedasticity test results



Source: Data processed using SPSS

Based on table 6 above, the scatter plot graph results have data plot points that form a straight-line pattern from the bottom left to the top right. This shows a linear and positive relationship between the celebrity endorser variable (X1) and buying interest (Y). This positive relationship means that if the influence of the celebrity endorser has increased, the consumer's buying interest will also increase.

Table 7
Heteroskedasticity test results



Source: Data processed using SPSS

Based on table 7 above, the scatter plot graph results have data plot points that form a straight-line pattern from the bottom left to the top right. This shows a linear and positive relationship between product review variables (X2) and buying interest (Y). This positive relationship means that if the influence of product reviews has increased, then consumer buying interest will also increase.

Research Data Analysis Results

Multiple Linear Regression Analysis
The multiple linear equations will then be matched with the following research results so that it will form a new multiple linear regression equation as below:

Table 8
Regression linear analysis results

Model		Coefficients				
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18.498	3.881		4.767	.000
	Celebrity Endorser	.062	.064	.078	.963	.337
	Product Review	.273	.061	.366	4.496	.000
a. Dependent Variable: Buying Interest						

Source: Data processed using SPSS

Based on the test results above, multiple linear regression can be formulated as follows:

$$Y = 18.498 + 0.0621 \textit{ Celebrity Endorser} + 0.273 \textit{ Review} \text{ Product} + 3.881.$$

From the above equation, it is interpreted as follows:

- Constant (α) = 18,498 means that if the celebrity endorser variable (X1) and product review (X2) are considered constant, then buying interest (Y) will have a fixed value of 18,498.
- The regression coefficient of the celebrity endorser variable (X1) is positive 0.0621; this shows that if the celebrity endorser variable increases by 1 point, while the other independent variables remain, then buying interest (Y) will increase by 0.0621. In other words, the regression coefficient value for the celebrity variable the positive endorser states that the higher the influence of the celebrity endorser, the higher the consumer's buying interest.
- The regression coefficient of the product review variable (X2) is positive 0.273; this indicates that if the product review variable increases by 1 point, while the other independent variables remain, then buying interest (Y) will increase by 0.273 in other words, the regression coefficient value for the review variable The positive value of the product states that the stronger the influence of the product review, the higher the consumer's buying interest.

Coefficient of determination

The results of the coefficient of determination test are presented in table 9 below:

Table 9
Coefficient determination test results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.379[a]	.644	.638	1.545

a. Predictors: (Constant), Product Review, Celebrity Endorser

Source: Data processed using SPSS

Based on table 9 above, it is found that the R2 value is 0.644, which shows that celebrity endorsers and product reviews influence buying interest by 64.4%, while the rest is influenced by other variables not included in the study.

Hypothesis testing

F Test (Model Fit Test)
The following are the results of the F test in this study:

Table 10
F Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.041	2	26.020	10.901	.000[b]
	Residual	310.320	130	2.387		
	Total	362.361	132			

a. Dependent Variable: Buying Interest
b. Predictors: (Constant), Review Produk, Celebrity Endorser

Source: Data processed using SPSS

Based on table 10 above, it can be seen that the value of Sig. is 0.000 < 0.005, then the two variables simultaneously or simultaneously affect buying interest.

T-test (individual parameter significance test)

The t-test will also determine the hypothesis to be taken in this study. The hypotheses proposed are:
H1 = There is an influence of celebrity endorser (X1) on buying interest (Y)
H2 = There is an effect of a product review (X2) on buying interest (Y)
Comparison of the value of t count and t table can be made based on the test results presented in table 11 below:

Table 11
T-Test results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	18.498	3.881		4.767	.000
	Celebrity Endorser	.062	.064	.078	2.963	.003

Product Review	.273	.061	.366	4.496	.000

a. Dependent Variable: Buying interest

Source: Data processed using SPSS

Calculation of the df value obtained the number of samples minus the number of independent variables, namely df = 133 – 2, df = 131 so that the t table value used as a comparison is 1.97824. Based on the table above, the calculated t value for celebrity endorsers is 2,963 > t table 1,97824, so there is an influence between celebrity endorsers and buying interest. Therefore, H1 is accepted. Furthermore, the product review variable has a value of 4.496 > t table 1.97824; it can be said that there is an influence between product reviews on buying interest. Therefore, H2 is accepted.

Conclusion

Based on the results of research that the author has carried out in terms of the influence of celebrity endorsers and product reviews on the buying interest of Shopataleen consumers through shopee in Palembang, the following conclusions are obtained:

- The partial analysis results show that the celebrity endorser variable (X1) positively and significantly affects buying interest in Shopataleen products in Palembang.
- The partial analysis results show that the product review variable (X2) positively and significantly affects buying interest in Shopataleen products in Palembang.
- The joint analysis results show that the celebrity endorser variable (X1) and product review (X2) positively and significantly affect buying interest in Shopataleen products in Palembang.

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