

THE EFFECT OF CELEBRITY ENDORSER ON CONSUMER REPURCHASE INTENTION THROUGH BRAND TRUST (STUDY ON SHOPEE CONSUMERS IN MALANG CITY)

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ABSTRACT

Intense competition among companies and entrepreneurs prompted people to adopt the best strategy to obtain and retain their customers. Along with the rapid advancement of current technology in the business field, many people benefit themselves by working collaboratively with influential figures in social media, commonly referred to as celebrity endorsers. This research aimed to investigate the effect of celebrity endorsers on consumer repurchase intention through brand trust, specifically in the case of Shopee consumers in Malang City. By employing a descriptive quantitative method and using questionnaire results from 150 respondents to gather the primary data, this research attempted to test the four proposed hypotheses, which later showed that all hypotheses were accepted. H1 stated that the celebrity endorser variable (X) influences the brand trust variable (Z), H2 stated that the brand trust variable (Z) influences the repurchase intention variable (Y), H3 stated that celebrity endorser variable (X) influences the repurchase intention variable (Y), H4 stated that celebrity endorser variable (X) has an indirect effect on the repurchase intention variable (Y) through the brand trust variable (Z). This research concluded that the trustworthiness, services, expertise, and attractiveness of both the brand and the associated celebrity endorser significantly impact consumers' repurchase intention at Shopee.

Keywords: celebrity endorser, brand trust, repurchase intention, Shopee

INTRODUCTION

Background

The intense competition in the business world triggers business people to devise the best strategy in obtaining and retaining customers. Every company has its way of winning the hearts of its customers, one of which is to carry out a marketing communication function that enables companies to provide information and market with their products or services through various media. According to Kotler and Keller (2012), marketing communication is when companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands that are sold.

Seeing the condition and role of technology in the business world today, business people take advantage of all the opportunities available to communicate the products and brands that are sold. As a result, most companies now use technology and digital marketing, specifically utilizing the social media to introduce or promote goods or services.

The increasing number of internet users in Indonesia allow companies to take advantage of this situation by channelling various promotional

strategies to buy and sell products and services through the internet and social media. According to Turban et al. (2015), social media is an internet-based application that involves online text, image, audio, and video content created by users sent via platforms and Web 2.0 tools. Social media is used primarily for social interactions and conversations to share online opinions, experiences, insights, perceptions, and collaboration.

Social media companies become a new tool as a form of marketing strategy to convey messages, get feedback, and communicate directly with consumers. One of the most popular social media in the world, Instagram, is a photo and video-based social media application that allows users to take photos and videos, apply digital filters, and share them to various social networking services which also make it possible for businesses to market and promote its product or service.

As a popular application in Indonesia, Instagram is exploited by businesses to promote products through endorsement strategies. Endorsement activities are often carried out by celebrities or people known by the public (celebrity endorsers). Generally, they have characteristics in terms of

trustworthiness, expertise (attractiveness), attractiveness, image (respect), and similarity of giving effect to followers to develop a positive image of the product or brand. According to Shimp (2013), endorsers are supporters of advertising or known as supporters of a product or service.

Celebrity endorsers are increasingly used by various companies and brands competing in Indonesia in recent years, especially on Instagram. Companies provide products or forms of promotion to be shared through celebrity endorsers personal accounts to deliver messages and influence the celebrities' followers. This strategy enables endorsed brands to create positive customer trust through endorsement activities.

For a company, brand trust is an important target to achieve. The survival of the company or brand will depend on the trustworthiness of its consumers. According to Murthy in Kertajaya (2009), brand trust is the brand's success in creating a memorable experience from sustainable consumers from a company perspective. Brand trust is a form of security manifestation that consumers own through their interactions with the brand so that the brand can be trusted and

relied upon. This certainly will affect the survival of the company.

Ranking	Platform	Pengguna Web (M)	Ranking Pengguna	Ranking Pengguna	Turnover	Instagram	Facebook	Jumlah Follower
1	Tokopedia	65,953,432	#1	#1	237,710	1,485,740	1,341,510	3,431
2	Shopee	55,964,793	#2	#2	117,480	2,105,890	11,404,790	3,221
3	Bukalapak	42,874,150	#3	#3	176,330	651,130	2,426,820	2,651
4	Lazada	27,986,330	#4	#4	310,830	1,433,410	38,589,230	2,372
5	Blibli	21,315,600	#5	#5	450,420	884,000	8,440,730	1,058
6	JD ID	5,524,800	#6	#6	25,720	443,360	770,580	1,042
7	Minimarket	5,032,700	#7	#7	15,690	40,420	1,035,970	987
8	Sociolla	3,988,300	#8	#8	1,070	63,380	6,510	206
9	Grams	3,906,400	#9	#9	6,130	105,000	357,670	143
10	Retail	3,583,400	#10	#10	3,060	39,660	88,660	n/a

According to iPrice.co.id (2018), the map of e-commerce business competition in Indonesia is getting tougher. So those e-commerce actors are also required to continue to innovate to attract users and strengthen their services, if a company's brand trust is strong, it will help consumers make purchasing decisions. This requires consumers to be smarter in comparing the quality and benefits gained after making any decision. Shopee does not take such phenomenon as a big threat. Instead, Shopee produces more creativity in marketing their services. With more and more competitors in the e-commerce field, Shopee strives to attract the attention of its consumers with various marketing strategies, such as using celebrities as endorsers.

Research Objectives

1. Determine the effect of celebrity endorsers on brand trust in Shopee users in Malang City.
2. Determine the effect of brand trust on repurchase intention on Shopee users in Malang City.
3. Determine the effect of celebrity endorsers on repurchase intention in Shopee users in Malang City.
4. Determine the effect of celebrity endorsers' indirect effect on repurchase intention through brand trust on Shopee users in Malang City.

LITERATURE REVIEW

Marketing Communication

According to Kotler and Keller (2012), marketing communication is when companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands that are sold. In another opinion, according to Shimp (2013), marketing communication is an important aspect of the overall marketing mission of a company and the main determinant of the company's success or failure.

According to Solomon (2012), there are three marketing communication models. Today's marketers utilize traditional one-to-many communication models. They are updated to many-to-

many communication models and talk one-to-one with consumers and business customers.



Material Handling

According to Shimp & Andrews (2013), what is meant by celebrity endorsers is the use of a person or public figure in supporting an advertisement. Also, celebrities are used because of the fame attributes such as good looks or beauty, courage, talent, elegance, and sexual attraction that often represent the appeal desired by the brands they advertise. As a result, celebrity endorsers are now increasingly becoming a positive choice for sellers.

The use of celebrity endorsers is no longer a new thing in the world of marketing. This is because, in addition to making it easier for consumers to remember products, it will also make consumers more confident about the products used (Andina, 2014).

According to Khatri (2006), quoted by Ahmed, Seedani, Ahuja, and Paryani in his journal entitled "Impact of Celebrity Endorsement on Consumer Buying Behavior (2015)", celebrity

endorsement is a promotional strategy to attract customers.

Based on the above understanding, it can be assumed that the position of a celebrity is as a confirmation of a product or service (Andina, 2014). Not all celebrities can be used as endorsers of a product. Celebrities must also be under the type of product to be promoted. Celebrities should show the image of a product even though it is through the aura of the celebrity.

Shimp (2010) argues that extensive research on endorsers has two general attributes, credibility and attractiveness, which contribute to an endorser's effectiveness, and that each attribute consists of more different sub-attributes. The sub-attribute itself consists of trustworthiness and expertise, which are two dimensions of credibility. At the same time, physical attractiveness, respect, and similarity (to the target audience) are components of the general concept of attractiveness. The following below explains the five attributes

1. Trustworthiness

Assets that are considered trustworthy and reliable

2. Expertise

Endorsers must have special skills, knowledge, or abilities that are appropriate for the advertised brand.

3. Physical Attractiveness

Traits that are considered pleasing to be seen about the concept of the attractiveness of certain groups.

4. Respect

Quality that is valued or even respected because of its achievements or achievements.

5. Similarity

The extent to which endorsers fit the audience in characteristics related to endorsement relationships (age, gender, ethnicity, etc.)

Brand Trust

According to Kumar (2008), brand trust is defined as the willingness of individuals to trust a brand's ability to satisfy their needs. According to Luk and Yip (2008: 453), brand trust includes the intention to trust and play the role of facilitator in the purchasing process. Meanwhile, according to Chi et al. (2009), brand trust means consumers believe that a specific brand will offer a very reliable product, such as complete functions, quality assurance, and after sales service.

Based on the definitions of brand trust mentioned above, it is concluded

that brand trust is consumer behavior in its interaction with a brand that is expected to be reliable, responsible, and can give positive results.

Brand trust indicators according to Zehir et al. (2011) include meeting expectations, confident in the product, never disappointing, guaranteed satisfaction, and reliable.

- a. The indicator of meeting expectations is when a product can meet consumer expectations (The product meets my expectations).
- b. An indicator of confidence in a product is a belief in consumers about a product (I feel confident in the product).
- c. The indicator that never disappoints is that the product never disappoints consumers (The product never disappoints me).
- d. The indicator to guarantee satisfaction is a product that can guarantee the emergence of satisfaction in consumers (The product guarantees satisfaction).
- e. The reliable indicator in solving is when the product can be relied on in solving consumer problems (I can rely on the product to solve the problem).

Repurchase Intention

Repurchase behavior is a decision in which consumers make a repurchase (Widjaja B. T., 2009). According to Hellier (2003), repurchase intention is a consumer's decision to buy another product from the same company by calculating the situation and condition. Repurchase intention is the tendency to buy behavior from consumers on a product or service, based on past experiences (Suryana, 2013). Consumers can return buying from the same company if they think that what they receive (benefit) is more valuable than what they give (sacrifice) (Cronin et al., 2000).

RESEARCH METHODS

Research Type

This study is related to the development of concepts and theories in the field of marketing, especially celebrity endorsers, brand image, brand trust, and repurchase intention. The approach was quantitative because this study begins with a theoretical concept and a hypothesis to obtain an answer to problems that have been determined. The type of research used was explanatory research. Explanatory research explains the position of the variables studied and the relationship between one variable

with another variable (Sugiyono, 2014). In accordance with the purpose of this study, it determined the relationship between the influence of Celebrity Endorser (X), Brand Trust (Z), and Repurchase Intention (Y).

Research Location

A research location is a place where researchers can find sources of data needed for study. Data sources found at the right location can produce accurate and comprehensive study. This study is located in Malang City.

Population and Sample

The population in this study is the Shopee users community in Malang City. With limited resources owned by the researcher, it is impossible to study the whole Malang citizen who use Shopee. Therefore, researchers examined a portion of the population by taking samples from the population to facilitate researchers. The sampling technique in this study employed the non-probability sampling technique. The method employed was purposive sampling, which is sampling based on the subjective assessment of researchers based on certain characteristics.

Data Sources

Primary data collection in this study was obtained by distributing

questionnaires to targeted respondents, in this case, the people of Malang who had used Shopee. Secondary data sources in this study were obtained from previous studies, scientific journals, literature, articles, and electronic media (internet) relevant to the field of study so that they can be used as references and complement the literature in this study.

Data Analysis Methods

In this study, the process carried out in data analysis is as follows:

1. Validity test, the instrument is valid means the measuring instrument used to obtain the data is valid or can be used to measure what should be measured (Sugiyono, 2014).
2. Reliability test, the reliability test is useful for determining whether the instrument, in this case, a questionnaire, can be used more than once, at least by the same respondent, and will produce consistent data.
3. Partial Least Square, PLS in this study used the bootstrapping method or random copying. Therefore, the assumption of normality will not be a problem for PLS. Analysis of PLS was carried out through three stages:
 - Measurement Model (Outer Model); Outer model analysis is carried out to ensure that the

measurements used are appropriate to be made measurements (valid and reliable).

- Structural Model (Inner Model); This analysis is carried out to ensure that the structural model that is built is robust and accurate.
- Hypothesis Testing; This test is done to see the probability value and t-statistics.

RESEARCH RESULTS AND DISCUSSION

Research Object Description

Shopee is an e-commerce site headquartered in Singapore under the SEA Group, founded in 2009 by Forrest Li. Shopee was first launched in Singapore in 2015 and has since expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. Starting in 2019, Shopee has also been active in Brazil, making it the first country in South America and outside Asia that Shopee has visited. Shopee is led by Chris Feng, a former Rocket Internet employee who once led Zalora and Lazada.

Shopee is engaged in buying and selling online based on C2C, which can be accessed easily using a smartphone. Shopee comes in the form of an

application that makes it easy for users to shop online without having to bother using a computer. Shopee application has been downloaded 100 million times on the Play Store in January 2021.

Characteristics of the Respondent

Table 1. Based on Gender

No	Gender	Total	Percentage (%)
1	Female	107	71.33
2	Male	43	28.67
Total		150	100

Table 2. Based on Age

No	Age	Total	Percentage (%)
1	17-25 years	132	88
2	26-35 years	18	12
3	>35 years	-	-
Total		150	100

Table 3. Based on Last Education

No	Latest Education	Total	Percentage (%)
1	SMA/SMK	98	65.33
3	D3	2	1.33
4	S1	45	30.0
5	S2	3	2.0
6	S3	2	1.33
Total		150	100

All 150 respondents have made a purchase at Shopee at least once and

know several celebrity endorsers from Shopee

Data Analysis Method

The data analysis method used are Partial Least Square (PLS) that calculated using the Outer Model, Inner Model and Hypothesis Test.

Outer Model

There are two criteria can be used to test the validity of each research instrument, namely convergent validity and discriminant validity. For reliability, there's also two criteria can be used, which are Cronbach Alpha and Composite Reliability

Table 4. Convergent Validity

Indicator	Loading Factor Values			Explanation
	Celebrity Endorser	Brand Trust	Repurchase Intention	
X1.1	0.902			Valid
X1.2	0.707			Valid
X1.3	0.870			Valid
X1.4	0.810			Valid
X1.5	0.858			Valid
X1.6	0.800			Valid
X1.7	0.803			Valid
X1.8	0.920			Valid
X1.9	0.772			Valid
X1.10	0.872			Valid
X1.11	0.757			Valid
X1.12	0.828			Valid
X1.13	0.747			Valid
X1.14	0.817			Valid
Z1.1		0.810		Valid

Z1.2		0.741		Valid
Z1.3		0.806		Valid
Z1.4		0.730		Valid
Y1			0.837	Valid
Y2			0.843	Valid
Y3			0.819	Valid

Table 5. Discriminant Validity

Indicator	Loading Factor Values			Explanation
	Celebrity Endorser	Brand Trust	Repurchase Intention	
X1.1	0.902	0.615	0.566	Valid
X1.2	0.707	0.367	0.367	Valid
X1.3	0.870	0.584	0.530	Valid
X1.4	0.810	0.456	0.439	Valid
X1.5	0.858	0.588	0.514	Valid
X1.6	0.800	0.522	0.483	Valid
X1.7	0.803	0.545	0.528	Valid
X1.8	0.920	0.564	0.539	Valid
X1.9	0.772	0.378	0.378	Valid
X1.10	0.872	0.610	0.593	Valid
X1.11	0.757	0.521	0.463	Valid
X1.12	0.828	0.478	0.485	Valid
X1.13	0.747	0.389	0.386	Valid
X1.14	0.817	0.551	0.541	Valid
Z1.1	0.529	0.810	0.633	Valid
Z1.2	0.345	0.741	0.610	Valid
Z1.3	0.415	0.806	0.699	Valid
Z1.4	0.643	0.730	0.576	Valid
Y1	0.602	0.741	0.837	Valid
Y2	0.416	0.701	0.843	Valid
Y3	0.473	0.574	0.819	Valid

Table 6. Reliability Test

	Cronbach's Alpha (>0.6)	Composite Reliability (>0.7)	Average Variance Extracted (AVE)	Explanation
Celebrity Endorser	0.963	0.966	0.674	Reliable
Brand Trust	0.775	0.855	0.597	Reliable

Repurchase Intention	0.781	0.872	0.694	Reliable
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Inner Model

Inner model showing R-Square and Goodness of Fit (GoF).

Table 7. R-Square

Variable	R-Square (R ²)
Brand Trust	0.403
Repurchase Intention	0.675

Based on the calculation results of SmartPLS 3.0, it can be seen that the R² value of the Brand Trust variable is 0.403, which means that the Brand Trust variable is influenced by the Celebrity Endorser variable by 40.3%, and the remaining 59.7% is influenced by other variables not discussed in this study. The R² result of the Repurchase Intention variable shows a value of 0.675, which means that the variable buying interest can be influenced by the Celebrity Endorser variable and the Brand Trust variable, which is 67.5% and the remaining 32.5% is influenced by other variables not discussed in this study.

The results of the calculation of goodness of fit can be used to determine the contribution of exogenous variables to endogenous variables. In PLS analysis, the results of the goodness of fit are obtained through q-square (Q²). Calculation results that exceed 0 are

considered to have a good predictive value. How good is the predictive value generated by the model and its parameter estimates in this study is shown from the following calculations:

Goodness of Fit (GoF):

$$\text{GoF} = \sqrt{\text{AVE} \times \overline{R^2}}$$

$$\text{GoF} = \sqrt{0.655 \times 0.539}$$

$$\text{GoF} = 0.594$$

The calculation result is 0.594 or 59.4%. It indicates that the contribution of the data that is able to be explained by the model is 59.4%. The remaining 40.6% are explained by other variables that are not contained in the model and errors.

Hypothesis Testing

The result of the hypothesis testing shows that:

H1: Celebrity endorsers has positive and significant effect on brand trust in Shopee users in Malang City.

H2: Brand trust has positive and significant effect on repurchase intention on Shopee users in Malang City.

H3 Celebrity endorsers has positive and significant effect on repurchase intention in Shopee users in Malang City.

H4 Celebrity endorsers has positive and significant indirect effect on

repurchase intention through brand trust on Shopee users in Malang City.

KESIMPULAN DAN SARAN

Conclusions

Based on the problems formulated, the analysis results, and hypothesis testing carried out in the previous chapter, the following conclusions can be drawn:

1. The results of hypothesis testing that have been conducted show that the more trustworthy, expert, attractive, respected, and similar to the audience a celebrity endorser from Shopee has, the higher the user's trust in the Shopee.
2. The results of hypothesis testing that have been done show that the more people can meet user expectations, have a good offer, is not disappointing, and reliable, the higher the interest of people to make repeat purchases at Shopee.
3. The results of hypothesis testing that have been conducted show that the more trustworthy, expert, attractive, respected, and similar to the audience a celebrity endorser from Shopee has, the higher the interest of people to make repeat purchases at Shopee.
4. The results of hypothesis testing that have been carried out show that a

celebrity endorser who is trustworthy, expert, attractive, respected, and has similarities with the audience will form user trust in the Shopee e-commerce brand. When users already have trust in the Shopee e-commerce brand, it can increase the interest of their users to re-purchase a product on Shopee e-commerce.

Suggestions

Based on the above conclusions, several suggestions can be put forward which are expected to benefit the company and other parties. The suggestions given include:

1. It is expected that the company can maintain or collaborate with new endorsers who have a massive influence and increase the customers' trust. It is because these variables have a significant effect on buying interest, including by conducting studies related to endorsers and bases brought by celebrity endorsers when Shopee aims for collaboration with an endorser. Shopee needs to always meet user expectations by doing research on user needs, and provide the best offer program on a regular basis.
2. Given that the independent variables in this study are very important in influencing purchase intention, it is

hoped that the results of this study can be used as a reference for further researchers to develop this study by considering other variables, such as, Brand Ambassador, Brand Image, Brand Awareness, and Brand Equity.

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