The Influence of Celebrity Endorsers and Product Reviews on Shopee Consumers' Buying Interest in Palembang City

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Abstract:- This study aims to analyze the effect of celebrity endorsers and product reviews on the buying interest consumers through Shopee in the city of Palembang. The key objectives of this study is to explore the factors of consumers' buying interest so that sellers know which factor they can examine to improve their sales and profit. This study is a quantitative research which uses multiple linear regression analysis to examine data from 133 respondents. Respondents are college students from three different private university in Palembang city. The data obtained then processed by software SPSS 24 and Microsoft excel. There are some tests have been done in this research such as reliability test, validity test, t test, f test, and correlation test for each variable. The results showed that the celebrity endorser and product review have a positive and significant effect on consumer buying intention, both partially and simultaneously. The result also shows that 64% of consumers' buying interest is affected by celebrity endorser and product review while the rest is affected by other factors that are not included in this research.

Keywords:- *Celebrity Endorser, Consumer Buying Intention, Review Product.*

I. INTRODUCTION

If we look 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 growing rapidly is information technology. Indonesia is one of the countries 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[1].

Based on data from hotsuite.com, in 2020 there are at least 175.4 million internet users in Indonesia. This represents 64% of the total population of Indonesia. The data also shows that the number of internet users 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 today. The internet is now used by business people to promote their merchandise. Through online promotion, business people can save up to 50% on marketing costs[2]. In addition to saving expenses, business people can also reach wider consumers through the internet. This will certainly have a positive impact on sales[3].

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[4]. At least there are 32.6% of consumers' buying interest is due to the attractiveness of the artist[4]. The results of other studies also show that artists who are considered trustworthy consumers (trustworthiness) will have a positive effect on consumer buying interest[3].

The celebrity endorsement strategy involves a public figure or artist who is well known to a wide audience and will later work with business people to promote merchandise online[5]. The chosen artist must of course have several positive criteria, such as having attractiveness, being trustworthy (trustworthiness), and having certain expertise[6]. These criteria are able to attract the attention of consumers and give confidence to the products offered by the artist. Another marketing strategy that can be utilized from the sophistication of technology and the internet is online marketing through marketplaces that are already 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 own features and facilities. In the second quarter of 2020, Shopee was ranked first as the marketplace with the highest number of visitors in Indonesia[7]. One of the features in 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.

This product review feature is also useful for potential consumers to consider purchasing decisions[8]. A good product review or review will certainly 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[9]. On the other hand, low reviews or ratings 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[10]. Based on the above phenomenon, the researcher wants to examine the effect of celebrity endorsers and product reviews on Shopee consumers' buying interest in the city of Palembang.

II. METHODOLOGY

2.1 The Scope of Research
The focus of this research is 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 also product reviews on e-commerce Shopee in the city of Palembang.

2.2 Type of Research
The type of research applied is causal research with quantitative methods. Causal research is research that examines the causal relationship between two or more variables, so that it can explain the impact of changes in the value of a variable on changes in the value of one or more other variables. The method used is a quantitative method because this study uses data processing that produces numbers. Based on the research technique, this research is a survey because it collects data by asking the respondents directly through questionnaires.

2.3 Population and Sample
The population is the entire research subject that is the focus of 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 Muhammadiyah University of Palembang. These three universities were chosen because they are private universities that have many students.

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 a product through Shopee and have purchased a product because of a celebrity who promotes the advertisement of the product. Thus, the sample used in this study was 133 female students.

III. RESULTS

3.1 Validity Test
Validity tests need to be carried out before conducting other statistical tests because the data that has been collected and will be tested must be valid data[11]. If the data is proven valid then further testing can be continued. Here are the results of the validity test:

Table 1. Validity Test Results

Correlations		Celebrity Endorser	Review Product	Buying Interest
Celebrity Endorser	Pearson Correlation	1	.065	.102
	Sig. (2-tailed)		.454	**.001**
	N	133	133	133
Review Product	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).				

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

3.2 Reliability Test
The reliability test is used to determine the consistency of the measuring instrument, whether the measuring instrument used is reliable and remains consistent if the measurement is repeated[11]. The results of the reliability test for this study can be seen as follows:

Table 2. Reliability Test Results

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

Table 3. Reliability Test Results
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**
Review Product	78.60	7.848	.268	**.781**
Buying interest	90.87	9.946	.329	**.763**

Based on the test results above, it can be seen that the 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 which indicates that each variable is reliable.

3.3 Characters of Respondents

3.3.1 Respondents based on gender
The author classifies the gender of the respondents into two groups, namely male and female as presented in the table below:

Table 4. Respondents based on gender

No.	Gender	Number of Respondents	Percentage
1.	Male	7	5.26%
2.	Female	126	94.73%
	Total	**133**	**100%**

Based on the table above, it can be concluded that the majority of respondents are female with a total of 126 or 94.73% while the number of male respondents is 7 or only 5.26% of the total 133 respondents.

3.3.2 Respondents based on age
The author classifies the gender of the respondents into two groups, namely 18-20 years and 21-23 years as presented in the table below:

Table 5. Respondents based on age

No.	Age	Number of Respondents	Percentage
1.	18-20 year	60	45.11%
2.	21-23 year	73	54.88%
	Total	**133**	**100%**

Based on the table above, it can be seen that the respondents aged between 21-23 years amounted to 73 people or about 54.88% of the total respondents. While the rest are aged 18-20 years, amounting to 60 respondents or about 45.11% of the total respondents.

3.3.3 Respondents based on their university
The author classifies the origin of the respondent's campus into three groups, as presented in the table below:

Table 6. Respondents based on their university

No.	Name of University	Number of Respondents	Percentage
1.	Indo Global Mandiri University	64	48.11%
2.	Tridinanti University	42	31.6%
3.	Muhammadiyah University	27	20.3%
	Total	**133**	**100%**

Based on the table above, the majority of respondents are students from Indo Global Mandiri University or 48.1%, then the second most respondents (31.6%) are from Tridinanti

University and finally Muhammadiyah University of Palembang with 20.3% students.

3.4 Normality Test
The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution [12]. The spread of data on the graph follows a straight line pattern, so the data in this study is normal.
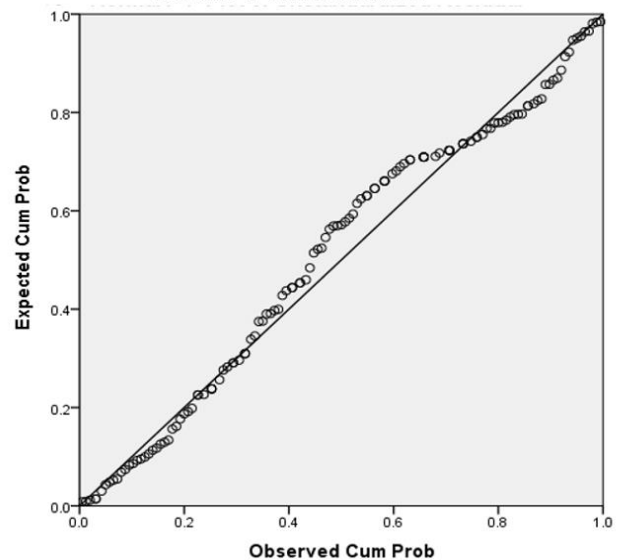
Figure 1. Normality test result

Figure 1 of the P-Plot graph above can be seen that the distribution of the 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 normally distributed. The results of the calculation of statistical normality are as follows:

Table 7. Normality test result

One-Sample Kolmogorov-Smirnov Test				
		Celebrity Endorser	Review Product	Interest Buying
N		133	133	133
Normal Parameters[a,b]	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.				

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 normally distributed.

3.5 Multiple Linear Regression Analysis

Multiple linear regression analysis is useful 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 (X_1), product review (X_2) and the dependent variable buying interest (Y). multiple linear regression analysis using the following regression equation:

Y = a + Celebrity Endorser α1 + Product Review α2 + e

Where:
Y = Purchase interest variable
X1 = variable celebrity endorser
X2 = Product review variable
a = constant
b1 = Regression Coefficient
e = error

The multiple linear equations will then be matched with the following research results so that they will form a new multiple linear regression equation as below:

Table 8. Multiple Linear Regression Analysis

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

Based on the test results above, multiple linear regression can be formulated as follows:
Y = 18,498 + 0.0621 Celebrity Endorser + 0.273 Product Reviews + 3.881

From the above equation, it is interpreted as follows:
a. Constant (α) = 18,498 means that if the celebrity endorser variable (X_1) and product review (X_2) are considered constant, then buying interest (Y) will have a fixed value of 18,498.
b. 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.

c. The regression coefficient of the product review variable (X_2) 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 higher the influence of the product review, the higher the consumer's buying interest.

3.6 Coefficient of determination

The coefficient of determination (R^2) is intended to determine the best level of accuracy in regression analysis, this is indicated by the magnitude of the coefficient of determination (R^2) between 0 (zero) to 1 (one). If the coefficient of determination is getting closer to one, it can be said that the independent variable has an effect on the dependent variable. Because the independent variable in this study is more than 2, the coefficient of determination used is Adjusted R Square[13]. The results of the coefficient of determination test are presented in table 9 below:

Table 9. Coefficient of determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.379[a]	**.644**	.638	1.545
a. Predictors: (Constant), Review Product, Celebrity Endorser				

Based on table 9 above, it is found that the R^2 value is 0.644 which shows that celebrity endorsers and product reviews have an influence on buying interest by 64.4%, while the rest is influenced by other variables not included in the study.

3.7 F Test

The f test is known as Simultaneous Test or Model Test/Anova Test, which is a test to see how the effect of all the independent variables together on the dependent variable. Or to test whether the regression model that we make is good/significant or not good/non-significant. Simultaneous test is said to be significant if the significance of F < the degree of research confidence. The significance value can be obtained through manual testing or through the results of SPSS processing (Sign in the ANOVA table). If the significance value is < 0.005 then it is considered significant. The following are the results of the F test in this study:

Table 10. F Test Result

ANOVA[a]						
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: Purchasing Interest						
b. Predictors: (Constant), Review Product, Celebrity Endorser						

Based on table 4.16 above, it can be seen that the value of Sig. is 0.000 < 0.005, then the two variables simultaneously or simultaneously have an effect on buying interest.

3.8 T 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 greater than t table, then the independent variable individually affects the dependent variable, otherwise if the value of t count is smaller than t table, the independent variable individually does not affect the dependent variable[14]. The t test will also determine the hypothesis to be taken in this study. The hypotheses proposed are:

H_1 = There is an influence of celebrity endorser (X_1) on buying interest (Y)

H_2 = There is an effect of product review (X_2) on buying interest (Y)

Comparison of the value of t count and t table can be done based on the test results presented in the table below:

Table 11. T test results

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	18.498	3.881		4.767	.000
Celebrity Endorser	.062	.064	.078	**2.963**	.003
Review Product	.273	.061	.366	**4.496**	.000
a. Dependent Variable: Interest Buying					

Calculation of the value of df obtained the number of samples minus the number of independent variables, namely df = 133 – 2, df = 131 so that the t table value that will be 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, H_1 is accepted. Furthermore, the product review variable has a t value of 4.496 > t table 1.97824, it can be said that there is an influence between product reviews on buying interest. Therefore, H_2 is accepted.

IV. DISCUSSION

4.1 The influence of celebrity endorser and review product to buying interest

Based on the results of statistical tests, it can be seen simultaneously (F test) that all independent variables, namely celebrity endorsers and product reviews, have a joint effect on consumers' buying interest through Shopee.

This is also supported by the coefficient of determination (R square) of 0.644 which illustrates that 64% of the variation in the buying interest variable can be explained by the celebrity endorser variable and product reviews at Shopee. While the other 36% are explained by other reasons outside the model studied. The table above also shows the adjusted R square value of 0.644 or 6.44%. This shows that 64.4% of the buying interest variables are influenced by the two independent variables, namely celebrity endorsers and product reviews.

4.2 The influence of celebrity endorser to buying interest

Based on the results of the F test with a probability of 0.000 less than 0.05, the regression model can be used to predict the participant's decision or it can be said that the two independent variables, namely celebrity endorser and product review, influence simultaneously or jointly affect buying interest. And the results of the t test can be concluded that celebrity endorser (X_1) shows that the significance for X_1 to Y is 0.003 <0.05 and t count is 2,963 > t table. Thus, it can be concluded that H1 is accepted, namely celebrity endorser (X_1) has a positive and significant effect on the consumers' buying interest through Shopee. The results of this study are in line with the results of previous researches.

4.3 The influence of review product to buying interest

Based on the results of the F test with a probability of 0.000 less than 0.05, the regression model can be used to predict the participant's decision or it can be said that the two independent variables celebrity endorser and product review influence simultaneously or jointly affect buying interest. In addition, the results of the partial significance test using the t test can be concluded that the product review (X_2) shows that the significance of X_2 to Y is 0.000 < 0.05 and t count 4.496 > t table 1.97824. Thus, it can be concluded that H_1 is accepted, namely the product review (X_2) has a positive and significant effect on buying interest through Shopee.

4.4 The summary of research results

No.	Independent Variable	Dependent Variable	Results	Explanations
1.	Celebrity Endorser, Review Product	Buying Interest	1. Coefficient determination value (R^2) = 64% 2. Adjusted R square value = 63.8%	The independent variables together have a positive effect on the dependent variable.
2.	Celebrity Endorser	Buying Interest	1. Significant value 0,003 < 0,05 2. t count 2.963 > t table 1.97824	The celebrity endorser variable has a positive and significant effect on the buying interest variable
3.	Review Product	Buying Interest	1. Significant value 0,000 < 0,05 2. t count value 4.496 > t table 1.97824	The product review variable has a positive and significant effect on the buying interest variable

V. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the results of research that has been done by the author in terms of the influence of celebrity endorsers and product reviews on the consumers' buying interest through Shopee in Palembang. And based on the results of statistical calculations that have been discussed previously, the following conclusions are obtained:

1. The results of the partial analysis show that the celebrity endorser variable (X_1) has a positive and significant effect on consumers' buying interest through Shopee.

2. The results of the partial analysis show that the product review variable (X_2) has a positive and significant effect on consumers' buying interest through Shopee.

3. The results of the analysis simultaneously show that the celebrity endorser variable (X_1) and product review (X_2) have a positive and significant effect on consumers' buying interest through Shopee.

5.2 Suggestions

Based on the conclusions above, it can be formulated some suggestions that may be useful and useful as consideration for Shopee sellers to increase sales and income.

Some of these suggestions include:

1. Share Shopee e-commerce

Shopee is expected to maintain and pay more attention to the product review feature that will be used by consumers so that users and potential consumers who will buy products at Shopee continue to grow because they are influenced and interested in previous consumer reviews.

2. For Shopee resellers

Shopee resellers are expected to be able to provide good response and service to customers so that consumers can be more comfortable shopping at their stores registered with Shopee. Resellers are also expected to always pay attention to product quality and update product descriptions regularly.

3. For prospective buyers

For prospective buyers, it is expected that they choose products that are trusted and more thorough in choosing the products to be purchased and not in a hurry in deciding to purchase the product so as not to be disappointed with the purchase decision.

4. For further researchers

For further researchers, it is hoped that this research can be used as reference material or further research literature related to celebrity endorsers and product reviews on buying interest. In addition, this research is also expected to be able to become material for information or studies in the field of marketing management science. The researcher is aware that in this study there are still shortcomings such as the lack of other variables that can affect buying interest such as promotion, viral marketing, online trust, and the seller's reputation system as well as with a larger sample size and different locations in order to optimize the results of further research.

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