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THE INFLUENCE OF CELEBRITY ENDORSER AND ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION MEDIATED BY BRAND IMAGE: CASE STUDY ON CONTEXT OF E-COMMERCE ADS WITH CELEBRITY ENDORSEMENT

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Abstract:

This study aims 1) to determine the effect of celebrity endorsement on brand image, 2) to determine the effect of electronic word of mouth on brand image, 3) to determine the effect of brand image on purchase intention, 4) to determine the effect of celebrity endorsement on purchase intention, 5) to determine the effect of electronic word of mouth on purchase intention, 6) to determine the effect of celebrity endorsement on purchase intention through brand image as a mediating variable, 7) to determine the effect of electronic word of mouth on purchase intention through brand image as a mediating variable on e-commerce consumers in Jakarta. The data collection method used a survey with an instrument in the form of a questionnaire. The sample of this research is 200 Shopee consumer respondents who live in Jakarta who have done online shopping on Shopee services at least 2 times in the last 6 months and actively use social media for at least 1 hour in 1 day. The data analysis technique used SPSS version 25 and SEM (Structural Equation Model) from LISREL software version 8.8. to process and analyze research data. The test results in this study showed 5 hypotheses from 7 hypotheses had a significant positive effect and 2 hypotheses from 7 hypotheses had a positive, but not significant, effect.

Keywords: Celebrity Endorsement, Electronic Word of Mouth, Brand Image, Purchase Intention, E-Commerce, Shopee



BACKGROUND

In this modern era, technological developments have advanced very rapidly. The use of the internet and social media is now increasingly widespread in society. Based on the results of research conducted by wearesocial.com (2021), it shows that there were 170 million social media users in January 2021 in Indonesia, which is equivalent to 61.8% of the population in Indonesia in January 2021. There was a growth in the number of social media users by 10 million users with a percentage increase of 6.3%. It is also known that the number of social media users who access it via mobile phones is 168.5 million users with a percentage of 99.1% of the total number of active social media users in Indonesia as of January 2021 (Kemp, 2021).

The high online shopping activity on e-commerce in Indonesia is due to the effectiveness of marketing strategies carried out by e-commerce companies in marketing their products. One of the marketing tools that has been increasingly used in Indonesia in recent years is celebrity endorsement. Companies are encouraged to be more creative in promoting by attracting celebrities, from various backgrounds, who are relevant to their products. Celebrities used as endorsers are in great demand by marketers because the messages conveyed are easier to remember. Which celebrities are used are celebrities who are popular at that time so that they are expected to be able to get more attention (Purbohastuti & Hidayah, 2020).

Shopee has also proven to have a good image. From the survey results conducted by Top Brand Award, Shopee ranked first in the results of the Top Brand Gen-Z Index 2021 survey in the Retail Online Shopping category with a TBI score percentage of 52.9% in 2021 and also in the results of the Top Brand Index Phase 2 2021 survey in the Retail Online Buying and Selling Site Category with a TBI score percentage of 41.8% in 2021 which outperformed 4 other e-commerce below it (Top Brand Award, 2021).

Quoting from merdeka.com from the results of a survey by SnapCart (2021), the number of share of orders or share of the number of Shopee orders is at 60%. Meanwhile, Tokopedia as a competitor only stands at 23% and Lazada is at 9%. In terms of share of value or share of total order value, Shopee is at 56%, while Tokopedia is at 25% and Lazada is only at 9%.

According to the survey results released by Iprice.co.id regarding the ranking of e-commerce in Indonesia in the third quarter of 2021, there were 50 e-commerce rankings in Indonesia. Shopee is ranked first based on the application ranking on the Google Play Store and also the



Apple App Store. Shopee is also ranked first based on the number of followers on Instagram as many as 8,110,190. Shopee's popularity in Indonesia is supported by the number of monthly visits to the Shopee site as many as 134,383,300 visits (iPrice, 2021). Shopee's popularity in Indonesia is supported by the many collaborations between Shopee and many celebrities in Indonesia and even world celebrities. Reported by *kompas.com*, several celebrities in Indonesia that Shopee used in 2021 as celebrity endorsers, among others, were the on-screen couple Arya Saloka and Amanda Manopo who represented their roles in the soap opera *Ikatan Cinta* known as Mas Al and Andin, which soap opera broke the MURI record as the Prime Time Soap Opera with the highest national audience share of 51.5% (Rantung, 2021). Then the famous comedian and host Tukul Arwana who has been involved in the entertainment world since 1997 as a comedian and host. Then the dangdut musician, the late Didi Kempot, who was at the peak of his career in the last few years before he passed away. Entering the 3rd quarter of 2021, Shopee made another surprise by recruiting another celebrity as its celebrity endorser. There is an Indonesian action actor, Joe Taslim, who has starred in a number of famous Hollywood films and an international action actor from China, Jackie Chan, who has starred in 137 films, including Hollywood films and local films in China. Both are used to represent Shopee's advertisements for Shopee 9.9 Super Shopping Day. Although both are still used in separate commercial advertisements. From product advertising using celebrity endorsers, of course, it will have a good impact on the positive aspects of the advertisement as well as the negative aspects that become each person's opinion. The use of digital media utilized by Shopee in promoting its products using celebrity endorsers has resulted in many netizen comments that provide honest reviews on every social media owned by Shopee, which is called electronic word of mouth (eWOM). Hennig-Thurau et al. (2016) defines electronic word of mouth as a positive or negative statement created from the opinions of consumers, prospective consumers or former consumers of a product that can be accessed by anyone in cyberspace. Reporting from *kumparan.com*, if the power of conventional word of mouth alone can be very effective in marketing a product, then with the presence of digital media, such as social media, the spread of information and netizen reviews about a product can spread very quickly and can even reach all parts of the world in a matter of minutes or even seconds (Totoh, 2020).

The statement made by BI Governor Perry Warjiyo, quoted from *kompas.com* (2021), estimated that the value of e-commerce transactions in 2021 could reach IDR 395 trillion, or



grow 48.4% annually. Whereas previously it was estimated that the total value of e-commerce transactions until the end of 2021 would only reach IDR 370 trillion, or grow 39.1%. In fact, this figure is higher than the previous projection which was only at IDR 330.7 trillion or grew 33.2%. The increase in this predicted estimate is also in line with the high achievement of sales in the e-commerce industry in the first semester of 2021. BI noted that the value of e-commerce transactions in the first semester of this year reached IDR 186.75 trillion or grew 63.36% (Riyanto, 2021). The respondents who will be taken in this study are those domiciled in DKI Jakarta Province. Jakarta was chosen for several reasons. The first reason is the trend of online shopping transaction growth which has been quite rapid in Jakarta and is commonly done in the Jakarta area as an option for making transactions for buying and selling goods/services in general. Then, the reason is that the Jakarta area is relatively faster in adapting to the growth and development of digital technology. And also Jakarta is a province with the highest net income per month for self-employed workers in Indonesia, so it can be indicated that many buying and selling transactions occur in it. Based on the description of the facts and the explanation of the phenomena and data above, this study is entitled: "The Influence of Celebrity Endorsers and Electronic Word of Mouth on Purchase Intention Mediated by Brand Image: A Case Study in the Context of Celebrity Endorsement Advertising on E-Commerce". It can be concluded that there are several factors that can influence online shopping intentions at Shopee, namely celebrity endorsers and electronic word of mouth (eWOM) as independent variables, then brand image as a mediating variable, and purchase intention as a dependent variable. So from these variables, researchers are expected to be able to see how much influence celebrity endorsers and eWOM have on purchase intention which is strengthened by brand image as a mediating variable.

METHOD

The research period was carried out starting from May 2021 with the collection of data sources from previous studies and is planned to last until the latest in the last week of January 2022.

This research was conducted in DKI Jakarta Province by collecting data online. Jakarta was chosen for several reasons. The first reason is the trend of online shopping transaction growth which has been quite rapid in Jakarta and is commonly carried out in the Jakarta area as an



option for making transactions for buying and selling goods/services in general. Then, the reason is that the Jakarta area is relatively faster in adapting to the growth and development of digital technology. And also based on data released by the Central Statistics Agency (2019), it states that DKI Jakarta is the province with the highest average level in Indonesia for the net monthly income of self-employed workers in 2019 with an average income of IDR 4,408,400. From the explanation of these reasons, it can be indicated that there are many buying and selling transactions that occur in it, especially online buying and selling transactions. Respondents are expected to be able to represent the data accurately.

The research method used in this study is a quantitative research method. Quantitative research methods that can be interpreted in social sciences, quantitative research methods refer to systematic empirical research of quantitative properties and phenomena and their relationships. The target of quantitative research is generally used to develop and apply mathematical models, theories, and/or hypotheses related to a particular phenomenon. Quantitative research uses a lot of statistics to work on various measurements, from data collection, validation, and so on (Sandjojo, 2011). This research is categorized as an explanatory research type. Explanatory research is intended to describe the position of the variables studied and examine the relationship between one variable and another (Sugiyono, 2015). Research with this method and type is basically used to explain the relationship between the influence of celebrity endorsers and electronic word of mouth which are independent variables on purchase intention which is a dependent variable with brand image as a mediating variable. Therefore, this study can provide an overview of the interactive relationship between the variables involved and to what extent the relationship influences each other and finally it can be known how big the contribution of the independent variable is to the dependent variable and the magnitude of the direction of the relationship.

The sampling method used in this study is Non-Probability Sampling, which is a sampling that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample (Sugiyono, 2015). While the technique used is the Purposive Sampling technique, which is a sampling technique that is limited to certain types of people who can provide the desired information, either because they are the only ones who have it, or



they meet several criteria set by the researcher (Sekaran & Bougie, 2016). Based on the sampling technique used, the characteristics of the sample to be taken are as follows.

1. Minimum age 18 years.
2. Have seen Shopee advertisements that contain celebrities as endorsers of Shopee products on television or social media.
3. Have shopped online on the Shopee e-commerce platform.
4. Actively use social media.

The suggestions given by Roscoe in (Sugiyono, 2015) regarding determining sample size are described in the following points.

1. A feasible sample size in a study is more than 30 and less than 500.
2. If the sample is divided into sub-samples or categories (male-female, junior-senior, etc.), then the minimum feasible sample size is 30 for each category.
3. If the study will conduct a multivariate analysis (correlation or multiple regression for example), then the number of sample members is at least 10 times or more than the number of variables or indicators of the variables studied.

Based on Roscoe's formula, the minimum sample size is 10 times the number of variables ($10 \times 4 = 40$ respondents). However, considering that the sample can represent the population appropriately and be able to strengthen the results of the study, the researcher determined the number of samples for this study to be 200 respondents, using Hair's opinion (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017) as a benchmark, that the appropriate size for the SEM method is between 100 and 200 samples. The unit of analysis in this study is a variable consisting of celebrity endorsers and electronic word of mouth which are independent variables, purchase intention which is the dependent variable, and brand image which is the mediating variable.

In this study, researchers used SPSS software version 25 and direct and indirect test measurements using Structural Equation Modeling (SEM) in LISREL version 8.8 because this software is more accurate and can describe the influence of mediating variables better than



other software and using LISREL also allows to see the magnitude of the components involved, not just about direct and indirect relationships.

In the use of Structural Equation Modeling (SEM), there are three parts to determine an SEM model, namely Absolute Fit Measures, Incremental Fit Indices, and Parsimony Fit Indices.

1. Absolute Fit Indices function to measure the suitability of the overall fit model, both structural and measurement models. The measuring instruments are:

a. Chi-Square Test

Is the most basic measuring instrument for measuring overall fit. The model to be tested will be considered good or satisfactory if the expected value gets the null hypothesis with a significant probability value > 0.05 .

b. The Root Mean Square Error of Approximation (RMSEA)

This index can be used to compete the Chi-Square statistic in a large sample. The RMSEA value < 0.08 is an index to state that the model is acceptable.

c. Goodness of Fit Index (GFI)

This index calculates the proportion of variance in the sample covariance matrix. High values on this index indicate a better fit and are estimated with a range of assessments between zero and one. The closer to one the GFI value > 0.90 , the better the model is.

d. Adjusted Goodness of Fit Index (AGFI)

The criterion of AGFI is the adjustment of GFI to the Degree of Freedom (DF), an AGFI value > 0.90 is recommended for the model to be accepted.

e. Degree of Freedom (CMIN/DF)

Produced through the Chi-Square statistic (CMIN) divided by the Degree of Freedom (DF) which is an indicator to measure the level of fit of a model. The expected CMIN/DF value is < 2.00 which indicates a fit model.

2. Incremental Fit Indices function to compare the proposed model with a basic model used by researchers. The measurements used are usually:



a. Tucker Lewis Index (TLI)

An index that has a comparison function against the model being tested against its baseline model. The value obtained in a model is ≥ 0.95 and a value approaching 0.1 indicates a very good fit.

b. Comparative Fit Index (CFI)

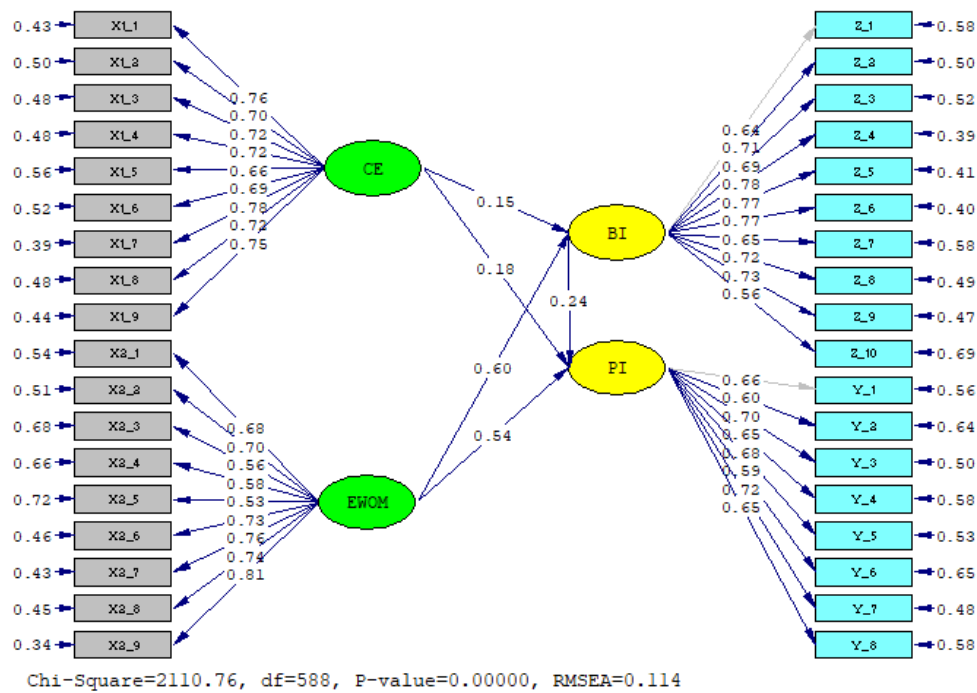
The index in CFI is in the range of values 0-1, where CFI is expected to be greater than a value of ≥ 0.95 and is expected to be stated as a very good fit.

3. Parsimony Fit Indices function to compare complex/complicated models with simple ones and to make adjustments to their fit measurements.

After the Goodness of Fit Indices test is implemented, this study will continue to conduct a hypothesis test to find out how much influence the relationship between variables has. The test to be carried out is standardized total effects. The test will pay attention to the t-values between variables compared to the t-table (its critical value). The critical value for a large sample size ($n > 30$) with a level of $\alpha = 0.05$ is 1.96. The relationship between variables that have tvalues > 1.96 can be said to be significant.

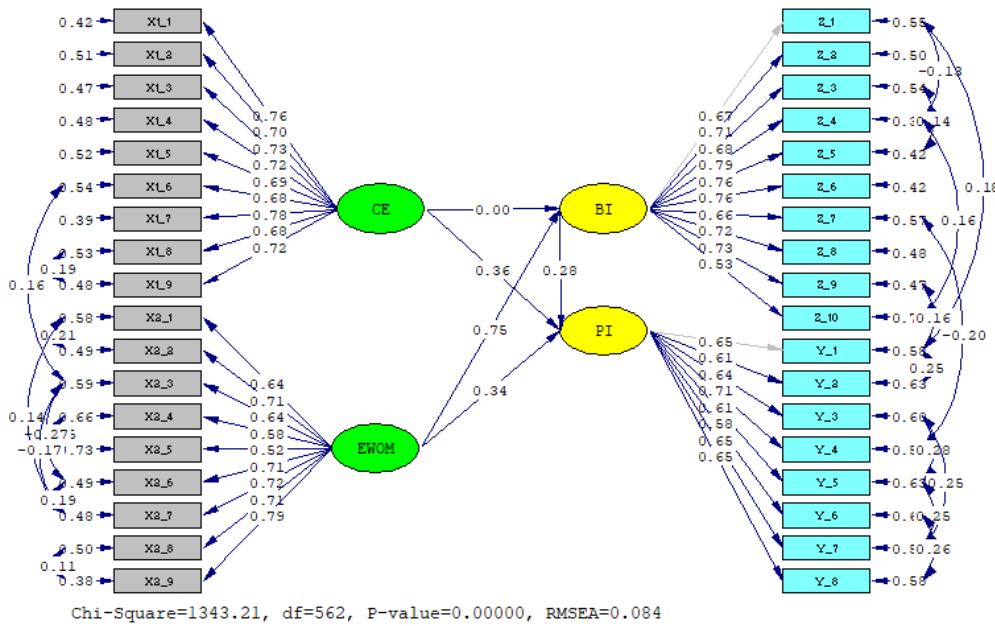
RESULTS

Full Model SEM



<i>Goodness of Fit Indices</i>	<i>Cut-off Value</i>	Result	Evaluation Model
RMSEA	≤ 0,08	0,114	Poor Fit
GFI	≥ 0,90	0,63	Poor Fit
AGFI	≥ 0,90	0,58	Poor Fit
CMIN/DF	< 3	2,090	Good Fit
CFI	≥ 0,90	0,93	Good Fit
PGFI	The bigger the better	0,56	Good Fit

The image above shows a full SEM model based on the four variables in this study which aims to analyze the relationship between the independent variables and the dependent variables. Goodness of fit will first be tested from the full SEM model listed above as tested from the previous variables. If the resulting model does not meet the minimum expected value, then modification indices are needed according to the suggestions listed in the LISREL software. The results of data processing from the full SEM model test form a model that still does not meet the requirements to be considered fit. With an RMSEA value of 0.114 or more than 0.08 and there are still 2 other goodness of fit indicators that are classified as poor fit from the 6 total indicators, it is necessary to modify the model.



<i>Goodness of Fit Indices</i>	<i>Cut-off Value</i>	Result	Evaluation Model
RMSEA	≤ 0,08	0,084	Marginal Fit
GFI	≥ 0,90	0,73	Poor Fit
AGFI	≥ 0,90	0,68	Poor Fit
CMIN/DF	< 3	2,090	Good Fit
CFI	≥ 0,90	0,93	Good Fit
PGFI	The bigger the better	0,56	Good Fit

Modification of the full SEM model was carried out based on the modification indices according to the suggestion raised by the LISREL software system after the first full SEM model data processing test was carried out. The results obtained from the modifications carried out were an RMSEA value of 0.084 or close to the equivalent of 0.08 which can be classified as a marginal fit and acceptable.

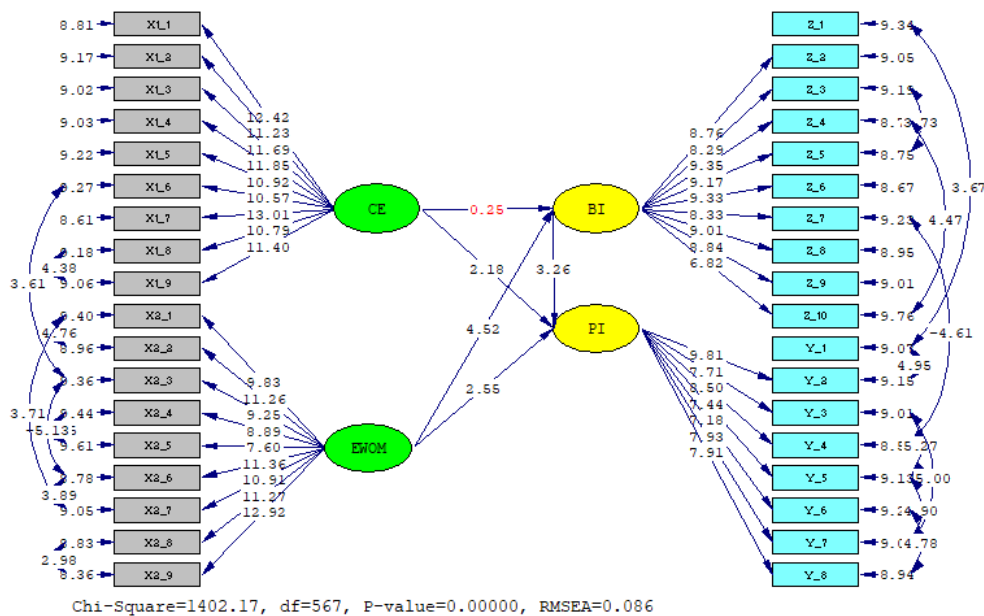
Hypothesis testing

Dependent Variable		Independent Variable	Direct Influence	Indirect Influence
<i>Brand Image</i>	←	<i>Celebrity Endorsement</i>	0,04	
<i>Brand Image</i>	←	<i>Electronic Word of Mouth</i>	0,73	
<i>Purchase Intention</i>	←	<i>Celebrity Endorsement</i>	0,28	0,01
<i>Purchase Intention</i>	←	<i>Electronic Word of Mouth</i>	0,40	0,22
<i>Purchase Intention</i>	←	<i>Brand Image</i>	0,31	



		Coefficients^a				
Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	,620	,351		1,768	,080
	Profitability	17,637	2,998	,569	5,883	,000
	Sales Growth	-1,531	1,172	-,148	-1,307	,194
	Capital Structure	,087	,237	,037	,367	,714
	Profitability*	7,657	4,622	,147	1,657	,100
	Capital Structure					
	Sales Growth*	-,321	1,168	-,035	-,275	,784
	Capital Structure					
a. Dependent Variable: Company Values						

Table shows the results of the direct influence test and the indirect influence test of the independent variables on the dependent variables from the results of the full SEM model modification. It is shown that the celebrity endorsement variable (X1) has a direct effect with a value of 0.15 on the brand image variable (Z), then the electronic word of mouth variable (X2) has a direct effect with a value of 0.60 on the brand image variable (Z). The brand image variable (Z) itself has a direct effect with a value of 0.24 on the purchase intention variable (Y). The celebrity endorsement variable (X1) has a direct effect on the purchase intention variable (Y) with a value of 0.18 and an indirect effect with a value of 0.01. While the electronic word of mouth variable (X2) has a direct effect on the purchase intention variable (Y) with a value of 0.54 and an indirect effect with a value of 0.22. These results are based on the brand image variable (Z) as a mediating variable between the influence of the relationship between the celebrity endorsement variable (X1) and the electronic word of mouth variable (X2) on the purchase intention variable (Y) in this study.



Hypothesis	Path	Standardized Total Effects	t-values	Interpretation
H1	CE→BI	0,04	0,25	Not Significant
H2	EWOM→BI	0,73	4,52	Significant
H3	BI→PI	0,31	3,26	Significant
H4	CE→PI	0,28	2,18	Significant
H5	EWOM→PI	0,40	2,55	Significant

If the t-values in the results of the structural equation hypothesis test have a value of > 1.96 , then the hypothesis has a significant effect between variables and the hypothesis can be accepted, whereas if the t-values in the results of the structural equation hypothesis test have a value of < 1.96 , then the hypothesis has no significant effect between variables and the hypothesis cannot be accepted. Of the 7 hypotheses that have been tested in the results of the structural equation model hypothesis test above, there are 5 hypotheses that are stated to have a significant relationship because they have t-values > 1.96 , but there are 2 hypotheses that are stated to have an insignificant relationship because they have t-values < 1.96 . Based on table 4.20, the results of the structural equation model hypothesis test can be described as follows:

- H1, namely the celebrity endorsement variable (X1) on the brand image variable (Z) has a value of 0.04 for standardized total effects and a value of 0.25 for t-values, which means < 1.96 . So it can be interpreted that the first hypothesis stating that the celebrity endorsement variable (X1) has a positive and significant effect on the brand image variable (Z) on Shopee consumers



has positive results, but is not significant, so H1 cannot be accepted. The results of this hypothesis can be supported by the theory put forward by Kevin Lane Keller (2017) that there are several potential problems that can cause celebrity endorsements to fail to form a brand image. First, the celebrity used has done more than one endorsement which causes the celebrity to be considered only opportunistic in endorsing a brand or less able to express honesty in his endorsement. Second, there is no harmony between the celebrity chosen and the advertised product, one of the causes of which is that the celebrity's work background is not in harmony with the function of the advertised product. Third, the celebrity stumbles upon negative issues or cases that result in a decrease in personal popularity and a decrease in the selling value of the advertisement or its products. The researcher also suspects that this hypothesis is not accepted because many respondents answered the questionnaire statement with neutral answers with a total frequency of 227 or 12.6% which is suspected of causing bias towards the answer results on the celebrity endorsement variable (X1). On the other hand, the brand image variable has a neutral answer for the statement on the questionnaire which is relatively low at a total frequency of 131 or 6.6% which is suspected that the level of habit will be even lower and is also supported by a fairly high strongly agree answer at a total frequency of 1011 or 50.5%. 2. H2, namely the electronic word of mouth variable (X2) on the brand image variable (Z) has a value of 0.73 for standardized total effects and a value of 4.52 for t-values, which means > 1.96 . So it can be interpreted that the second hypothesis which states that the electronic word of mouth variable (X2) has a positive and significant effect on the brand image variable (Z) on Shopee consumers has positive and significant results, so H2 can be accepted. The results of this hypothesis are in line with research conducted by Riorini & Widayati (2019) and Suyoga & Santika (2018) that the electronic word of mouth variable has a positive and significant effect on brand image.

3. H3, namely the brand image variable (Z) on the purchase intention variable (Y) has a value of 0.31 for standardized total effects and a value of 3.26 for t-values, which means > 1.96 . So it can be interpreted that the third hypothesis which states that the brand image variable (Z) has a positive and significant effect on the purchase intention variable (Y) on Shopee consumers has positive and significant results, so H3 can be accepted. The results of this hypothesis are in line with research conducted by Arif (2019) and Adenan et al. (2018) that the brand image variable has a positive and significant effect on purchase intention.



4. H4, namely the celebrity endorsement variable (X1) on the purchase intention variable (Y) has a value of 0.28 for standardized total effects and a value of 2.18 for t-values, which means > 1.96 . So it can be interpreted that the fourth hypothesis which states that the celebrity endorsement variable (X1) has a positive and significant effect on the purchase intention variable (Y) on Shopee consumers has positive and significant results, so H4 can be accepted. The results of this hypothesis are in line with research conducted by Putra et al. (2020) and Osei-Frimpong et al. (2019) that the celebrity endorsement variable has a positive and significant effect on purchase intention.

5. H5, namely the electronic word of mouth variable (X2) on the purchase intention variable (Y) has a value of 0.40 for standardized total effects and a value of 2.55 for t-values, which means > 1.96 . So it can be interpreted that the fifth hypothesis which states that the electronic word of mouth variable (X2) has a positive and significant effect on the purchase intention variable (Y) on Shopee consumers has positive and significant results, so that H5 can be accepted. The results of this hypothesis are in line with research conducted by Arif (2019) and Iswara & Jatra (2017) that the electronic word of mouth variable has a positive and significant effect on purchase intention.

6. H6, namely the celebrity endorsement variable (X1) on the purchase intention variable (Y) through the brand image variable (Z) has a value of 0.01 for indirect effects and a value of 0.24 for t-values, which means < 1.96 . So it can be interpreted that the sixth hypothesis which states that the celebrity endorsement variable (X1) has a positive and significant effect on the purchase intention variable (Y) through the brand image variable (Z) on Shopee consumers has positive results, but is not significant, so H6 cannot be accepted. The results of this hypothesis can be supported by the theory put forward by Kevin Lane Keller (2017) that there are several potential problems that can cause celebrity endorsements to fail to form a brand image. First, the celebrity used has done more than one endorsement. Second, there is no harmony between the chosen celebrity and the advertised product. Third, the celebrity stumbles upon negative issues or cases that result in a decrease in personal popularity and a decrease in the selling value of the advertisement or its products. Another theory that can support this hypothesis is that put forward by Firman et al. (2021) that celebrity endorsements may not directly affect purchase intention on the grounds that consumers sometimes tend to have a higher level of buying interest if the celebrity shows a realistic positive effect from their endorsement advertisement because consumers consider that celebrities represent an ideal lifestyle, so consumers want to



follow it. And if the realistic positive effect is not visible, consumers will tend to have a fairly low purchase interest. The continuation of the explanation above with brand image as a mediating variable in this study is that if the celebrity endorsement used by a company cannot provide a new positive view of the company's brand image, then it will be difficult for celebrity endorsement to influence purchase intention, even if mediated by brand image, because the brand image itself has failed to be formed by the celebrity who did the endorsement. 7. H7, namely the electronic word of mouth variable (X2) on the purchase intention variable (Y) through the brand image variable has a value of 0.22 for indirect effects and a value of 2.80 for t-values, which means > 1.96 . So it can be interpreted that the seventh hypothesis which states that the electronic word of mouth variable (X2) has a positive and significant effect on the purchase intention variable (Y) through the brand image variable on Shopee consumers has positive and significant results, so H7 can be accepted. The results of this hypothesis are in line with research conducted by Candra & Suparna (2019) and Suyoga & Santika (2018) that the electronic word of mouth variable has a positive and significant effect on purchase intention through brand image.

CONCLUSION

Based on the discussion and description in the previous chapter, it can be concluded that the results of the data analysis for the H1 hypothesis are not accepted. The celebrity endorsement variable has an insignificant effect on the brand image variable of 0.04 on Shopee consumers in Jakarta with a t-value of 0.25 which means < 1.96 . From these data, it can be interpreted that the use of celebrity endorsements on Shopee is unable to directly influence brand image.

The results of the data analysis for the H2 hypothesis are accepted. The electronic word of mouth variable has a significant effect on the brand image variable of 0.73 on Shopee consumers in Jakarta with a t-value of 4.52 which means > 1.96 . From these data, it can be interpreted that the proper use of electronic word of mouth on Shopee can influence brand image.

The results of the data analysis for the H3 hypothesis are accepted. The brand image variable has a significant effect on the purchase intention variable of 0.31 on Shopee consumers in Jakarta with a t-value of 3.26 which means > 1.96 . From these data, it can be interpreted that the use of the right brand image on Shopee can influence purchase intention.



The results of the data analysis for the H4 hypothesis are accepted. The celebrity endorsement variable has a significant effect on the purchase intention variable of 0.28 on Shopee consumers in Jakarta with a t-value of 2.18 which means > 1.96 . From these data, it can be interpreted that the use of the right celebrity endorsement on Shopee can influence purchase intention.

The results of the data analysis for the H5 hypothesis are accepted. The electronic word of mouth variable has a significant effect on the purchase intention variable of 0.40 on Shopee consumers in Jakarta with a t-value of 2.55 which means > 1.96 . From these data, it can be interpreted that the use of the right electronic word of mouth on Shopee can influence purchase intention.

The results of the data analysis for the H6 hypothesis are not accepted. The celebrity endorsement variable has no significant effect on the purchase intention variable through the brand image variable as a mediating variable of 0.01 on Shopee consumers in Jakarta with a t-value of 0.24 which means < 1.96 . From these data, it can be interpreted that the use of celebrity endorsement on Shopee is unable to influence purchase intention through brand image as a mediating variable. The results of data analysis for hypothesis H7 are accepted. The electronic word of mouth variable has a significant effect on the purchase intention variable through the brand image variable as a mediating variable of 0.22 on Shopee consumers in Jakarta with a t-value of 2.80 which means > 1.96 . From these data, it can be interpreted that the right use of electronic word of mouth on Shopee is able to influence purchase intention through brand image as a mediating variable.

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