



The Influence of Celebrity Endorsers and Product Reviews on Fashion Product Purchase Decisions on E-Commerce Shopee on FKIP UNS Students

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Abstract

The world is increasingly developing in various fields, one of which is the field of Economics with the presence of E-Commerce. The large number of E-Commerce users has given rise to many efforts by business actors, including product reviews and celebrity endorsers. This study aimed to determine two things: (1) the influence of celebrity endorsers on the decisions of FKIP UNS students to buy fashion items on Shopee e-commerce and (2) the impact of product reviews on the same student decisions. (3) The influence of product reviews and celebrity endorsers on the decisions of FKIP UNS students to buy fashion items on Shopee. This research employs a quantitative methodology. The participants in this study were current students in the 2020–2022 class at Sebelas Maret University's Faculty of Teacher Training and Education. With a sample of 376 respondents, proportionate random sampling with probability sampling was the sample strategy employed. A Likert scale-equipped questionnaire that was disseminated using Google Forms was employed as the data collecting tool. Using SPSS 25 software, simple and multiple linear regression analysis was performed on the data. The study's findings resulted in the following conclusions: (1) The use of celebrity endorsers positively and significantly influences students' decisions in buying fashion products on Shopee e-commerce, and (2) Students' decisions in using product reviews also have a positive and significant impact. Students (3) Students' decisions in buying fashion items on Shopee e-commerce are positively and significantly influenced by product reviews and celebrity endorsers.

INTRODUCTION

The development of world civilization is increasingly advanced; this is evidenced by the presence of convenience in running life. This ease of communication is one of the positive impacts of the Internet. The Indonesian Internet Service Providers Association (APJII) survey results show an increase in internet users from 2022 - 2023. The Internet users has upgraded by 1.17% from the previous year; in 2022, internet users were 210 million people, after experiencing an increase in Internet users in 2023 of 215 million people (APJII, 2023). Social media use in society is increasing; data support that 213 276 million Indonesians are internet users, and 167 million Indonesians are active social media users. Notably, 78% of internet users are active in social media (slice. id, 2023).

A fairly of internet users also impact the economy. The use of the Internet for shopping through electronic media is one of the impacts of the Internet on the economy. People use e-commerce as an electronic medium to make buying and selling transactions in shopping activities. According to Suyanto (Maulana & Asra, 2019), e-commerce is an electronic buying and selling transaction that uses the Internet without having interaction between sellers and buyers. At its emergence in 1994, e-commerce had few fans. The reason is that consumers prefer to shop directly by visiting stores. To attract consumer interest in determining their choices, business actors must determine the right business strategy to win the hearts of consumers and win the competition. Entrepreneurs must be able to distinguish elements that influence customer assessments of what to buy. Businesses use various promotional strategies in marketing competition to attract customers. One of them is Using celebrity endorsements to generate customer interest in an item. As stated by McCracken (Permatasari, 2019, p. 31), celebrity endorsers get

public attention and are used by business actors to promote their goods. Marketers can benefit significantly from celebrity endorsers' ability to shape customer behaviour (Permatasari, 2019, p. 31). Endorsement is the process of using the services of a celebrity or famous person to directly influence a product or service by utilizing their charisma and skills to attract customers (Hermawan et al., 2022).

Previous studies have shown that several characteristics related to celebrity endorsers may impact consumers' final decisions on products (Rosita & Novitaningtyas, 2021). Other studies show that customers' tendency to buy a product is significantly influenced by celebrity endorsers (Rosita & Novitaningtyas, 2021). However, there are studies with conflicting findings stating that there is no relationship between customer behaviour and celebrity endorsers (Ramadhani & Nadya, 2020). The findings of interviews conducted on February 16, 2024, with five out of ten FKIP UNS students attached, further support the assumption that celebrity endorsers have little influence on consumer purchasing decisions. In addition to celebrity endorsements, customer purchasing decisions are also influenced by product reviews.

Ardianto et al. (2020, p. 66) stated that consumer product reviews are often a consideration in determining what choices to buy online. This study focuses on how product reviews and celebrity endorsements influence consumer purchasing decisions. Product reviews and the use of celebrity endorsers are seen as indicators that have a significant impact on customer purchasing choices. The results of interviews with 10 FKIP UNS students stated that product reviews influence a determinant in making purchasing decisions. Moreover, 5 out of 10 people stated that celebrity endorsers do not influence the determination of purchasing decisions made. This is consistent with other study that produced two opposing findings. Certain findings indicate that product evaluations and celebrity endorsements have a favorable and considerable impact on customers' purchase decisions, while other findings indicate that these factors have no discernible beneficial impact. Now that the issues are clear, scientists want to look into how product evaluations and celebrity endorsements affect consumers' decisions to buy. Therefore, the author conducted a study entitled "The Influence of Celebrity Endorsers and Product Reviews on Purchasing Decisions in E-Commerce on FKIP UNS Students".

METHODS

This quantitative research involved students from the 2020–2022 batch of Sebelas Maret University, Surakarta. October 2023 marked the beginning of this research, which ended in June 2024. A probability sampling approach called proportional random sampling was used in the sampling process, with a sample size of 376 respondents. Data were collected using a Likert scale survey questionnaire distributed using Google Forms. Data analysis was done using SPSS 25 software, using primary and multiple linear regression. Secondary data from the literature review is another form used to support primary data. The hypotheses formulated in this study are as follows.

1. H1: There is a positive and significant influence between celebrity endorsers on purchasing decisions for fashion products on Shopee e-commerce among respondents.
2. H2: Product reviews positively and significantly influence purchasing decisions for fashion products on Shopee e-commerce among respondents.
3. H3: Respondents' purchasing decisions for fashion products on Shopee e-commerce are positively and significantly influenced by celebrity endorsers and product reviews.

RESULTS AND DISCUSSION

A. Result

This study used a sample or respondents of 376 students. The details of the respondent data are as follows:

Table 1. Respondent Characteristics by Generation Group

Class	Frequency	Percentage (%)
2020	117	31,11
2021	118	31,38
2022	141	37,5

Table 1 shows the number of samples collected, as many as 376 students with a 5% error rate using the Slovin method. In the specified quota, proportional random sampling is a sample collection method that provides an equal opportunity for each population to participate as a respondent.

The results of this study data are described descriptively in displaying the amount of data, mean, minimum, maximum, and standard deviation values.

Table 2. Statistical Data Description Results

	N	Min	Max	Mean	Std Deviation
Celebrity Endorser (X1)	376	32	52	45,71	3,769
Product Review (X2)	376	24	40	33,99	2,834
Purchase Decision (Y)	376	22	34	29,02	2,490
Valid N (listwise)	376				

Based on Table 2, each variable from the results of this study is as follows:

1. Number of Respondents
The study obtained 376 respondents who filled out the questionnaire with 25 question items, and 376 answered all questions.
2. Celebrity Endorser Variable(X1)
The Celebrity Endorser variable, which is the X1 variable, has 11 question items, with the lowest score of 32 and the highest score of 52; the mean value of the celebrity endorser variable is 45.71 with a standard deviation of 3.769. Based on the available data, it is known that the existing data does not show any deviation in the celebrity endorser variable because the standard deviation of 3.769 <30% of the average value (30% x 45.71 = 13.713).
3. Product Review Variable (X2)
The product review variable, the X2 variable, has 8 question items, with the lowest score of 24 and the highest score of 40; the mean value of the product review variable is 33.99 with a standard deviation of 2.834. Based on the data obtained, it is known that the existing data does not show any deviation in the product review variable because the standard deviation of 2.834 <30% of the average value (30% x 33.99 = 10.197).
4. Purchase Decision Variable (Y)
The product review variable, which is the Y variable, has 7 question items. With the lowest score of 22 and the highest score of 34, the mean value of the purchase decision variable is 29.02, with a standard deviation of 2.490. Based on the data obtained, it is known that the existing data does not show any deviation in the purchase decision variable because the standard deviation of 2.490 <30% of the average value (30% x 29.02 = 8.706).

Data Testing

Data testing begins with the validity test of the instrument, which was tested on 30 respondents in the population outside the sample using product moment person correlation and SPSS 25.

Table 3. Validity test results for each variable

Variable	Item Numbers	r_{count}	r_{table}	Descriptions
Celebrity Endorser	1	0,764	0,361	Valid
	2	0,657	0,361	Valid
	3	0,655	0,361	Valid
	4	0,541	0,361	Valid
	5	0,564	0,361	Valid
	6	0,662	0,361	Valid
	7	0,485	0,361	Valid
	8	0,730	0,361	Valid
	9	0,631	0,361	Valid
	10	0,776	0,361	Valid
	11	0,827	0,361	Valid
Product Review	1	0,238	0,361	Invalid
	2	0,439	0,361	Valid
	3	0,649	0,361	Valid
	4	0,539	0,361	Valid

	5	0,508	0,361	Valid
	6	0,694	0,361	Valid
	7	0,751	0,361	Valid
	8	0,655	0,361	Valid
	9	0,319	0,361	Invalid
	10	0,462	0,361	Valid
Purchase Decision	1	0,802	0,361	Valid
	2	0,753	0,361	Valid
	3	0,817	0,361	Valid
	4	0,772	0,361	Valid
	5	0,715	0,361	Valid
	6	0,751	0,361	Valid
	7	0,756	0,361	Valid

Based on Table 3, three variables were tested in this study. In the validity test of the celebrity endorser variable, it was found that out of 11 question items related to celebrity endorsers, it stated that 11 question items tested were valid because $r_{count} > r_{table}$. In the validity test of the product review variable, it was found that out of 10 question items related to product reviews, it stated that eight items tested were valid because $r_{count} > r_{table}$. In comparison, two items were not valid because $r_{count} > r_{table}$.

After the validity test was carried out, the next step was the reliability test, where in this study using Cronbach Alpha, if the Alpha value obtained > 0.6 , then the question is considered reliable.

Table 4. Reliability Test Results

Variable	Number of Questions	Batas Reliabilitas	Cornbach Alpha	Descriptions
Celebrity Endorser	11	0,6	0,873	Reliabel
Product Review	8	0,6	0,749	Reliabel
Purchase Decision	7	0,6	0,869	Reliabel

The outcomes of the three variables' reliability test are displayed in Table 4. Because the celebrity endorser's alpha value is $0.873 > 0.6$, the 11-item celebrity endorser variable is deemed trustworthy. Because the product review's alpha value is $0.76 > 0.6$, the variable containing eight question items is deemed credible. Because the purchase decision's alpha value is $0.869 > 0.6$, the variable containing seven question items is deemed credible. As a consequence, the computation of the three variables' findings is deemed trustworthy and appropriate for use in this investigation.

Table 5. Hasil Uji t parsial

Variabel	Cornbach Alpha	Descriptions
Celebrity Endorser (X1)	7,577	,000
Ulasan Produk (X2)	5,586	,000

The results of the partial t-test ($t\text{-value } 7.577 > t\text{-table } 1.966$ and significance value $0.000 < 0.05$) indicate that students are influenced by celebrity endorsers when making decisions about what fashion products to buy on the Shopee e-commerce. In this study, the $t\text{-value}$ is $7.577 > t\text{-table } 1.966$, which is the criterion for accepting H_1 . Conclusion: Because H_0 is rejected and H_1 is approved, the purchasing decision is influenced by celebrity endorsers. The regression coefficient of the multiple linear regression equation is 0.245, indicating that the celebrity endorsement variable positively affects consumer purchasing decisions.

B. Discussion

1) The Influence of Celebrity Endorsers on Fashion Product Purchase Decisions on Shopee E-Commerce for FKIP UNS Students

The results of the partial t-test, which show a $t\text{-value}$ of $7.577 > t\text{-table } 1.966$ and a significance value of $0.000 < 0.05$, demonstrate that students are influenced by celebrity endorsers when making decisions about which fashion products to purchase on Shopee e-commerce. H_1 must meet the requirement that $t\text{-count} >$ from $t\text{-table}$. The $t\text{-count}$ result of $7.577 > t\text{-table } 1.966$ in this study indicates that H_0 is both accepted and rejected, indicating that celebrity endorsers have an impact on consumer choices. The

multiple linear regression equation's regression coefficient, which is 0.245, indicates that the celebrity endorser variable has a positive impact on consumers' decisions to buy.

The study's findings also support those of a study by Hermawan et al. (2022, p. 9), which found that the more effectively a celebrity endorser is used, the more purchases would be made. This is also consistent with research by (Anas and Sudarwanto, 2020, p.957), which contends that using celebrities as endorsers is thought to get greater public attention than using someone who is not well-known. Research (Rosita & Novitaningtyas, 2021, p.503) states that celebrity endorsers can increase consumer decisions to purchase advertised products.

The results of this study explain that there is an influence of the use of celebrity endorsers on purchasing decisions in students; this shows that the thinking framework model is in line with the results of the study which revealed that celebrity endorsers as independent variables influence purchasing decisions as dependent variables have been empirically tested.

2) The Influence of Product Reviews on Fashion Product Purchase Decisions on Shopee E-Commerce for FKIP UNS Students

The results of the partial t-test, which show a t-value of 5.586 > t-table 1.966 and a significance value of 0.000 < 0.05, demonstrate that product reviews have an impact on fashion product purchase decisions made by students. According to this study's t-count, which is 5.586 > t-table 1.966, H_0 must be rejected and H_1 must be approved. As a result, the hypothesis that product reviews affect consumers' decisions to buy is accepted, whereas H_0 is rejected and H_1 is approved. The regression coefficient in the multiple linear regression equation is 0.240, which shows that the product review variable positively influences purchasing decisions.

The results of this study are also in line with the results of research conducted by (Mulyana, 2021, p. 193) which states that the better the product reviews submitted by consumers directly have a high influence in deciding to purchase the product. Some results align with research conducted by (Wibowo and d Wijiastuti, 2022, p. 77,4), which argues that the more good product reviews, the more purchasing decisions will increase. Research conducted by (Najib & Andriana, 2022, p. 178) states that more positive reviews can increase the value of purchasing decisions.

The study's findings clarify how students at Sebelas Maret University (UNS)'s Faculty of Teacher Training and Education (FKIP) use product reviews to inform their purchasing decisions. This indicates that the thinking framework model is consistent with research findings that demonstrate how product reviews, as independent variables, influence purchasing decisions, which have been empirically tested.

3) The Influence of Celebrity Endorsers and Product Reviews on Fashion Product Purchase Decisions on Shopee E-Commerce for FKIP UNS Students

The findings of this study suggest that product reviews and celebrity endorsements positively impact students at Sebelas Maret University's (UNS) Faculty of Teacher Training and Education (FKIP) decision to buy. This implies that business actors may influence more customer purchase decisions the more they can use celebrity endorsers' services and gather a large number of favorable evaluations. The regression findings, $Y = 9.671 + 0.245X_1 + 0.240X_2 + e$, show this. The regression analysis of the two independent variables reveals positive findings, indicating that the purchase decision would rise with each increase in one of the constant factors.

The results of the F test (simultaneous) in this study produced an F count value of 82.839, with a significance value of 0.000. The Fcount value is 82.836 > Ftable 3.02 with a significance value of 0.000 < 0.05; the condition for H_0 to be rejected and H_1 to be accepted is Fcount > Ftable; in this study, Fcount gets a value of 82.839 > from Ftable of 3.02. It can be interpreted that the proposed hypothesis can be accepted, or the celebrity endorser variable and product reviews simultaneously influence purchasing decisions. Furthermore, this study shows the determination coefficient (R^2) results of 30.8%, which means that thirty-eight percent of purchase choices are impacted by factors not included in the study model, with the celebrity endorser variable and product evaluations accounting for thirty-eight percent of the total.

Celebrity endorsers and product reviews together influence purchasing decisions; this is because both are factors that influence purchasing decisions; four factors have an influence on purchasing decisions, including trust factors, lifestyle factors, convenience factors, and information quality factors; celebrity endorsers and product reviews are included in the information quality factor. The target of

using celebrity endorsers and product reviews is consumers who have a cognitive personality that tends to be visual. (Suryani, 2013 p. 33) said that based on cognitive aspects it is divided into verbs and visuals. These visual consumers are the target market for using celebrity endorser services and consumers who often see reviews because visual consumers are interested in presenting information in a form that is easy to see. 65

The results of this study also prove the Theory of Planned Behavior (TPB), which consists of attitudes, subjective norms, and perceived behavior control, which reveals that perceived behavior control has motivational implications for intentions (Bangun et al., 2023, p. 125). This is also reinforced by the statement (Sangaji & Sopiah, 2013, p. 44) that attitude influences purchasing decisions because attitude is a tendency of motivational factors; attitude is also included in internal factors that can influence purchasing decisions besides is also said that are external factors that also influence purchasing decisions, namely culture, behavioral aspects in this culture can be reflected in lifestyle, habits, and also traditions, this is the same as the aspects in the TPB theory, namely subjective norms. It can be concluded that business actors should be able to choose celebrity endorsers based on the target market and the products they bring; business actors must also maintain quality and service to get many positive product reviews. For consumers, they should be more selective before making a purchasing decision. Consumers should be able to think rationally and not be easily fooled by sweet words and the appeal of celebrities in endorsements. Consumers should also look at existing product reviews and assess whether the existing reviews are honest and not fabricated.

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

Drawing findings from the study "The influence of celebrity endorsers and product reviews on purchasing decisions for fashion products in e-commerce for FKIP UNS students," the following conclusions were made:

1. Based on the t-test findings with a t-count value of $7.577 > t\text{-table } 1.966$ and a significance value of $0.000 < 0.05$, there is a positive and substantial effect between celebrity endorsers on purchase decisions for FKIP UNS students.
2. Considering the t-test results with a t-count value of $5.586 >$, there is a positive and substantial effect between product reviews and purchase decisions for FKIP UNS students. $0.000 < 0.05$ for significance and a t-table of 1.966.
3. According to the F-test with an F-count value of $82.836 >$, there is a positive and substantial relationship between product reviews and celebrity endorsers on the purchase decisions of FKIP UNS students. F-table 3.02 using $0.000 < 0.05$ as the significance threshold.

B. Suggestion

1. For the Economic Education Study Program, this research on the influence of celebrity endorsers and product reviews can be used as additional research literature related to digital economics, entrepreneurship, business economics, and consumer behavior courses. This research can also be used as an example of literature because it is relevant to current conditions.
2. For students, this research can be used as a source of information so that they are not easily influenced and believe in the expertise of celebrity endorsers in advertising products. Students must also be more selective in making purchases by paying attention to existing product reviews both in terms of the frequency of existing purchases, a comparison of the number of positive and negative reviews on the product to be purchased, awareness that there are product reviews that can help, and make careful selections so as not to be easily influenced by existing positive reviews.
3. For business people and MSMEs who use the e-commerce Shopee as a tool for marketing, they need to improve product quality in order to get positive reviews; the number of positive reviews will be able to attract consumers to buy. In addition, business people and MSMEs can also use celebrity endorser services as a marketing strategy to attract buyers through the influence of celebrities.
4. For Further Researchers, he findings of this study suggest that product reviews and celebrity endorsers have an impact on consumers' decisions to buy. Celebrity endorsements and product evaluations have an impact of 30.8% in this study; the remaining variables are influenced by factors

not included in the study. Consequently, in subsequent study, more researchers can include other variables that may have an impact on purchase decisions.

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